
Module 5: IP Management II

Level of Expertise

Intermediate

Advanced

Learning Objectives

After the training, participants should be able to answer the following main questions:

- What different management models exist to help develop a suitable overriding IP policy for my business?
- How do I implement an IP management strategy? And how do I integrate it into my business development plan?
- How do I successfully manage industrial property in business?
- How do different IP management processes look like in detail? What aspects do I have to consider within each process?
- How can IP awareness become part of the organisational culture?
- How do I develop an adequate IP securisation strategy?
- How do I professionally use different IP databases?

Trainer

Member of the European IPR Helpdesk team in cooperation with external expert

Duration

60 to 90 minutes
