Turning IP knowledge into profit

Date:
Tuesday, 03.05.2011 to Wednesday, 04.05.2011

Location:
Vienna, Austria

Host:
European Patent Academy & Qualification

This two-day workshop reveals the secrets to tapping the vast wealth of information in patent databases that can provide both technical insights and commercial intelligence. The European Patent Office is at the forefront of publishing and classifying patents, but also a leader in developing search tools and training to promote effective retrieval of information that can be critical to a business’s success. These topics will be presented using four of the twenty ip4inno modules specifically designed to equip business advisors and other intermediaries (e.g. technology transfer officers) with an understanding of intellectual property issues as they impact SMEs and new businesses. These modules have been developed by experts in their field, and we are pleased to announce that the authors of some of these modules will themselves be the lecturers at this workshop. In the future we hope that you too will become a trainer with these materials! Those receiving training as part of this programme will be able to take what they have learned and organise training events of their own to local business advisors, SMEs and start-ups. Participants at this course will be given access to the full suite of training modules and support materials on the ip4inno website. These modules are subject to revision, expansion and translation in the coming year, providing a pool of over fifty teaching hours of material which is free to use and adapt by registered trainers. The modules cover the full range of IP basics, using patent information and other IP databases for competitive advantage and commercial intelligence; licensing; valuation and financing; enforcement and dispute resolution; case studies and problem exercises; IP issues for particular industry sectors; and how to convince SMEs of the relevance of IP to their business. Please find on this webpage (box in the top right corner) downloadable documents or links with information on: the programme for this workshop the ip4inno project as a whole an overview of all twenty modules in this project

http://www.epo.org/topics/ip-events/patent-event-search/ip4inno-vienna.html

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Last update: 09/11/2018

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