



Ambassador Scheme Summer Training 2020 21-22 September

FORMAT: Online training with [EUIPO](#) via Zoom

PROGRAMME

DAY 1 : 21 September 2020, Monday (10:00 - 12:15 h)

10:00-10:10	Welcome speeches & Introduction EUIPO : Inge BUFFOLO, Director Customer Department (CD) DG GROW : Valerie Marie-d'Avigneau, Policy Officer Unit F3 Intellectual Property
	How to avoid cybertheft and to enforce your IPR when it comes to infringement? Moderator: Sergio Pérez and Cristina Natal (European IP Helpdesk)
10:10-11:00	Cybertheft & online IPR infringement. EUIPO, Erling Vestergard (Observatory)
11:00-11:50	IP Enforcement Portal, Challenges & Strategies. Practical demo EUIPO, Nicole Semjevski (Observatory)
11:50	Update on the Ambassador Scheme Sergio Pérez and Cristina Natal (European IP Helpdesk)
12:00	Questions & Answers
12:15	Closing



**Ambassador Scheme
Summer Training 2020
21-22 September**

DAY 2 : 22 September 2020, Tuesday (10:00 - 12:15 h)

	<p>IPRs and added value for SMEs</p> <p>Moderator: Andrew Reith (Observatory)</p>
10:00	IP-rights in the innovation process – Maria del Coro Gutierrez (Customer Department)
10:50	A 360 Perspective of IP Assets: Maria Baldares (Observatory)
11:35	New functionalities in TMview and Design – Yvonne Heinke (Customer Department) Short ICE-Quiz – Lynn Burtchaell (Customer Department)
12:00	Q&A
12:15	Closing