

Licensing and IPR

Date: Tuesday 2 March 2010 **Time:** 09.00 - 16.00

Venue: One Aldwych, London WC2B 4RH

Cost: £150 +VAT

All businesses have Intellectual Property. They need to recognise it and decide whether to exploit and protect it. IPR can form an integral part of all international trade strategies, bring great value to your negotiations and greatly enhance revenue.

This workshop will provide you with a clear understanding of the core intellectual property rights, which ones apply to your business and their potential value. You will learn how to register and protect these rights globally and how to exploit them through licensing agreements.

The workshop will be supported with real life case study examples – where it worked and didn't! You will leave with a guide to identifying IPR within your business and how to prepare this for international trade.

Topics covered will include:

- Patents, copyright, related rights, geographic indicators, design rights, trade marks
- International registration systems
- Choosing a licensee
- Payment options
- Legal and tax considerations

Who are we?

UK Trade & Investment is the Government organisation that helps UK based companies succeed in international markets. We assist overseas companies to bring high quality investment to the UK's economy. Visit our website and register to find out more - www.uktradeinvest.gov.uk

Ideal for:

- Those wishing to identify their IPR and exploit it

Outcomes:

- Add value to your international business strategy
- Understand the investment required and the return to be expected

About the trainer:

- Nicola Bridgett is an international trade adviser with UKTI and specialises in technology and innovation. Her background in joint ventures has given her valuable practical experience of creating, using and protecting IP both in the UK and internationally.

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Title	
First name	
Surname	
Company name	
Your job title	
Company address	
Company postcode	
Email	
Telephone	
Website	
Industry Sector?	
What is to be exported	
Where is it to be exported to i.e EU, N America, Africa, Far East etc?	
Dietary requirements?	

Please tick if you would like further information about

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Complete this form in BLOCK CAPITALS and post FAO Martine Terrelonge, UKTI London International Trade Team, New City Court, 20 St Thomas St, London SE1 9RS.
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FURTHER INFORMATION

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