

Maximise the Opportunity Minimise the Risk

JEMBRO Intellectual
Property
Training
Management
& Publishing

Jembro Full - Day Training Course Intellectual Property Management and Commercialisation

Morning

0900 Registration and Coffee

0930 Introduction

0940 Session 1

Ideas, Creativity and What They Mean to Your Business in
Today's Economic Climate – Ignore It at Your Peril!

What do you cut back on?

What do you concentrate on?

How to decide

1000 Session 2

What Do You Have? Is There Potential? Crystallising
Your Thought Processes and Ring-Fencing Your IP

The three legged stool

The IP protection minefield

Focussing on your idea's asset and its protection

Asset or liability; the competition – basic market searches

Price-point assessment

1040 Coffee Break

1100 Session 3

Is it Inventive and Novel?

Searching the patent databases

Considering Registered Design, Trade Marks and Copyright

Working with Patent Attorneys

Timing the filing – strategic advantages

1145 Session 4

Drawing Design, Development, Costs and
Funding Together

From paper to prototype

Calling on the experts- what is available?

Design and development- the process

Funding? What funding?

Drawing design and IP protection together

1230 Lunch

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Afternoon

1315 Session 5

Analysing the Markets for Your Product

Market analysis framework – what to look for
Where to search
Using gathered data
What does this tell you?

1430 Session 6

Manufacturing Your Product Yourself

Business planning
Seeking finance – where to look
Presenting to funders – preparation and techniques

1515 Coffee Break

1535 Session 7

Licensing Your Product

Licensing, Assigning and Evaluation Periods – The difference
Seeking Licensees – The approach
Preparing a presentation to licensees
Presenting to licensees
What goes into a licence agreement?
Negotiating a licence agreement

1620 Conclusion and Quiz

1645 Finish and Refreshments