

## **Intellectual Property for Researchers**

This course is designed to give researchers an understanding of the nature of intellectual property rights, and the role they can play in a variety of business sectors. The focus is on exploring the actions that researchers may need to take to secure strong rights, together with the steps that should be taken to avoid infringing other's intellectual property rights.

### **Session 1 : The Legal Framework**

Using a number of case studies, this session examines the different forms of intellectual property. While there is a strong focus on patents, many of the innovations and knowledge generated by researchers are not amenable to patent protection, so here we will explore the various types of intellectual property right, how these rights are won, and their importance to different business sectors.

### **Session 2 : Infringement**

The second module looks at how intellectual property rights are infringed, and the actions that researchers should take to avoid infringing other's rights. Again the focus not just on patents rights, but on other forms of intellectual property right.

### **Session 3 : The Patent as a Document**

This part of the course looks at how to navigate your way around a patent, and what sections to look at according to your need. This session also looks at the process of patent searching, and uses a simple example of how to show how to develop a patent search strategy.

### **Session 4 : Patent Filing**

The fourth module looks at patent filing and prosecution, and in particular the role of the inventor. Here we explore the differences between patent legislation in the Europe and the US. The term patent strategy is explored, together with the need to develop a portfolio of patents providing the necessary technical and geographic coverage.

### **Session 5 : Patent Filing**

Here we look at the issues that could arise during the negotiation of a research contract. To summarise the course's key learning points, the intellectual property issues that should be addressed in research proposals are explored.

## **Intellectual Property Provisions of Agreements**

This course is designed for those who negotiate, draft or are involved in the review of the intellectual property provisions of agreements.

### **Session 1 : The Legal Framework**

Using a number of case studies, this session examines the different forms of intellectual property, focusing on the role of copyright, design rights, patents and trademarks and how these rights are won. The material has been developed to provide an insight into the rights that those involved in the negotiation and drafting of agreements need to secure, i.e. this session serves to highlight the restrictions organisations will face if agreements are poorly structured, and indeed the opportunities that may be missed to strengthen their commercial position.

### **Session 2 : Defence and Offence**

This session looks at the key intellectual property clauses of agreements, and the different approaches that can be taken in their drafting. The opportunity is taken to look at some common drafting mistake and omissions, and develop some "rules of thumb" that can be used to help guide the choice of clause. We will also look at the issues that shape the drafting of different types of agreement, such as collaboration agreements and non-disclosure agreements.

Case studies and examples are again used this time to demonstrate the importance of proactively considering the intellectual property provisions of agreements, so that the ITT, bid selection criteria and draft contract are all correctly configured.

### **Session 3 : Contractual Issues**

The final session looks at the tools, processes and system that organisations should have in place to help and guide those charged with negotiating and drafting the intellectual property provisions of agreements.

This session also looks at intellectual property infringement, and serves to highlight the financial consequences of failing to successfully navigate through the minefield of intellectual property management.

This is an interactive course, making use of a mixture of real and hypothetical examples to highlight the mistakes that can be made during the drafting of agreements, together with the benefits of effective intellectual property management.

## **Intellectual Property Management for Project and Team Managers**

Organisations need to take steps not only to avoid infringing the intellectual property rights held by others, but also to secure their own intellectual property assets in order to strengthen their commercial position. Most of the key actions need to be taken at the project and team level; they are not activities that can be delegated to a central intellectual property function.

### **Session 1 : The Legal Framework**

Using a number of case studies, this session examines the different forms of intellectual property right, focusing on the role of copyright, design rights, patents and trademarks and how these rights are won.

### **Session 2 : Defence and Offence**

This session looks the actions organisations need to take under the headings of:

- ② Defensive actions, i.e. those that should be taken to ensure a project will be completed, and its output usable, without infringing anyone else's intellectual property rights.
- ② Offence actions, i.e. those that should be taken to secure the intellectual property rights needed to control competitors and other's use of a project's output.

### **Session 3 : Contractual Issues**

Contractual issues - this session looks at the challenges that are likely to arise during the negotiation of agreements. Many negotiations become needlessly protracted and complex because the procurement, legal or contracts departments are often not aware of relevancy of the intellectual property rights involved, thus they often fight for rights their organisations do not need or sometimes cede rights that are required. This session provides the information managers need to be an "intelligent customer" able to assist in the contracting process.

### **Session 4 : Tools**

This session looks at some practical tools:

- ② Workshops that can be used to help project's and team's identify their key knowledge assets so that actions can be taken for their protection, preservation and leveraging.
- ② Template intellectual property plans, that can help managers identify key actions.
- ② How stage gate, and similar processes, can be used to ensure effective intellectual property management.

This is an interactive course, making use of a mixture of real and hypothetical examples to highlight the mistakes projects and teams can make, together with the benefits of effective intellectual property management.