

Effectively Benefitting from IP Rights

# Intellectual Property Categorization, Licensing & Market Study

Special Emphasis On

Step by Step Methodology, Setting Up a Due Diligent System

2 Week Training Workshop

- ✓ IP International Classifications
- ✓ IP Usefulness & value Analysis
- ✓ IP Licensing Issues
- ✓ IP Market Study

A 2 Week Training Workshop

## What is Covered in this Program?

We are living in a knowledge driven economy. The real value of a nation's and 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. Treaties, Laws & Regulations imposes important responsibilities, liabilities and opportunities in the way we Purchase, Procure, Develop, Research, License and Implement Technological Improvements.

This program will help the participant understand the Step by Step method to be followed to Understand Patent Classification System, Understand Commercial Aspects of Patents & IP, Understand Legal and Commercial Aspects of IP Licensing, and , Perform Market Study for IP Assets. The Program will enable the participant to Support Inventors who wish to Commercialize their IP and Innovations.

## Who Should Attend?

This program is intended for Patent Examiners & Support Staff, Corporate IP Professionals & Managers, Educational and Research Institute Research Coordinators and other Support Staff, IP Lawyers who wish to gain Multidiscipline understanding of the issues and Other IP Interested Parties.

This program can also be used to train IP project implementation and analysis teams? when a new project or initiative or IP system is being started in your organization; when a new IP strategic focus is being initiated; just prior to a IP consultant being hired to advise the organization.

## Program Content

1. Understanding Intellectual Property System
2. Understanding IP Rights and their Implication to Your Organizational Long Term Success.
3. Innovation Management
4. Global Sources of IP Data
5. Classification systems for Patents
6. Licensing Laws & Regulations
7. Licensing Strategies

## Intellectual Property Categorization, Licensing and Market Study Training Program (IP320)

8. Licensing Terms & Conditions
9. Common Licensing Disputes
10. Understanding IP Usefulness
11. Understanding IP Value Proposition for any Organization
12. Target Markets and Users
13. Methods for Quantifying IP Asset Worth
14. Strategies for IP Value Maximization
15. How to Protecting your IP Assets?
16. Intangible Value of IP Assets
17. Impact of IP on Organization's Competitive Advantages and Price Advantage

### Workshop 1

Outline Action Plan to Implement Program Communicated Good and Best Practices in Your Work

### 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 our 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 Categorization, Licensing and Market Study: Key to Achieving Quality Service Repeatability and Superior Performance in Our Organization

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

### 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 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 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.

**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** for this program.

**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 Schedule Email:**

[ip320@EuroTraining.com](mailto:ip320@EuroTraining.com)  
[www.eurotraining.com/bro/ip320.php](http://www.eurotraining.com/bro/ip320.php)

<b>REGISTRATION FORM</b>	
<b>Program:</b>	<b>Intellectual Property Categorization, Licensing and Market Study Training Program (IP320)</b>
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 cancel 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.