IPI Academy

MANAGEMENT forum



Presented by
Management Forum

Creating and Implementing an IP Strategy for Start-Up and Upscaling Companies

16 April 27
+ 13 October 27

Transform your IP portfolio into a competitive weapon. Master patent strategy, brand protection, and trade secrets to outmanoeuvre competitors and secure market dominance.

Format:
Live online

CPD:
3 hours for your records

Certificate of completion

Course overview

As a start-up company or a company wanting to upscale your IP strategy the landscape and way forward can feel overwhelmingly complex. This training course will give you a deep understanding of how to use IP strategy as a powerful business tool to gain a competitive edge in your market. By attending this course you will learn how to gain a strategic advantage by leveraging intellectual property to create barriers for competitors and protect your innovations.

The expert trainer will help you develop your ability to analyse your market using Porter's Five Forces, providing you with insights into the competitive landscape and how IP can be used to influence market dynamics.

By attending this training course, you will benefit from understanding a commercially-driven approach to IP strategy, moving beyond traditional patent basics to focus on real-world applications that directly impact your business' bottom line.

The course takes you through the full spectrum of IP protection, including patents, trade secrets, trade marks, and design rights, and how each can be strategically employed to protect your business interests.

Learning the importance of brand protection through trade marks, and how to build a robust brand strategy will enable you to safeguard your company's reputation and market position.

The expert trainer has a wealth of experience, and she will give you practical insights into managing and protecting trade secrets within your organisation. This includes the creation of organisational frameworks that support an IP strategy reliant on trade secrets.

Attending this valuable training course will allow you to acquire actionable knowledge on how to bring together various aspects of IP strategy and implement them effectively within your organisation. By creating an organisational culture that fosters innovation and maximises the value derived from your IP assets, you will build a successful IP strategy to benefit your business.

Key topics covered in this course include:

- Creating strategic advantage
- Market analysis skills
- Commercial focus
- Comprehensive IP protection
- Brand strategy
- Trade secrets management
- Strategy implementation skills

Benefits of attending

By attending this training course you will:

- **Understand** how to leverage IP strategy to influence competitive forces in your market
- **Develop** skills in implementing a commercially focused IP strategy that aligns with your business objectives
- **Learn** how to protect your brand through effective trade mark strategy and design protection, enhancing your market position
- **Acquire** the knowledge to manage trade secrets effectively, ensuring your organisation's critical information remains secure
- **Gain** practical insights into the organisational changes needed to support a robust IP strategy
- **Explore** how to drive innovation and extract maximum value from your intellectual property
- **Learn** how to implement an IP strategy that not only protects your innovations but also actively contributes to your business's competitive advantage and long-term success

Who should attend?

This training course has been specially designed for:

- Start-ups and entrepreneurs
- IP and legal professionals
- Innovation and R&D professionals
- C-suite business decision-makers and directors
- Government entities
- Technology accelerator directors

Programme

IP strategy

- Overview of your marketplace
- Analysis of competitive forces in your marketplace using Porter's Five Forces
- How to use IP strategy as a business tool to tip the balance of the competitive forces in your market place in your favour

Focus on patents

Focus on brand strategy and brand protection using trade marks

Focus on design protection

Focus on trade secrets

- Organisational frameworks for supporting an IP strategy relying on trade secrets

Bringing it all together and implementing an IP strategy

- Organisational framework for supporting IP strategy
- Changing organisational culture for driving innovation and extracting value from your IP

Presenter



Marie Walsh

Marie Walsh is a European Patent Attorney and Chartered (UK) Patent Attorney with over 25 years of experience in advising clients including start-ups and SME's to large corporations. She has worked across a number of technology areas and specialises in industrial chemistry, materials science, polymer chemistry, and pharmaceutical chemistry. Marie also has in-depth experience in obtaining Supplementary Protection Certificates (SPCs).

Marie has a strong focus on providing commercially relevant, pragmatic advice based on individual clients' goals. She has an MBA from the Open University which supports her commercially focused approach to advising on IP strategy.

Marie is based in Dublin, Ireland and has worked with clients across the globe, including firms in Ireland and the UK, as well as US and Chinese clients and her objective is on clear communication with the clients' commercial aims as the central focus. Marie has previously worked with another leading firm of patent attorneys in Ireland where she had the role of Director of Operations for China and Chief Representative of the local China office.

She also has extensive experience of providing opinions and advising in relation to freedom to operate (FTO). In addition, she has represented clients at Oppositions and Appeals at the EPO and achieved successful outcomes for clients.

Course dates

16 April 27	**Live online** 13:00-17:00 **UK (London)** (UTC+01) *Course code 17113*	GBP **350** ~~400~~ EUR **490** ~~560~~ USD **562** ~~640~~ **Until 19 Feb**
13 October 27	**Live online** 13:00-17:00 **UK (London)** (UTC+01) *Course code 17411*	GBP **350** ~~400~~ EUR **490** ~~560~~ USD **562** ~~640~~ **Until 18 Aug**

How to book

Online:
ipi.academy/2949

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