

## **A 1-DAY WORKSHOP ON INTELLECTUAL PROPERTY AND LICENSING**

### **WHY IS INTELLECTUAL PROPERTY IMPORTANT?**

Did you know that your inventions, trade marks, designs, logos and business name can all be protected?

No surprise then that more and more companies are moving to identify and protect their intellectual assets.

Intellectual Property is a valuable asset which can:

- Protect your business from competition
- Prevent competitors from copying your products
- Provide a unique marketing and selling advantage
- Be licensed or sold to other companies, providing you with royalties and income
- Significantly increase the value of your company
- Underpin innovation and protect your investment

It makes business sense for companies to:

- Understand the different forms of protection which are available
- Undertake an IP audit on their product portfolio
- Secure intellectual property rights where appropriate
- Develop a strategy for managing and commercially exploiting their IP

### **WORKSHOP CONTENT**

This workshop will help companies to understand Intellectual Property and to develop a strategy for identifying, protecting and exploiting their intellectual assets.

The workshop will cover the following topics:

- What is Intellectual Property (IP)
- Why is Intellectual Property Important
- How do I identify IP in my company
- How do I protect my Intellectual Assets
- What is a patent – the patent system, understanding patent documents, patent searching
- How can I manage my IP
- Evaluating and valuing IP
- Exploiting IP through licensing
- Understanding licensing agreements

### **WHO SHOULD ATTEND**

The workshop will be of interest to companies who wish to understand the relevance of IP for their business and those considering inward or outward licensing.

The workshop is aimed at owner managers, R&D managers, business development managers, researchers and project managers (engineers, technologists).

### **WHEN AND WHERE**

Thursday, September 25, 2008 starting at 9:00am.

The venue is the ArcLabs Research and Innovation Centre at Waterford Institute of Technology's west campus. Directions will be mailed to those attending.

### **TRAINER**

The workshop is organised by Stratagem Innovation Ltd. and will be delivered by Dr. John McManus.

John is a leading expert on Intellectual Property and Licensing.

### **ATTENDANCE**

Numbers will be limited to a maximum of 18 people.

### **COST**

The cost of the one-day workshop is €275, including training materials, lunch and refreshments

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## **STRATAGEM INNOVATION**

Stratagem Innovation is a specialist training and innovation-management company based in the ArcLabs Research and Innovation Centre in Waterford Institute of Technology.

The company works with clients to optimise their intellectual assets and to develop and manage their research and innovation capabilities.

Stratagem Innovation's trainers are leading experts in the fields of intellectual property, commercialisation, licensing and technology transfer.

Stratagem Innovation has delivered courses on IP and Licensing to a large number of Public and Private sector clients including Enterprise Ireland, Chambers Ireland, the Innovation Relay Centre and Cork Institute of Technology.

## **JOHN MCMANUS**

Dr. John Mc Manus is an intellectual property expert with a career profile in research and development, technology management and the commercialisation of innovative technologies. He has developed his core competencies through a variety of positions in company start-ups, commercialisation of R&D, technology transfer and the management of intellectual property, with a strong background in the Biotechnology,

Nanotechnology, Chemical and Healthcare industries.

John is currently on secondment from Enterprise Ireland to UCD where he is based in the Innovation and Technology Transfer Centre, NovaUCD. He has assisted NovaUCD with commercialising emerging technologies through campus company development and technology transfer agreements.

John now focuses on NovaUCD's Continuing Professional Development Programme, developing training courses for Postgraduate Students, Researchers and Technology Transfer Managers on the management and exploitation of IP. Prior to being based at NovaUCD, John was Group Intellectual Property Manager with the nanotechnology company NTERA Ltd. John was also a member of the task force which developed the National Codes of Practice for the management and exploitation of IP.

John completed his Ph.D. in chemistry at Sheffield University in 1980 and since then has developed his career through a variety of positions in the area of product development and commercialisation of technologies in the chemical, healthcare and biotechnology industries in Ireland and in Germany.

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