IPI Academy

MANAGEMENT forum



Presented by
Management Forum

Maximising Value and Successfully Protecting Your Trade Mark

29 June 27
+ 1 December 27

Master trade mark valuation, protection strategies and portfolio management in this comprehensive training course for IP professionals seeking competitive advantage.

Format:
Live online

CPD:
3 hours for your records

Certificate of completion

Course overview

In today's brand-driven world, trade marks are among the most valuable assets a business can own. This training course is designed to equip professionals with the knowledge and skills to not only maximise the value of their trade marks but also to safeguard them effectively.

Understanding the critical role that trade marks play in establishing and maintaining a strong market presence is essential to any successful brand strategy. The expert trainer will explore why trade marks are vital to business success, how to determine the value of your trade mark, and what factors contribute to creating a strong, distinctive brand.

You'll learn how to assess whether your trade mark is truly fit for purpose in today's competitive landscape, ensuring it has the legal strength and relevance to protect your brand identity over time. Additionally, the training course will cover the essential steps for preventing the loss of trade mark rights, helping you avoid the common pitfalls that can lead to costly challenges.

You'll gain insights into effectively managing your trade mark portfolio to maximise brand value, maintain competitive advantage, and protect your assets from infringement. This training course offers the tools and knowledge you need to strengthen and secure your trade mark assets for long-term business success.

Benefits of attending

By attending this training course you will:

- **Understand** the importance and benefits of registered trade marks
- **Identify** the primary markets when you need to register your trade mark
- **Get to grips** with how to determine the value of your trade mark
- **Learn** what makes a strong trade mark
- **Discuss** how to ensure your trade mark is strong and fit for purpose
- **Examine** the best ways to prevent loss of rights

Who should attend?

This training course will be of particular benefit to:

- IP lawyers
- In-house lawyers
- Trade mark lawyers
- Trade mark managers
- IP managers
- Brand managers
- IPR and legal assistants

Programme

Why are trade marks important?

- Identify the reasons
- Why it's important to register your trade mark
- Identify primary markets in which to protect your trade mark

Determining the value of your trade mark

- Methods for valuing IP
- Discuss goodwill
- Supporting checklists

What makes a strong trade mark?

- Discuss qualities of a strong trade mark
- How to create a strong trade mark
- Examples

Is your trade mark fit for purpose?

- Goods/services registered
- Products/services offered
- Expansion
- Maintaining rights
- Competition/market

How to prevent loss of rights

- Best practice for managing your trade marks
- Proof of use
- Renewal
- Enforcement

Presenter



JoAnna Emery

JoAnna Emery, CLAS, F.Inst.Pa, is Project Manager, Intellectual Property at atai Life Sciences. Previously, JoAnna was Senior Intellectual Property Paralegal for Cambridge Mechatronics Limited
where she was responsible for aiding in the management and growth of the patent portfolio. Prior to that she was the Head of and Director for Pure Ideas Limited where she managed the strategy, P&L, KPIs and intellectual property operations of the firm.

JoAnna has over 27 years experience in intellectual property in both the US and England. She holds an Associate and Bachelor's degree in Paralegal Studies from Rivier College.

Course dates

29 June 27	**Live online** 13:30-17:00 **UK (London)** (UTC+01) *Course code 17272*	GBP **350** ~~400~~ EUR **490** ~~560~~ USD **562** ~~640~~ **Until 04 May**
1 December 27	**Live online** 13:30-17:00 **UK (London)** (UTC+00) *Course code 17544*	GBP **350** ~~400~~ EUR **490** ~~560~~ USD **562** ~~640~~ **Until 06 Oct**

How to book

Online:
ipi.academy/2676

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:



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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.

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