

# Intellectual Property & Trade Related Aspects of Intellectual Property Rights

## Training Workshop

- ✓ **Step-by-Step Methodology to File your Own patents or Get the Most from your Consultant or lawyer.**
- ✓ **Protecting Your Designs, R&D, Liabilities under TRIPS from Supplier/ Consultant Contractor Infringements , Intellectual Property and Trade Related Aspects of Intellectual Property Rights – GATT/WTO/TRIPS**

Helping You Protecting Your Organization's Interests In...

**A 2 week Intensive Workshop**

**This Program Covers**

### **How to Protect Your Interests in**

- Licensor Technology Contracts
- Supplier, Contractor Contracts
- Consultant/ Design Contracts
- Contract Administration of Licensor Technology Contracts (Including Software Development Contracts)
- How to Protect your Designs, Trade Marks, Process Improvements and R&D Achievements?
- GATT/WTO/TRIPS – How liabilities may occur even on your Global Operations even where your country has not presently accepted full obligations.

### **Why You May Need to Attend this Program...**

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.

**Program Part 1 - Core Issues**

- Intellectual Property Rights – Designs, Trade Marks, Copyright, Patents, Technology Proprietary Information
- Understanding Legal Aspects of doing business.
- Intellectual Property Provisions in Agreements: Licensor, Designer, Contractor, EPC Contractor or Supplier. Practical Enforcement Issues, Risks and Indemnity.
- WTO, TRIPS Patents. International Applicability and Implications for Global Organizations.
- Patent Laws Patenting Procedure - Registration Systems, Proceedings and Dispute Resolution.
- Industry Business Intellectual Property Issues.

**Program Part 2**

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

- The Business Nature and Purpose of License Agreements
- Typical Issues of Concern and Risks
- Contractual Issues and Contract Administration of License Agreements...
  - Typical Provisions
  - Interpretation of the Provisions
  - Effective Contract Administration
  - Good Practices - Checklist of Do's and Don'ts

**Contractual Issues Covered in Detail Include:-**

- License Agreements Contracts
- License Right - Coverage/Limitations
- Payments Other Considerations
- Other Rights Obligations
- Duration Issues
- Termination Issues
- **Including...**
  - Warranties
  - Indemnification
  - Agreement Period
  - Liability Period
  - Limitation of Rights and Liabilities
  - Confidentiality Clause
  - Remedies for Breach - Damages and Forum for Dispute Resolution
  - Technical Support to be Provided - Training, Technical Details and Documentation
  - Technical Up gradation and Access to Future Technological Improvements
  - If Licensee Makes Process Improvements - Rights, Effect on

**Protecting Your Organization Against Liability Claims on LICENSE AGREEMENTS CONTRACTS**

Indemnities and Marketing

- Fees, Costs and Additional Costs (Variations)
- Claims and Counter-Claims on License Agreements

**Program Outcomes and Take-Away/s**

Euro Training is in the business of providing practical useful training programs. Programs that

1. Help the participant implement improvements in his organization.
2. Help the participant gain Multi-discipline understanding of the issues so that he can incorporate the needs and expectations of all his stakeholders/ 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.

**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 makes the participants competent, effective and productive on his 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. Create Competency in the employee to perform his job well. including in relation to

1. Relevant Technical Knowledge, Skills and Competencies
  2. Organizations' Strategic Objectives
  3. Needs and Expectations of the Stakeholders/ Customers (internal & external)
  4. Good Management Practices
  5. Identifying opportunities to Exceed Stakeholder/ Customer Expectations
3. Create a pool of trained manpower who can cost-effectively disseminate the knowledge to large number of employees inside the organization. This is made possible by Euro Training's unique easy to understand and use methodology based on Checklist & Quality Assurance Approaches.
4. Euro Training Instructors often act as mentors for your trained employees. A most effective way to ensure effective competency development and application by your motivated staff. We do have consultants available across Americas, Europe, Asia and Africa (Please inquire about our post program mentoring plans)

**Participant Individual Career Benefits**

1. You gain a multi-discipline understanding of the issues. Meaning when you make proposals and decisions on your related job you will keep in mind the needs and expectations of ALL the stakeholders/ customers (internal & external)
2. The action plan you take away will help you make a difference in your business unit or organization. This difference when added to your resume will make you a prime candidate for

## Intellectual Property & Trade Related Aspects of Intellectual Property Rights Training (IP303)

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, therefore the program ensures you will know the Strategic Imperatives that Drive the Organization's Efforts in your relevant job area. In the process enabling you to make a leadership contribution.

### This Program is Intended for...

**Those new to the field** take away a good multi-discipline understanding of the issues involved in the program works. It helps them become productive quickly and builds in them a knowledge framework that will help identify, understand, classify and remember on the job experiences in his memory.

**More experiences participants** take-away an individualized action plan as mentioned elsewhere in this technical sheet.

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

1. a new project or initiative being started in your organization
2. 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.

No limitations are being placed on who can attend. If you are interested in the Program Outcomes and Takeaways, or, feel you can benefit from the Organizational and Personal Benefits mentioned above - You are Invited to Register for this Program. Program Instructors have the knowledge, experience and access to resources required to customize

the program to the specific job related needs of each program group.

### Language of Instruction

Unless otherwise stated the program instruction is in Standard Day-to-Day English. Participants can request the instructor to provide a program vocabulary which will ensure they have no problem understanding the content.

Other language versions are being developed by our consultants and regional partners including program in **French, German, Spanish and Arabic**. Please do contact us for your specific language needs.

### Registration Recommendations

**Team Nominations:** Since the program aims to ensure the participants have his individualized improvement plan at the end of the program, and 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 to allow for attrition) 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. Single nominations are typically used to:-

1. Develop personnel skills in Critical Skills and Methodologies covered in this program.
2. Audit this program for deciding its content and methodology's effectiveness in meeting your organizational needs
3. Train individuals for Leadership Roles in Business unit or department.

### For Latest Program Dates Email

- [ip303@EuroTraining.com](mailto:ip303@EuroTraining.com)

<b>REGISTRATION FORM</b>	
<b>Program:</b>	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 participants 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.