



# Mastering Intellectual Property (IP) and Related Rights (IPRs) Training Course

17 - 21 Mar 2025  
Kuala Lumpur



**AGILE LEADERS**  
Training Center



# Mastering Intellectual Property (IP) and Related Rights (IPRs) Training Course

**Ref.:** 36288\_259589 **Date:** 17 - 21 Mar 2025 **Location:** Kuala Lumpur **Fees:** 4400 Euro

## Course Overview:

This course is designed to provide comprehensive knowledge and practical skills in the realm of intellectual property. This course will equip participants with the tools to navigate the complexities of IP rights, focusing on their importance for SMEs, IP advisory services, and the latest trends in digital IP protection. Participants will learn how to conduct IP audits and assessments, understand IP valuation techniques, and perform Freedom-to-Operate analyses. The course also covers securing industrial property rights, patent database searches, infringement protection, and utilizing European IP Helpdesk and International IP SME Helpdesks. Additionally, participants will explore the Horizon Results Booster, technology transfer IP assessment, and SME capacity building in IP. The course further delves into IP in trade fairs, collaborative R&D&I projects, sustainability in IP, and IP compliance with international standards. With a focus on practical applications, this course ensures participants are well-prepared to handle IP challenges in today's digital and globalized business environment.

## Target Audience:

- Business Owners
- IP Managers
- Legal Advisors
- R&D Managers
- Innovation Managers
- SMEs

## Targeted Organizational Departments:

- Legal
- R&D
- Innovation
- Marketing
- Compliance
- Sustainability

## Targeted Industries:

- Technology
- pharmaceuticals
- manufacturing

- entertainment
- digital services

## Course Offerings:

By the end of this course, participants will be able to:

- Conduct comprehensive IP audits and assessments
- Apply IP valuation techniques effectively
- Perform Freedom-to-Operate analyses
- Secure industrial property rights
- Utilize patent databases for research
- Protect against IP infringement
- Access European IP Helpdesk and International IP SME Helpdesks
- Leverage Horizon Results Booster for IP management
- Assess IP during technology transfer processes
- Build IP capacity within SMEs
- Navigate international IP partnerships
- Participate in IP-related trade fairs and brokerage events
- Implement IP compliance with international standards
- Protect digital IP rights
- Monitor and assess technology for IP protection
- Develop sustainable IP strategies
- Create sustainable business models incorporating IP

## Training Methodology:

This course employs a blend of interactive and practical training methodologies to ensure a comprehensive learning experience. Participants will engage in case studies, group work, interactive sessions, and feedback discussions. Real-world examples and case studies will be used to illustrate key concepts, ensuring participants can apply their learning in practical scenarios. Group work will foster collaboration and the exchange of ideas, while interactive sessions will keep participants engaged and facilitate active learning.

## Course Toolbox:

- Workbooks
- Reading materials
- Online resources
- Checklists
- Templates

## Course Agenda:



## **Day 1: Introduction to Intellectual Property and Related Rights**

- **Topic 1:** What is Intellectual Property? Understanding IP Rights
- **Topic 2:** Importance of Intellectual Property for SMEs
- **Topic 3:** Overview of IP in the EEN Services
- **Topic 4:** Identifying, Assessing, and Valuating Intellectual Property Assets
- **Topic 5:** IP Audit and Assessment Techniques
- **Topic 6:** IP Valuation Methods
- **Reflection & Review:** Summarizing Key Learnings and Open Discussion

## **Day 2: IP and Advisory Support**

- **Topic 1:** Freedom-to-Operate Analysis
- **Topic 2:** Assisting Clients in Securing Industrial Property Rights
- **Topic 3:** Support to Finance for IP
- **Topic 4:** Patent Database Search Techniques
- **Topic 5:** Attorney Advisory Support for IP
- **Topic 6:** Protecting Against IP Infringement
- **Reflection & Review:** Summarizing Key Learnings and Open Discussion

## **Day 3: European Commission IP Support Services and Innovation Support**

- **Topic 1:** European IP Helpdesk Services
- **Topic 2:** International IP SME Helpdesks
- **Topic 3:** Horizon Results Booster
- **Topic 4:** Identifying and Evaluating IP Assets in Innovation
- **Topic 5:** Assisting Clients During Technology/Knowledge Transfer
- **Topic 6:** Assisting Clients in SME Capacity Building Process
- **Reflection & Review:** Summarizing Key Learnings and Open Discussion

## **Day 4: IP and International Partnerships**

- **Topic 1:** Identifying and Evaluating IP Assets for International Partnerships
- **Topic 2:** Internationalization Advisory Services
- **Topic 3:** Cooperation Profiles POD
- **Topic 4:** Brokerage Events and Company Missions
- **Topic 5:** Participation in Trade Fairs
- **Topic 6:** Collaborative R&D&I Projects
- **Reflection & Review:** Summarizing Key Learnings and Open Discussion

## **Day 5: IPR Services in Sustainability and Digitalization**

- **Topic 1:** Legal Requirements for IP Compliance
- **Topic 2:** Freedom-to-Operate Guidance
- **Topic 3:** Compliance with International Standards



- **Topic 4:** Digital IP Protection Strategies
- **Topic 5:** Technology Monitoring and IP Scanning
- **Topic 6:** Sustainable IP Development and Business Models
- **Reflection & Review:** Summarizing Key Learnings and Course Wrap-Up

## **How This Course is Different from Other Training Courses:**

This course stands out from other IP training programs by offering a holistic and practical approach to IP management. Unlike traditional courses that focus solely on theoretical aspects, this course integrates real-world applications and hands-on training. Participants will benefit from a comprehensive curriculum that covers not only the basics of IP but also advanced topics such as digital IP protection, sustainable IP development, and international IP partnerships.

# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

## OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

## OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



**AGILE LEADERS**  
Training Center

## CONTACT US

 UAE, Dubai Investment Park First

 +971585964727  
 +447700176600

 [sales@agile4training.com](mailto:sales@agile4training.com)



## Gamified and Interactive Training

We understand that training delivery can be challenging, both online and offline. To ensure engagement and achieve learning objectives, we have developed our own activities and collaborated with industry-leading solutions to gamify our training sessions. This approach increases interaction levels and guarantees effective learning outcomes.



## Our Training Categories

We cover a wide range of training categories to cater to different needs and interests

- Branding, Marketing, Customer Relations, & Sales Programs
- Political & Public Relations Programs
- Finance and Accounting Programs
- Project Management Programs
- Human Resources Management Programs
- Quality & Process Management
- Management & Leadership Programs
- Self-Development Programs

Join Agile Leaders today and embark on a transformative journey towards becoming a more agile and effective leader. Experience our customer-centric approach, actionable training, and guaranteed return on investment. Let us help you unleash your full potential in the dynamic business landscape.



## Where to Find Us

You can join our training programs at our centers located in



We also offer online training sessions through the Zoom platform.

- Malaysia**  
Kuala Lumpur
- Morocco**  
Casablanca
- Spain**  
Barcelona
- France**  
Paris
- UK**  
London
- Italy**  
Rome
- Egypt**  
Cairo  
Sharm El-Sheikh
- Turkey**  
Istanbul
- Georgia**  
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UAE, Dubai Investment Park First



+971585964727  
+447700176600



sales@agile4training.com