



INTELLECTUAL PROPERTY OFFICE
MINISTRY OF ECONOMY OF THE
REPUBLIC OF ARMENIA



ARMENIAN STATE UNIVERSITY
OF ECONOMICS



WIPO

WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

PROGRAM

INF 1
ORIGINAL: ENGLISH
DATE: OCTOBER 2025

Training on Intellectual Property in Mobile Applications ***IP4Apps Bootcamp***

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with

the Intellectual Property Office of Armenia (AIPO),
Ministry of Economy of the Republic of Armenia

and

the Armenian State University of Economics (ASUE)

Yerevan, Armenia, November 17 to 19, 2025

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Monday, November 17, 2025

13:30 – 14:00 Registration and Networking Coffee

- Place of the Event for local participants: premises of the Armenian State University of Economics, Yerevan, Nalbandyan 128

14:00 – 14:15 Opening Session:

- Representative of the Armenian IP Office (AIPO)
- Representative of the Armenian State University of Economics (ASUE)
- Mr. Oleksandr Shevchenko, Program Officer, Division for Transition and Developed Countries, World Intellectual Property Organization (WIPO), Geneva, Switzerland

14.15 – 14.45 **Topic 1: Presentation of WIPO activities and IPplication Project**

Speaker: Mr. Oleksandr Shevchenko, WIPO

14:45 – 15:30 **Topic 2: Introduction to IP – General Concepts with a Focus on Digital**

- Presentation of key concepts of IP (patents, copyrights, trademarks, designs, trade secrets, data)
- Materials: Summary background reference documents

Speaker: Mr. Malcolm Bain, Partner, *Across Legal* law firm, Barcelona, Associate Professor at the University of Barcelona

15:30 – 16:15 **Topic 3: Interactive IP Identification and Protection Activity**

- Identification of IP in real-world examples
- IP protection strategies for various assets

Speaker: Mr. Malcolm Bain

16:15 – 17:00 **Topic 4: Summary and Takeaways – Key IP Lessons for App Projects**

- Reference to the WIPO Apps Handbook
- Wrap-up: “What key points do I retain for my project?”

Speaker: Mr. Malcolm Bain

Tuesday, November 18, 2025

13:30 – 14:00 Coffee-break

14:00 – 14:30 Fun Quiz: Recap of Day 1

14:30 – 15:15 **Topic 5: IP in the Mobile App Ecosystem**

- Key concepts and strategies for protecting IP in app development
- Monetization and global market considerations

Speaker: Mr. Malcolm Bain

15:15 – 16:00 Topic 6: Group Activity – IP Identification & Protection in Mobile Apps

- Case studies discussion
- Focus on platform-specific IP concerns

Speaker: Mr. Malcolm Bain

16:00 – 16:45 Topic 7: IP Monetization in the App Sector

- Strategies for income generation and business models

Speaker: Mr. Malcolm Bain

16:45 – 17:15 Wrap-up: “What do I think my project could be about?” – Key project outlines

Wednesday, November 19, 2025

10:30 – 11:00 Coffee-break

11:00 – 11:15 Warm-up Activity: Miroboard/Menti – Priorities and Challenges

11:15 – 12:00 Topic 8: Deep Dive into IP by Industry – Audiovisual, Gaming, AI

- Presentation of sector-specific IP issues
- Adapted to participants' interests

Speaker: Mr. Malcolm Bain

12:00 – 12:45 Topic 9: IP and AI – In/Outside the App Sector

- Case discussions
- Debate and expert insights

Speaker: Mr. Malcolm Bain

12:45 – 13:30 Topic 10: Group Activity – IP Checklist and Project Planning

- Build sectoral IP checklists
- Initial project content drafting

Speaker: Mr. Malcolm Bain

13:30 – 14:00 Closing Discussion: IP Challenges and Opportunities in a Global Context

- Wrap-up: “How can this project best contribute to my journey?”