MERCURY

Intellectual Property Training Course

23 – 27 August 2027
Milan (Italy)

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Ref: 9236_291710 **Date:** 23 – 27 August 2027 **Location:** Milan (Italy) **Fees:** 6200 Euro

Introduction:

The intellectual property law and management course aims to promote awareness of intellectual property as one of a company's most essential assets in the global market environment.

This intellectual property law and management course provides an informative and exciting overview and exchange of views for professionals and non-professionals on an organization's Intellectual Property IP management strategy.

The Certificate Course in Intellectual Property Law provides comprehensive intellectual property IP training. This program is designed to equip participants with essential knowledge and skills related to IP law, covering topics such as trademarks, copyrights, patents, and trade secrets.

Targeted Groups:

- Legal and paralegal managers.
- Public officials.
- Governmental professionals.
- Department heads.
- Team leaders.
- Supervisors.
- Anyone who wishes to gain knowledge of intellectual property.

Course Objectives:

At the end of this intellectual property law and management course, the participants will be able to:

- Identify intellectual property and its importance.
- Enumerate various IP rights.
- Protect employees and organizations from any IP rights abuse.

Targeted Competencies:

At the end of this intellectual property law and management course, the target competencies will be able to:

- Intellectual property.
- Legal procedure.
- Patent procedure.

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- Rights protection.

Critical of Intellectual Property Law and Management:

Upon completing the intellectual property certification, individuals will understand the importance of IP management and the best practices involved. The course explores the intellectual property management process, including developing IP management plans and using tools to effectively protect and leverage intellectual assets.

This intellectual property course is ideal for professionals seeking to enhance their expertise in IP management or those considering a career in this dynamic field. It complements advanced studies such as a Master's in Intellectual Property Management. It provides a solid foundation in IP law and strategies for managing intellectual assets.

Participants will emerge from this intellectual property training with a clear understanding of the definition of intellectual property and its significance in today's global economy. By learning from experienced professionals, they will be equipped to navigate the complexities of intellectual property law and contribute effectively to managing and protecting intellectual assets within their organizations.

Course Content:

Unit 1: Introduction:

- Why are intellectual property rights essential?
- Intellectual property: individuals and organizations' rights.
- Intellectual property rights.

Unit 2: Copyrights:

- What is covered by copyright?
- Copyright according to the Berne convention.
- What are the types of rights protected by copyright?
- Right of reproduction.
- Rights of public performance, broadcasting, communication to the public, and making available.
- Rights of translation and adaptation.
- Acquisition of copyright.
- Transfer of copyright.
- Protection, limitations, and exceptions to rights.

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Unit 3: Related Rights:

- What are related rights?
- Beneficiaries of related rights.
- International treaties and conventions concerning related rights.
- Rome Convention and TRIPS.
- Beijing treaty on audiovisual performances.
- Term of protection.
- Enforcement.

Unit 4: Trademarks:

- Trademarks overview.
- Development of trademarks.
- Examples of trademarks.
- Signs that cannot be used as trademarks.
- Characteristics of a trademark.
- Assessment and protection of a trademark.
- Collective and certification marks.
- Well-known marks.
- Use of trademarks.
- Regional trademark registration systems.
- Trademarks and the Internet.
- Trademarks in the virtual world: the challenge.

Unit 5: Other IP Rights:

- Geographical indications.
- Industrial design.

Unit 6: Patents:

- Criteria for patent protection, inclusions, and exclusions.
- Obtaining a patent.
- Key highlights of obtaining a patent.
- Unfair competition.

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Conclusion:

The intellectual property certificate course provides a solid foundation for individuals seeking to deepen their understanding of intellectual property IP and its management. This intellectual property certification equips participants with essential knowledge and skills to navigate the complexities of IP law, covering key topics such as trademarks, copyrights, patents, and trade secrets.

Through this intellectual property training, participants gain insights into the importance of IP management and best practices in the field. They learn to develop effective IP management plans and processes, leveraging tools and strategies to protect and optimize intellectual assets.

Whether pursuing further studies like a Master's in Intellectual Property Management or applying knowledge directly in their careers, graduates of this course emerge with a clear grasp of the definition of intellectual property and its significance in today's business landscape.

Participants are prepared to contribute meaningfully to the management and strategic utilization of intellectual property within their organizations, ensuring its protection and maximizing its value. This program serves as a vital stepping stone for professionals aiming to excel in the dynamic realm of intellectual property law and management.