

Implementing Good and Best Practices For

Protecting & Benefiting from Intellectual Property & Trade Related Aspects of Intellectual Property Rights

2 Week Training Workshop

- ✓ Step-by-Step Methodology to File your Own patents or Get the Most from your Consultant or lawyer
- ✓ Understand How Your Patents will be Examined and Challenges
- ✓ Understand Implications of GATT/WTO/TRIPS on Your Business
- ✓ Understand How You can Use the Patent System to Your Organization's Commercial & Strategic Advantage
- ✓ Alternative Ways of Protecting Your Innovations, Designs, R&D...
- ✓ Setting Up a Due Diligent System to Protect Your Organization from Intellectual Property Infringement Claims

A 2 Week Training Workshop

Why You Need to Attend this Workshop...

We are living in a knowledge driven economy.

The real value of an organization's worth lies in the competitive advantage it has. Patents, Copyrights, trademarks, trade secrets and technical knowhow constitute an important source of competitive advantage. These need to be secured, protected and safeguarded. WTO and TRIPS agreement imposes important responsibilities, liabilities and opportunities in the way we Purchase, Procure, Develop, Research, License and Implement Improvements. This program covers all these issues and directs your attention to the Systems you need to establish to protect your interests.

Tough Worldwide Patent Recognition and Enforcement is around the corner.

Organizations and individuals are rushing to protect themselves from Patent Infringement Claims and to get their innovations patented

in the hope of future earnings and protection of their interests.

Your organization's Liabilities about patents in set to increase dramatically in the coming years. Potential Claims may run into millions of dollars unless a strategy is worked out today to minimize exposure to Intellectual Property Claims.

You will get a thorough understanding of IP Laws, IP Regulations, IP Procedures, WTO, TRIPS, Contract Provisions, Contract Administration, Protection against Claims and Negotiating Claim Settlements.

You will get a step by step due diligent methodology to Prepare your Intellectual Property Filing and understanding on how it will be examined and challenged.

Program Content

(Day to Day Program will be Customized to Participants Profile and Organizational Needs)

Program Part 1

1. Intellectual Property Rights – Designs, Trade Marks, Copyright,

1. Patents, Technology Proprietary Information
2. Understanding Legal Aspects of doing business.
3. Intellectual Property Provisions in Agreements: Licensor, Designer, Contractor, EPC Contractor or Supplier. Practical Enforcement Issues, Risks and Indemnity.
4. WTO, TRIPS Patents. International Applicability and Implications for Global Organizations.
5. Patent Laws Patenting Procedure - Registration Systems, Proceedings and Dispute Resolution.
6. Industry Business Intellectual Property Issues
7. Step by Step Methodology for
 1. Applying for an Intellectual Property Recognition
 2. Reviewing and Examining an IP Submission Prepared by Others
 3. Challenging an IP Submission
7. Protecting Your Organization Against Liability Claims on **LICENSE AGREEMENTS CONTRACTS**
8. The Business Nature and Purpose of License Agreements
9. Typical Issues of Concern and Risks
10. Contractual Issues and Contract Administration of License Agreements...
 1. Typical Provisions
 2. Interpretation of the Provisions
 3. Effective Contract Administration
 4. Good Practices - Checklist of Do's and Don'ts

11. Contractual Issues Covered in Detail Include:-

1. License Agreements Contracts
2. License Right - Coverage/Limitations
3. Payments Other Considerations
4. Other Rights Obligations
5. Duration Issues
6. Termination Issues

7. Including...

- i. Warranties
- ii. Indemnification
- iii. Agreement Period
- iv. Liability Period
- v. Limitation of Rights and Liabilities
- vi. Confidentiality Clause
- vii. Remedies for Breach - Damages and Forum for Dispute Resolution
- viii. Technical Support to be Provided - Training, Technical Details and Documentation
- ix. Technical Up gradation and Access to Future Technological Improvements

Program Part 2

1. Risk Management
2. Procedure Strategy for Fighting Infringement Claims:-
 1. Where Indemnity exists
 2. Where no Indemnity exists
 3. Where Indemnity exists but is practically unenforceable or unreliable.
3. Patent Information Access Search. How to keep yourself Informed of Patent Developments in Your Field/s of Interest
4. Marketing your Patent.
5. Intellectual Property Issues and Contractual Arrangements in Joint Venture/Partnership Technology Development Projects.
6. Step-by-Step Methodology to File your Own patents or Get the Most from your Consultant or lawyer.

- x. If Licensee Makes Process Improvements - Rights, Effect on Indemnities and Marketing
- 8. Fees, Costs and Additional Costs (Variations)
- 9. Claims and Counter-Claims on License Agreements

of all stakeholders and all his customers, in his improvement proposals and actions

- 3. Help build a knowledge framework in which job related experience can be caught and remembered as his experience

Workshop 1

Outline Action Plan to Implement Program
Communicated Good and Best Practices

Workshop 2

Advanced Topics? More Details on Some Above Issues Important for Participants (Customized for each Participant Group)

Increasing Productivity through Using Standard Forms, Templates, Checklists to Perform the IP Processes

Performance Management System to Measure Level of Performance in the Above Processes? we will develop the KPIs for the Above Processes

Planning & Implementing a Departmental/Functional Knowledge Base? For IP Rights and Methods? Key to Achieving Quality Service

Performance/Repeatability and Superior Performance in Our Organization

Your Individualized Action Plan for Implementing Good Practices and Best Practices Discussed throughout the Program
Enhanced Program Recommendations

A typical participant will take away a personalized action plan for himself, his business unit or his organization on how to apply the program contents to improve performance. The action plan may have two components:

- 1. A personal action plan
- 2. A business unit/organizational action plan

Benefits to Organization

Sending participant/s to this program will benefit the organization in the following ways-

- 1. Quickly make the participants competent, effective and productive on their job. Useful especially for
 - 1. Training new employees
 - 2. Competency building in existing employees transferred to a new assignment
 - 3. Training prior to a new project or initiative planned in the organization
- 2. Help the employee do his job well by developing competencies related to-
 - 1. Relevant technical knowledge and skills
 - 2. Organizations' strategic objectives
 - 3. Needs and expectations of the stakeholders/customers (internal and external)
 - 4. Good management practices
 - 5. Identifying opportunities to exceed stakeholder/customer expectations
- 3. Create a pool of trained manpower that can cost-effectively disseminate

Program Outcomes and Takeaways

Euro Training is in the business of providing practically useful training programs.

Programs that -

- 1. Help the participant implement systems in his organization
- 2. Help the participant gain *multi-discipline* understanding of the issues related to Protecting & Benefiting from Intellectual Property & Trade Related Aspects of Intellectual Property Rights so that he can incorporate the needs and expectations

the knowledge to a large number of employees inside the organization. This is made possible by Euro Training's unique, easy to understand and easy to use methodology, based on *checklist and quality assurance* approaches.

4. Euro Training instructors often act as mentors for the participants. It's the most effective way to ensure effective competency development and the subsequent application of those competencies on the job, by your motivated staff. We do have consultants available across Americas, Europe, Asia and Africa (Please inquire about our post program mentoring plans).

Individual Career Benefits for Participants

1. You gain a multi-discipline understanding of the issues. That means, when you make proposals or decisions on your job, you will keep in mind the needs and expectations of ALL the stakeholders/customers (internal and external).
2. The action plan you take away will help you make a difference in your business unit or organization! When you talk about this difference you have made to your organization in your resume, you will be a prime candidate for career advancement in your own organization or in your next job(s).
3. Understanding and acting with understanding of the needs and expectations of your stakeholders/customers is known to enhance *job satisfaction* and reduce Monday morning blues.
4. As one of your stakeholders/customers is Executive Management, the program ensures that you know the strategic imperatives that drive the organization's efforts in your relevant job area.

This Program is Intended for...

Those new to the field take away a good multi-discipline understanding of the issues involved in their work. It helps them in becoming productive quickly and in building a knowledge framework that will help them identify, understand, classify and remember on the job learning and experiences.

More experienced participants take away an individualized action plan as mentioned in the previous sections.

Implementation Teams: This program can be used to train implementation teams...

1. when a new project or initiative is being started in your organization
2. when a new strategic focus is being initiated
3. just prior to a consultant being hired to advise the organization

Each participant will take away a memorable and potentially life changing experience from the program.

Registration Recommendations

Team Nominations: This program aims to ensure the participants have their individualized improvement plan at the end of the program. So, foreseeing the effort involved, anticipating resistance and implementation requirements, it is recommended that the organization nominate **at least two participants together** (three will be more desirable) for this program.

It is anticipated that these 2 or more participants will work together as a team or provide mutual support in order to implement the action plan.

Single nominations will also be accepted for the program.

For Latest Program Schedule Email

ip303@EuroTraining.com

www.eurotraining.com/bro/ip303.php

REGISTRATION FORM	
Program:	Intellectual Property & Trade Related Aspects of Intellectual Property Rights Training Workshop (IP303)
Location Where Attending:	
Program Dates:	
Whether Participant will Consider Alternate date if one requested is not available:	
Participant Name Prefix: Mr/Ms/Mrs	
Participant Name:	
Participant Job Title:	
Participant Department & Section:	
Participant Employer/ Company:	
Participant's Present Job Responsibilities:	
Participant Email Address:	
Participant Mobile Number:	
<u>Sponsored by:</u>	
Sponsoring Company:	
Job Title of Sponsoring Authority:	
Name of Sponsoring Authority:	
Email of Sponsoring Authority:	
Fax of Sponsoring Authority:	
Telephone Nos. of Sponsoring Authority:	
Web Site of Sponsoring Company:	
Invoice Reference:	
Invoicing Address:	

REGISTRATION INFORMATION

1. To register: Please send us an official letter confirming registration (on organizational letterhead or Authorized Email).
2. Program Fee is
 - o USD \$8,900 per participant and includes Course Materials, Certificate, Refreshments and Lunch. (Fee at London, Paris and Kuala Lumpur is \$9,790 per participant)
3. Accommodation & Taxes/VAT (if applicable) is not included in Program fee. Special rates will be available at venue hotel for the participants.
4. Special discount of 10% is offered for participants who pay their fees at least 45 days before start of the program.
5. Refund will not be considered where the participant cancels his registration less than 3 weeks before start of the program. Alternate nominations will be allowed anytime before program start.
6. All participants are required to fill in Participant Information form - on first day of the program. Each program Undergoes Customization to Better Meet Participant Present and Future Career Needs. Please be prepared to let the Instructor/s know about your organization's Special Needs, Interests or Initiatives.
7. It is always useful for participants to bring their existing problems or case studies, work-process flow charts or job related problems for discussion - consideration will be at sole discretion of the program director/s.
8. Provisional Registration: You can make a provisional registration by sending us an email – an official registration request can be made within 2 weeks. This will ensure we will reserve a seat. All provisional registrations automatically cancel 2 weeks before program start.
9. Please note: No Live Voice Requests for Registration or Provisional Registrations.