



Managing Intellectual Property For Business Development

**January 24-25, 2005
Barbados**

*A Seminar by the
Caribbean Regional Intern-Scholarship Program
Sponsored by U.S. Agency for International Development
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“Managing Intellectual Property For Business Development”

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Amaryllis Beach Resort, Hastings, Christ Church
BARBADOS

Monday 8:45 a.m.	WELCOME Rebecca Rohrer, Director of USAID Caribbean Regional Program
8:50	OPENING REMARKS Dale Marshall, Ministry of Industry & International Business
9:10	PROGRAM OVERVIEW AND OBJECTIVES Jonathan Paul, Managing Partner, The Tech Law Group
9:30	THE REGIONAL PERSPECTIVE ON TRADE AND SERVICE MARKS, PATENTS, TRADE SECRETS AND COPYRIGHTS Maureen Crane-Scott, Registrar, Corporate Affairs and Intellectual Property Office (CAIPO), Barbados
10:15-10:30	Break
10:30	THE IMPORTANCE FOR THE CARIBBEAN OF INTELLECTUAL PROPERTY IN REGIONAL AND GLOBAL TRADE Malcolm Spence, Technical Advisor-IP, Caribbean Regional Negotiating Machinery
11:00	LEGAL ASPECTS OF PATENTS – THE MECHANICS OF REGISTRATION AND QUALIFYING REQUIREMENTS Francis Depeiza, Patent Attorney, Carrington & Sealy, Barbados
11:45	PATENTS – UNCOVERING THE “NATIONAL TREASURE” MAP Jonathan Paul
12:30-1:30 p.m.	Lunch
1:30	TRADEMARKS, SERVICE MARKS, COPYRIGHTS & TRADE SECRETS Jonathan Paul
3:15-3:30	Break
3:30	IMAGE IS NOTHING: The need for Laws Regarding the Right of Publicity in the English Speaking Caribbean; Or IF IMAGE IS EVERYTHING, THEN WHY NOT GET PAID? Warren Cassell, Attorney-at-Law, Cassell Law Firm, Montserrat
4:15	REVIEW & WRAP UP

**DAY 2**

Tuesday 9:00 a.m.	PROFITING FROM YOUR INTELLECTUAL PROPERTY PORTFOLIO - The Strategic Role of Intellectual Property in Your Business Jonathan Paul
9:45	INNOVATION SUPPORT PROGRAMME Paul Pounder, Business Development Officer, Barbados Investment and Development Corporation (BIDC)
10:30-10.45	Break
10:45-11:15	WHAT A BANK WOULD NEED IN ORDER TO TREAT IP AS COLLATERAL Mariano Browne, Chief Executive Officer, Bank of Butterfield, Barbados
11:15 a.m. 12:30 p.m.	GENERATING NEW IDEAS AND BRANDS Jonathan Paul
12:30-1:30	Lunch
1:30	THE KNOWLEDGE MANAGEMENT ASSESSMENT AND IP AUDIT Jonathan Paul
2:30	KEY IP CONSIDERATIONS FOR RESEARCH Dr. Wendy Hollingsworth, Science & Technology Consultant CRISP Scholarship Awardee
3:15-3:30	Break
3:35	UNDERSTANDING THE INTELLECTUAL PROPERTY LICENSE Jonathan Paul
4:00	OUTSOURCING ISSUES - USING ALL AVAILABLE RESOURCES TO DECREASE COSTS AND INCREASE REVENUE Jonathan Paul
4:15	GENERAL QUESTION AND ANSWER AND DISCUSSION
	SEMINAR EVALUATION
4:30	PRESENTATION OF CERTIFICATES Dr. Jeannine Comma, Program Leader, CRISP