

WP4 (ii) Module Scheme

	Industrial Property		Unregistered IP
	<p>1A. Patent basics</p> <ul style="list-style-type: none"> - abstract, description, drawings, claims; - filing, search, publication, examination "A" & "B", grant, renewals - National; EPO; PCT; costs - role of the patent attorney - Utility models; Plant varieties 		<p>2A. Copyright & related rights</p> <ul style="list-style-type: none"> - copyright: what it does and does not protect; infringement; collective licensing societies - database right - software - "reputation" and common law trade marks - unregistered designs - semiconductor topography right
	<p>1B. Other Industrial Prop.</p> <ul style="list-style-type: none"> - Trade marks, RTMs, OHIM, Madrid Protocol, - Protected Geographical Indications; - domain names - Designs, OHIM 		<p>2B. "Soft IP"</p> <ul style="list-style-type: none"> - Know-how, trade secrecy, confidential information - Restrictive covenants & non-disclosure agreements - "First Mover Advantage" - "business methods"

WP4 (ii) Module Scheme

Patent Information	IP Commercialisation
3A. Using patent info. <ul style="list-style-type: none"> - technical information - commercial intelligence - classification schemes - decision-making - patent-mapping - different database providers 	4A. IP Commercialisation <ul style="list-style-type: none"> - licensing-in & -out - contracts; ownership - spin-outs - selling & buying technology - valuing IP; accounting for IP - patent strategies
3B. Espacenet Tutorial <ul style="list-style-type: none"> - ECLA; ICP ed.8 - keywords; searching - interpreting results 	4B. Building a business <ul style="list-style-type: none"> - drafting a business plan - sources of finance - marketing innovation

WP4 (ii) Module Scheme

Enforcement & workshops	Sectors & promotion
<p>5A. Enforcement</p> <ul style="list-style-type: none"> - Mediation and ADR - Litigation; infringement & revocation - counterfeiting & piracy 	<p>6A. Issues by Sector</p> <ul style="list-style-type: none"> - Software & telecomms - Biotechnology - Creative Industries
<p>5B. Problem Workshops</p> <ul style="list-style-type: none"> - several fictional IP problems in a business scenario to test the knowledge of the audience 	<p>6B. "Selling the message"</p> <ul style="list-style-type: none"> - Winning the argument with SMEs - Popular IP event formats - The experience of France - Exercises - Press releases