IPI Academy

falconbury



Presented by
Falconbury

IP in the Digital Age

20 May 27
+ 26 October 27

Understand the latest legal developments and gain practical strategies for identifying, protecting and enforcing copyright, trade marks, database rights and other valuable digital assets.

Format:
Live online

CPD:
3 hours for your records

Certificate of completion

Course overview

As innovation becomes increasingly digital, protecting intellectual property requires organisations to respond to new technologies, new risks and rapidly evolving legal frameworks.

Protecting your intellectual property online has never been more challenging - or more essential. From copyright and trade marks to database rights, the internet presents both unprecedented opportunities and serious risks for businesses of all sizes.

This focused and practical training course will cut through the complexity, giving you a clear understanding of exactly what can be protected, how to protect it, and the steps you must take to enforce your rights in the online environment.

You'll gain insight into the latest laws, regulations and case law affecting online IP protection, and understand what they mean for your business in practical, real-world terms. It covers digital activity such as crawling, indexing, caching and scraping, as well as digital realms such as the regular Internet, the metaverse and other digital realms.

You'll also explore the commercial importance of safeguarding your brand, the intricacies of database rights, and how trade marks can play a powerful role in protecting your reputation in the digital marketplace. Throughout the training course, you'll have the opportunity to raise your own questions and get tailored advice from an expert trainer with hands-on experience in IP law.

Whether you're an in-house counsel, brand manager, or business owner, this course will give you the confidence and knowledge to take control of your intellectual property strategy online - and protect your most valuable digital assets.

Presenter's firm

WESTON LEGAL

Weston Legal is a leading specialist boutique firm specialising in Commercial law, Technology law, Media law, Intellectual Property law, Data law and Regulatory law and practice. From its founding, the firm has always committed to provide a fast and efficient service wherever its clients operate. As its business has grown and diversified, it has recognised the strength and importance of the principles held by its people; putting clients first and operating as one team to realise its goals and share its success. These principles have formed the foundation of its culture and the way its lawyers interact with one another and the firm's clients. They are what distinguish it and are vital to its future.

To find out more about what Weston Legal can do for you, please contact Mark at westonlegal.ltd or see https://uk.linkedin.com/in/markwestonlegal

Mark also operates as a leading consultant to Hill Dickinson LLP, a leading and award-winning international law firm with offices in London, Liverpool, Manchester, Leeds, Birmingham, Piraeus, Singapore, Monaco and Hong Kong. As a full service law firm, it delivers advice and strategic guidance spanning the full legal spectrum from non-contentious advisory and transactional work, to all forms of dispute resolution. The firm is on the panel of a number of national and international organisations and regularly competes against many of the City firms. In recent months, they have been able to win a number of panel reviews against City firms.

To find out more out what Mark can do for you via Hill Dickinson, please contact him via www.hilldickinson.com

Benefits of attending

By attending this training course you will:

- **Confidently** identify and protect your valuable IP assets so you can safeguard your business's competitive edge in the online marketplace
- **Navigate** the complex web of IP laws and regulations with clarity, reducing the risk of costly disputes or infringement claims
- **Implement** proven strategies to secure your rights on the internet and stop unauthorised use of your content, brand, and data
- **Understand** database rights and ownership to ensure you're maximising the commercial value of your information assets
- **Leverage** trade marks to strengthen your brand identity and protect your reputation from online misuse
- **Stay ahead** of the curve by applying the latest case law and legal developments to your digital IP strategy

Who should attend?

This training course has been specially designed for:

- In-house lawyers
- Private practice lawyers
- Patent and trade mark lawyers
- IP managers
- Brand protection managers
- Contract managers
- Marketing and digital content managers
- Compliance officers
- Data protection officers

Programme

The internet and copyright

- Basics
- Existence, ownership and infringement
  - Is a work capable of copyright protection?
  - Is the work in a 'fixed' form?
  - Does the work qualify for UK copyright protection?
  - Is the work still protected by copyright?
  - Who is the owner of the copyright?
  - Will copyright be infringed?
    - Primary Infringement
    - Secondary Infringement
  - Are there any defences to infringement?
  - What remedies are available?
    - Civil remedies
    - Criminal remedies
- International considerations
  - Berne Convention
  - Universal Copyright Convention
- Types of moral rights
- Moral rights relating to copyright works
- Exploiting copyright
  - Assignment
  - Licensing

The internet and database rights

- Is it a database?
- Does the database qualify for protection?
- Who is the owner of the right?
- How long does the right last?
- What protection does the right give the owner?
- Are there any defences to infringement?
- What remedies are available?

Web crawling, indexing, caching and scraping

- Brexit
- CICS terminology
- Copyright infringement
- Database right infringement
- Website terms of use
- Robot Exclusion Protocol and instructions in metatags
- Computer Misuse Act 1990

Trade mark overview

The metaverse and protection within it

Presenter



Mark Weston

Mark Weston has run his own law firm, Weston Legal, since 1 January 2024. He is also a consultant at Hill Dickinson LLP where he joined in February 2016 as a partner and Head of its Commercial, TMT & IP Practice. Before that, he was a partner and Head of the Commercial/IP/IT Team at Matthew Arnold & Baldwin LLP and before that, he spent several years at Baker & McKenzie in London and Chicago and has also previously been seconded to Hewlett Packard and other technology businesses. He changed role to become a consultant in Hill Dickinson's London office in January 2024.

Expertise: Mark's practice covers both non-contentious and contentious matters in all areas of commercial law, intellectual property law, information technology law, Internet, electronic commerce and on-line services law. He specialises in commercial and Tech issues. Mark is used as a 'trusted adviser' by many clients in all sorts of businesses and often acts as 'private practice in-house counsel' for many clients. He specialises in tech and internet businesses.

Clients: Just some of Mark's more well-known clients include Elstree Film Studios, RTL Group S.A., Sykes Cottages, Retailcorp Brands LLC, The Gulf Marketing Group, Moneynetint Limited and the BBC.

Some detail: Mark has extensive experience in advising clients on all manner of commercial matters (such as business planning and solutions, franchising, distribution, agency and marketing) through branding and intellectual property exploitation and licensing, to advice and documentation regarding hardware and software issues (such as development, licensing, maintenance and distribution, SaaS and cloud, Internet transactional solutioning, B2B, B2C and B2G electronic commerce, S-commerce and M-Commerce, social media, outsourcing, facilities management, procurement, IT policies, data protection (privacy), GDPR and freedom of information issues as well as artificial intelligence (AI)). He has a particular expertise in new digital business and revenue streams. He is also experienced in dealing with software disputes and IT litigation. The increasingly extensive media side of his practice relates primarily to publishing (both real world and digital content), to games and gaming platforms (and particularly transmedia technologies), advising companies about their advertising onscreen, online and in print and managing their public communications strategies generally (dealing with the CMA and ASA in the process) – and also a smattering of television, film and music exploitation. Recently he has been very active in AI advice.

More unusual:

Mark has previously spent several months on secondment to Hewlett Packard and he has also been seconded to assist in the legal problems arising in new technology companies such as Symbian. From 2000 to 2001, Mark was resident in the Chicago office of Baker & McKenzie advising US clients on European and UK aspects of IT and electronic commerce law and practice.

Mark is the author of the *Legal Practice Companion*, a parallel text book used at several law schools, the editor of the *IP and Media Law Companion* as well as the rest of the Companion series of books published by Bloomsbury Professional, Tottels, Cavendish Publishing and Oxford University Press. He has noted numerous reports for the *IT Law Reports* and is widely published in *Computing, Computers & Law, Computer Law & Security Report, IT Law Today, Intellectual Property World, Solicitors Journal* and many other journals both online and offline. Mark has also authored articles syndicated in the national and trade press and is regularly quoted in national newspapers and is heard on radio as an expert in his fields. Mark is the author of the *Business Names on the Internet* chapter in the *PLC Ecommerce Manual as* well as numerous other articles on various Commercial & IT law topics.

Mark lectures regularly on all Commercial, IP and IT law topics, including at the IBC IT 'Summer School' Programme in Cambridge, England; the Falconbury and MBL two-day and three-day Commercial Contracts seminars (run several times a year) and IT Contracts seminars (run three times a year) in London; and he has previously lectured at the Annual On-line & Internet Commerce Law Institute seminar in Chicago and tutored at University College London. He also runs a programme of bespoke training schemes on commercial law, IP law, IT law, AI law and data law as well as soft skills programmes such as negotiation skills and presentation skills.

Finally, you may have seen that Mark likes blogging and writing books, which are available at all good bookshops! He also appears regularly on BBC1 (usually providing advice on-screen to BBC Watchdog) and also on Sky News as a legal commentator, as well as trying to avoid the huge quantity of pink powder the TV make-up girls want to apply to his increasingly receding hairline.

Course dates

20 May 27	**Live online** 09:30-13:00 **UK (London)** (UTC+01) *Course code 17081*	GBP **350** ~~400~~ EUR **490** ~~560~~ USD **562** ~~640~~ **Until 25 Mar**
26 October 27	**Live online** 09:30-13:00 **UK (London)** (UTC+01) *Course code 17391*	GBP **350** ~~400~~ EUR **490** ~~560~~ USD **562** ~~640~~ **Until 31 Aug**

How to book

Online:
ipi.academy/2617

Alternatively contact us to book, or if you have any queries:

Email:
info@ipiacademy.com

Phone:
+44 (0)20 7749 4749

Discounts

- Booking more than one delegate on any one date qualifies for a **30% discount** on the second and subsequent places.
- Most events qualify for an **early booking discount** prior to 6 weeks before the course date. Be sure to check on our website, where the latest discounts will be shown.

Further information

Fee
The fee includes all meals and refreshments for the duration of the course (for venue-based courses) and a complete set of course materials (provided electronically). If you have any particular requirements, please advise customer services when booking.

Please note
IPI Academy (and our training partners) reserve the right to change the content and timing of the programme, the speakers, the date and venue due to reasons beyond their control. In the unlikely event that the course is cancelled, we will refund the registration fee and disclaim any further liability.

Terms and conditions
The rest of the our terms, the event cancellation policy and the terms and conditions are on our website, please visit ipi.academy/content/terms-and-conditions

Run this programme in-house for your whole team

Coming to IPI Academy for your in-house training provides an all-inclusive service which gives you access to a wide variety of content, learning platforms and delivery mechanisms as well as your own personal training adviser who will work with you from the initial enquiry through to feedback and follow-up after the programme.

With over 600 trainers, all practitioners and experts across a huge range of fields, we can provide the training you need, where you need it, when you need it, and at a price which suits your budget. Our approach to tailored learning and development consists of designing and delivering the appropriate solution for each client.

For your FREE consultation and to find out more about how we can work with you to solve your training needs, please contact our training advisers:



ALEKSANDRA BEER
Tel: +44 (0)20 7749 4749
Email:
inhouse@ipiacademy.com



YESIM NURKO
Tel: +44 (0)20 7749 4749
Email:
inhouse@ipiacademy.com



Harry ALTAMONT
Tel: +44 (0)20 7749 4749
Email:
inhouse@ipiacademy.com

IPI Academy

IPI Academy is a training initiative of Falconbury and Management Forum; leading providers of industry training for over 30 years, based in the UK.

10-12 Rivington Street
London EC2A 3DU

ipi.academy
Tel: +44 (0)20 7749 4749
Email: info@ipiacademy.com