

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

23 – 27 May 2027
Cape town

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

Ref: 36288_21680 **Date:** 23 – 27 May 2027 **Location:** Cape town **Fees:** 4500 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

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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.

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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

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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 is 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.