



Protecting Intellectual Property

Intellectual property, (IP), is one of the most valuable assets that a company can have but IP is also one of the items that is possibly looked after worst. Company secrets, product knowledge and trade processes are seldom protected correctly. For the protection to be of any value you must follow certain procedures. The correct type of protection must be linked to each group of products if you want the protection to be of any value. If you are a designer or an inventor that depends on your IP for survival, then it is important that you know this information. You will learn the processes to follow that will help you protect your intellectual property from unscrupulous competitors. This course will highlight what you can do to keep your intellectual property reasonably safe and how you can optimise the benefits from protecting your rights to your IP.

Objectives

If you or your company has ever been "done in" by unscrupulous competitors that have stolen your IP then this course is for you. You will learn what you can and cannot do and how you can protect your rights from exploitation by someone else. It is often the "small guy" that is exploited by the large corporations that have the money to fight a battle in court. There are certain things that you can do that will ensure that your chances of holding onto your rights and IP. It is too late to try and do something when the exploitation takes place. Learn what you can do now.

Duration

3 days

Audience

Business Owners, Engineers, Inventors, Entrepreneurs, Scientist

Pre-Requisites

None

Outline

- What is intellectual property?
- Why is it valuable?
- South African IP protection.
- Copyright
- Design registration
- Patents
- Trademarks
- Trademark registration
- Counterfeit goods
- Protection by other laws
- International protection
- Licensing
- Assignments of rights
- Product liability
- Valuation of intellectual property
- Income tax implications.
- Product development process
- Litigation