

Maximise the Opportunity Minimise the Risk

JEMBRO Intellectual
Property
Training
Management
& Publishing

Jembro Half-Day Training Course Intellectual Property Management and Commercialisation

0900 Registration and Coffee

0930 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

1010 Session 2

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

Focussing on your idea's asset and its protection

Asset or liability; the competition

Defending your corner

1100 Coffee Break

1120 Session 3

Drawing Design Development, Costs, Marketing and
Funding Together

Calling on the experts

Accessing marketing intelligence

Funding? What funding?

What does all this tell you?

1200 Short Break

1210 Session 4

Cash or Crash! Ways to Exploit Your Product and
Channels of Opportunity; the Future Reward, or is it?

Licensing

Assigning

Evaluation Period

Making it yourself

1300 Q & As

1315 Finish and Refreshments