

THE IN-HOUSE TRAINING COMPANY

Intellectual property – the business perspective

Overview

This one-day programme explores the role of intellectual property (IP) in relation to innovation and creativity. It examines the different forms as well as the key processes, together with some of the oddities and idiosyncrasies of the legal regime that protects IP. It delves into the various IP models you should be aware of as well as key IP facts and figures and current IP trends across the global economy.

Learning objectives

This session is designed to give you a deeper understanding of:

- The main forms of intellectual property
- The importance of IP – both to your organisation and to the wider economy
- The key processes in the creation, commercial exploitation, and legal protection of IP
- The different models for the use of IP
- Some more advanced concepts for reviewing, valuing and managing IP

Who should attend?

This programme is designed for all those involved in the creation, commercialisation and use of IP, including those working in R&D and product development, engineers, project managers, commercial managers and others directly or indirectly involved in any and all forms of innovation and creativity.

Course format

This is an intensive one-day programme. Ideally, it is delivered on a face-to-face basis, although if required it can be delivered virtually instead.

Special features

A variety of IP-related tools and techniques will be provided as part of the programme.

The session can be tailored to your precise requirements.

Expert trainer

Donal is a specialist in the areas of innovation and intellectual property management. As a consultant, he helps organisations to recognise and appreciate the value of their intellectual capital, assets and property, and to ensure that they then manage these intangibles in an efficient and effective manner. His clients include multi-nationals, SMEs, legal and IP firms, financial services companies and

universities. As a trainer, Donal has a passion for innovation and creativity and for making people aware of the nature and value of their intellectual property. And for getting the message across in an engaging way, using online bite-sized videos and quizzes as well as virtual and classroom-based sessions.

Rising from software engineer to Vice President of R&D and a Director of Intellectual Property at Nokia, Donal spent 21 years with the company, gaining wide and varied experience in the wireless telecoms industry, including periods in The Netherlands, the USA, Finland and Hong Kong, as well as the UK. He left Nokia in 2009 to found his own very successful IP consultancy. Since 2013 he has been recognised as being in the top 300 of the world's IP strategists (the IAM 300).

Donal is also a Visiting Researcher at Imperial College Business School (London), where he teaches on intellectual property management. He also coaches and mentors a number of start-up companies on innovation and entrepreneurship. His first book was *Inside the Patent Factory* (Wiley, 2008) and his second *Harvesting External Innovation* (Gower, 2011). Donal has also written around 150 papers on various aspects of innovation and IP which have been published in a number of magazines, websites and blogs around the world.

Workshop outline

1 Main forms of intellectual property (IP)

- Patents
- Trademarks
- Copyright
- Design
- Trade secrets

2 Global IP business context

- Global IP facts and figures
- Figures for key jurisdictions
- Analysis of a company using IP data
- IP trends
- Overview of the key entities in the IP sector

3 Key IP processes

- IP creation
- IP portfolio management
- IP enforcement
- IP exploitation
- IP risk management

4 IP models

- IP models explained
- IP licensing
- IP litigation

5 IP concepts

- The IP maturity ladder
- Relative IP value and risk
- Axis of control

6 IP as an asset class

- Costs
- Valuation
- Financial perspective

Any questions?

Please just give us a call on 01582 463463 – we're here to help!
Or visit www.theinhousetrainingcompany.com