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**Modules - industrial property**

- 1A Patents, utility models & plant varieties (3 hours)
  - The way to protect inventions
- 1B Registered trade marks and designs (3 hours)
  - Protection for brands and logos; and for outward appearance
- 1C Using patents, trade marks & design in business (1 hour) ☆
  - A short overview of all the registered rights and their application in a business context



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**Modules - other intellectual property**

- 2A Copyright & related rights (3 hours)
  - Overview of unregistered IP rights: copyright & related rights and database rights
- 2B "Soft" IP (3 hours)
  - Confidential information, know-how and trade secrets; "First Mover Advantage"; and business methods
- 2C Using copyright & "soft" IP in business (1 hour) ☆
  - A short overview of all the unregistered and informal rights and their application in a business context



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**Modules - patent information**



- 3A Patent information for business decision-making (3 hours)
  - Commercial intelligence, patent mapping and management
- 3B Patent searching in *esp@cenet* (3 hours) ☆
  - Guide to using the EPO's free database: features, tricks & tips
- 3C Practical workshop in *esp@cenet* (3 hours) ☆
  - Hands-on practice for effective searching through over 70 million documents

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**Modules - IP commercialisation**



- 4A IP commercialisation (3 hours)
  - Bringing an innovation to market and profitability
- 4B Business planning around IP (3 hours)
  - Integrating an IP strategy into a business development plan
- 4C IP licensing (3 hours) ☆
  - What, when and how to licence; reaching agreement; royalties
- 4D IP valuation (1½ hours) & IP financing (1½ hours) ☆
  - Placing a value on an IP portfolio, and using it to get investment
- 4E Open innovation (3 hours) ☆
  - Making the right IP development decisions and ownership agreements in collaborative research projects
- 4F IP deals in China (3 hours) – available November 2011!
  - Technology transfer and IP issues in China for European SMEs written by experts from the China IPR SME Helpdesk


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**Modules - Enforcement; practical exercises**

- 5A Enforcement of intellectual property rights (3 hours)
  - Civil & criminal sanctions; litigation & alternatives; strategies
- 5B Thirteen Practical exercises and case studies
  - Putting IP strategies into a business context with problem-solving exercises to be explored in groups led by a moderator
- 5C Patent enforcement & ADR (1 hour) ☆
  - A closer look exclusively at patent disputes; strategies & costs
- 5D Counterfeiting & piracy (1 hour) ☆
  - How to work with the Police and Customs agencies to take action against the criminal producers of fake goods

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**Modules - Focus on SMEs**

- 6A IP issues for three very different sectors (3 hours)
  - The **creative industries** and their copyright strategies
  - The **ICT & software sector** and the patentability of "computer-implemented inventions" compared with copyright protection
  - The **biotechnology sector** and the special sensitivities of patent protection in the face of ethical scrutiny
- 6B "Selling the message" (3 hours)
  - How to convince SMEs that intellectual property has a critical role to play in their business - to make them IP aware!

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