Intellectual property for engineers

Overview

This course delves into intellectual property and intellectual property management. It explores the different forms of IP, both registered and unregistered, and how each form links to innovation and creativity. It looks at the key IP processes one needs to master to be good at IP. It examines the different IP models or ways of playing 'the game of IP'.

IP may also be viewed as a large dataset, and this course will examine IP data and what one can learn from such data. IP is evolving and changing so the key trends in the world of IP and the implications of such changes will be highlighted.

Last but not least IP strategy will be study and how to ensure that the selected IP strategy aligns with the business strategy. Although IP is a legal matter, legal 'speak' will be avoided throughout the course with plain English being used to explain each and every agenda item.

Course aim

The goal of the course is to ensure that the participants gain a good understanding of intellectual property and intellectual property management. Most importantly, the participants should leave with an appreciation of how IP relates to innovation and creativity, from both a value and risk perspective. The course is sprinkled with case studies to ensure the participants can link IP back to real life day to day engineering activities and / or challenges. Another goal is to equip the participant with sufficient knowledge to be able to conduct an adult grown up conversation about IP when they go back to their day job after the course.

Learning objectives / outcomes

- The participants should leave with a good understanding of IP and how IP may be viewed as a management system for innovation and creativity.
- They should have a good basic understanding of the different forms of IP, how they work as well as the oddities and idiosyncrasies associated.
- They will depart with an appreciation that IP management involves various key processes such as IP creation, IP portfolio management, IP enforcement and IP exploitation.
- They will know that IP has both value and risk associated.
- They will also gain an appreciation of IP also being a really valuable source of information.
- They will depart the course knowing that IP requires some strategic thinking.

Who should attend?

Engineers in any branch of engineering and regardless of whether they are focused on pure research, technology development, product, or service development and even product or service maintenance.

IP is not the preserve of any one industry sector so engineers in any industry sector should benefit from this course.

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   **The definition of IP**

2   **The different forms of IP**

3   **The key IP processes**

4   **Different IP models**

5   **The different entities in the IP sector**

6   **IP management concepts**

7 IP data

8 IP trends

9 IP strategy

Any questions?

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