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Protecting and Maximising your Intellectual Property

Course length: 1 day

Intangible Assets, including intellectual property, can contribute up to 80% of the value of any business based in the UK, so understanding what IP you have and how to protect and create value from it can be an important driver of growth.

Ranging from design registrations, copyrights and trademarks to patents, we can help you quickly understand what IP you have and how you might use it.

How can it help?

- Understand the kinds of IP you may own
- Identify the gaps in your intellectual property portfolio
- Learn the steps you need to take to protect the IP in your business
- How licencing agreements can help turn ideas in to revenue
- Develop a tailored IP strategy and action plan

Programme outline

This one-day practical masterclass focuses on legal IP issues providing a thorough introduction to Intellectual Property while guiding delegates through the process of seizing opportunities and maximising value. With a focus on commercialising IP and licensing agreements this course is pertinent, relevant and interactive. Content will include:

Introduction to IP and protection

- Introduction to Intellectual Property and its aims for business
- The value of IP and what can be protected
- Categories of IP

Maximising IP for Business

- Understanding the time, cost and restrictions of IP
- Avoiding costly mistakes for business
- Understanding how and when to enforce your IP rights
- Avoiding infringement
- Understanding how IP can form part of your overall business strategy

Commercialising IP

- Understanding how to value IP.
- Identifying commercial opportunities offered by licensing and franchising
- Commercialising IP – Licence agreements and assignments
- Spin out company formation

Who should attend?

- This masterclass is suitable for small, medium or large businesses
- Newly established businesses with limited knowledge of IP and its value
- Established organisations that do not have in-house IP expertise / capability

Training at RTC

People are the lifeblood of any organisation. At RTC, we recognise the importance of the human dimension in the innovation process and aim to inspire people, raise skills and encourage positive attitudes towards new technology and business.

For more information on this one day course or other courses to help you grow your business please contact:

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