

WIPO Program in Intellectual Property and Innovation – with Charles University & the Czech Industrial Property Office

In the 21st Century, many of the world's economies and businesses are increasingly reliant on their intellectual property as economic drivers. A modern company's value is up to 80% intangible property and 20% “brick and mortar” assets.

When economies and businesses with significant intellectual property are unable to fully understand and utilise intellectual property, they are less capable of investing in further innovation and intellectual property, which has a chilling effect on research and development pipelines and economies.

If you are a practitioner or student in the field of innovation, research and development or intellectual property, **do not miss the opportunity to learn from regional and world-renowned experts in innovation and intellectual property**. Learn how to set up systems and strategies within your organisation to make the most of innovations and rapidly developing technological changes. Understand the dynamic economic landscape, influenced by everything from automated technologies, artificial intelligence to the ongoing global pandemic, which has led us to rethink global supply chains and the system of protecting and benefiting from innovations that are vital to our health.

About the program

Join our **two-week** program from 6 to 17 September 2021 (this year online, due to the pandemic), **earn a prestigious certificate from the World Intellectual Property Organization**, which is one of the 15 specialised agencies of the United Nations, together with **the Czech Industrial Property Office (UPV), and Charles University** Centre for Knowledge and Technology Transfer (Charles University is Czech Republic's largest and oldest university).

How can I register?

Please register following this [link](#). Payment instructions will be sent to you. The ticket price is:

- 348 USD for professionals from developed countries
- 298 USD for students for from developed countries
- 248 USD for residents of developing countries.

Teams from leading companies and students from Central Europe and around the world have given overwhelmingly positive reviews about past WIPO certificate programs, such as ours.

Topics to be covered:

- Emerging Technologies (including Fintech, Artificial Intelligence, Self-Driving Technologies, Quantum Computing, and Nanotechnology)
- Green Energy
- Aerospace Technology
- Logistics and Warehouse Technology
- IP Trends, Mega Trends and Global IP Challenge with Emphasis On The Pandemic, Including IP and Public Health (Including Pharmaceutical Patents)
- Pharmaceutical Know-How
- Pharmaceutical Production
- Pharmaceutical Logistics
- Improved Access to Pharmaceuticals to Low-Income Countries and Low-Income Individuals
- Pharmaceutical Patent Waivers
- Patents
- Copyrights and Related Rights
- Trade Marks
- Intellectual Property as a Business Asset

There will be **both theoretical and practical learning** with real-world case studies, team exercises, and professional networking opportunities.

Who are the speakers?

The program will feature leading experts from the Czech Republic, Central Europe, and around the world.

Who can join the program?

Working professionals, students, and academics, whose industries benefit from technology and innovation.

Czech Republic: A history of innovation

The Czech Republic has a rich history of innovation and innovators. From Mucha to Kafka to Einstein, who was once a professor at Charles University, to Freud who was born in Moravia, to Mozart who frequented Prague, to Wichterle who invented soft contact lenses, to Čapek who coined the term robot. Innovation is key to our progress.

Czech Republic is home to leading innovative companies in the ICT, Aerospace, Automotive, Nanotechnology, Advanced Engineering, and Life Sciences industries. This year, importantly, the EU Agency for the Space Program has become headquartered in the Czech Republic.