Intellectual Property Management for Product Design Course

8 – 12 March 2027
Casablanca

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Training Center

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Ref: 991_175341 **Date:** 8 – 12 March 2027 **Location:** Casablanca **Fees:** 4100 Euro

Overview

Intellectual Property Management for Product Design Course is a one-week intermediate course for product and industrial designers, product managers, innovation teams, engineers, design researchers, legal advisers, and commercialization professionals. Participants leave with a Product Design IP Management File linking asset identification, ownership, prior-right clearance, disclosure controls, protection choices, documentation, and launch readiness. Agile Leaders Training Center delivers intermediate learning in managing intellectual property across the product design lifecycle.

Who Should Attend

- Product and industrial designers responsible for concepts, appearance, and design evidence
- Product managers and innovation teams coordinating design development and launch
- Engineers and researchers contributing functional and technical product features
- Legal and intellectual property advisers supporting clearance and protection decisions
- Supplier, procurement, and commercialization professionals managing external design inputs

The course assumes experience in product design, product development, innovation, engineering, or IP support. It provides a management framework rather than jurisdiction-specific filing or legal advice; protection requirements and disclosure rules vary.

Departments and Industries

The course supports organizations that develop products, packaging, interfaces, components, and branded design assets.

- Product design, industrial design, and design research
- Engineering, research and development, and innovation
- Consumer products, manufacturing, technology, and medical devices
- Packaging, furniture, fashion, mobility, and electronics
- Legal, IP, procurement, supplier management, and commercialization

Learning Objectives

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

- Map product design assets to relevant intellectual property pathways
- Document creator, employee, supplier, and collaborator ownership
- Plan searches and clearance for prior designs, marks, inventions, and creative assets
- Control confidentiality, disclosure timing, prototypes, and design evidence
- Prioritize protection decisions by market, lifecycle, value, cost, and risk
- Build a product design IP management file and launch-readiness review

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Course Agenda

Day 1: Product Design IP Asset Mapping

- Product Design Lifecycle and IP Decision Points
- Industrial Design, Patent, Trademark, Copyright, and Know-How Map
- Functional, Ornamental, Brand, and Creative Feature Classification
- Product Design IP Asset Register
- Roles and Decision Ownership Matrix

Day 2: Ownership and Development Controls

- Employee, Freelancer, Supplier, and Collaboration Ownership Matrix
- Design Brief, Contribution, and Approval Record
- Confidentiality, Prototype, and Access Controls
- Public Disclosure and Launch Timing Map
- Design Iteration and Evidence File

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Day 3: Search, Clearance, and Conflict Review

- Prior Design and Rights Search Plan
- Product Appearance and Design Similarity Review
- Name, Logo, Packaging, and Brand Asset Clearance
- Third-Party Technology, Content, and Component Rights Log
- Clearance Issue and Escalation Register

Day 4: Protection and Portfolio Decisions

- Novelty, Originality, and Disclosure Risk Review
- Protection Route and Territory Decision Matrix
- Representation, Scope, and Product Variant Planning
- Portfolio Priority, Cost, Renewal, and Commercial Value Review
- Licensing, Partnership, and Supplier Use Controls

Day 5: Launch Readiness and Lifecycle Governance

- Product Design IP Launch Checklist
- Claim, Challenge, and Infringement Triage
- Monitoring, Evidence Preservation, and Response Roles
- Post-Launch Portfolio and Change Review
- Capstone Exercise: Product Design IP Management File

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Practical Exercises

The course uses suggested activities that connect design-development evidence with protection, clearance, and launch decisions.

- Suggested activity: classify the IP assets in a new product concept
- Suggested activity: build an ownership matrix for employees, suppliers, and design partners
- Suggested activity: prepare a clearance log and disclosure-control record before launch
- Suggested activity: assemble a Product Design IP Management File

FAQs

Who suits product design intellectual property management training?

The course suits designers, product and innovation managers, engineers, legal advisers, supplier managers, and commercialization professionals who make or support design decisions. It assumes product-development experience but not specialist registration practice.

How do industrial design rights differ from patents and trademarks?

Industrial design rights generally concern the ornamental or aesthetic appearance of a product. Patents concern qualifying inventions or technical solutions, while trademarks distinguish the commercial source of goods or services. A product may involve several rights at the same time.

Why does disclosure timing matter in product design?

Public disclosure may affect novelty or other protection requirements in some jurisdictions. Product teams should identify planned disclosures, access, prototypes, presentations, suppliers, campaigns, and launch dates early and coordinate them with qualified advice and protection decisions.

What belongs in product design IP clearance?

Clearance can include searches and reviews for earlier designs, patents or technical rights, names, logos, packaging, copyrighted assets, software, components, supplier materials, licences, and restrictions relevant to the intended markets and use.

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What should a launch-readiness review confirm?

The review should confirm asset and owner records, contribution terms, clearance evidence, disclosure controls, protection decisions, approved representations, third-party permissions, market scope, supplier rights, unresolved risks, escalation owners, and post-launch monitoring.

Conclusion

Participants leave with a Product Design IP Management File connecting assets, ownership, clearance, confidentiality, disclosure, protection, portfolio priorities, and launch controls. The file helps design and business teams coordinate evidence and decisions across development while recognizing when specialist legal or filing support is required.