

Withers & Rogers

Patent & Trade Mark Attorneys

IP Primer:

“Have you got a patent for that?”

A practical, hands-on look at how intellectual property rights fit into the innovation process

Available in London, Bristol, Sheffield and the Midlands

(29th April and 4th, 6th, 10th May 2010 respectively)

www.withersrogers.com

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IP Primer: “Have you got a patent for that?”

Stamp

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Leamington Spa
Warwickshire
CV32 5AE

IP Primer: "Have you got a patent for that?"

A practical, hands-on look at how intellectual property rights fit into the innovation process

Withers & Rogers would like to invite you to our latest IP Primer course. This half-day intensive session takes a fresh, accessible, workshop-based approach to the issues of identifying and exploiting IP rights. We look at the entire innovation process, from concept through to commercialisation and set out the context in which IP rights arise and how and why they are useful.

A series of interactive sessions will be run to heighten focus on key stages of the product development process.

Content will include invention, design, branding, how best to exploit innovation, the sensitive issue of infringement and where to find financial support.

A number of formal presentations will be provided looking at patents and confidentiality; the differences between registered and unregistered designs; trade mark creation, clearance and registration; licensing, franchising, sale and assignment; IP litigation, in particular process and costs; and finally, access to finance and insurance.

Our primer is intended to give you and your organisation the knowledge required to protect your investment in R&D and brand building activity so as to maximise revenue.

Who should attend?

This course is suitable for anyone within an innovative organisation wanting to achieve greater value from their innovation. The course is also suitable for anyone wanting to learn about or refresh their knowledge of intellectual property.

Dates & Locations

London, 29th April 2010

Bristol, 4th May 2010

Sheffield, 6th May 2010

Midlands, 10th May 2010

We would be delighted if you could join us, but places are limited, so please reply by email to Carly Williams or detach and post your reply card by **Thursday 15th April 2010**. Precise joining instructions and a map will be sent to you no later than one week prior to the event.

Please note, there will be an administrative charge of £50 (including VAT) for this event.

Payment should be made either by cheque to: Withers & Rogers LLP and sent to: Accounts department, Nicholas Wilson House, Dormer Place, Leamington Spa, CV32 5AE or, by credit card - contact Sarah Courtney on (01926) 310700, quoting reference 'Main Primer 2010'.

Itinerary	
13:00pm	Registration and coffee.
13:30pm	Section 1: What is Intellectual Property? Discover IP through three every day objects.
13:50pm	Section 2: The Innovation Process "Going from Concept to Commercialisation".
13:50pm	Invention: Confidentiality and Patents - how they work.
14:25pm	Design: Registered Designs, UDR and Copyright - what is the difference?
14:55pm	Refreshment break.
15:10pm	Branding: Trade mark creation, clearance and registration.
15:40pm	Exploitation: Money making options e.g. Licensing, franchising, sale and assignment.
16:00pm	Unfair competition or legitimate fast follower? IP infringement issues & litigation.
16:30pm	Financial support and reward: Access to finance, insurance and other issues.
16:50pm	Questions and answers session.
17:00pm	Drinks & networking.

RSVP Please complete using CAPITAL letters. As we are limited on spaces, please reply no later than Thursday 15th April 2010. Begin by ticking one of the following date options: **London**, 29th April 2010 **Bristol**, 4th May 2010 **Sheffield**, 6th May 2010 or **Leamington Spa**, 10th May 2010

- I am able to attend I am able to attend and would like to bring a guest (details below)
 I would like to send a representative (details to the right) Unfortunately I am unable to attend
 I cannot attend but would be interested in attending a future event on this subject or a one-to-one meeting

Your details:

Name (Dr/Mr/Miss/Mrs/Ms)
Position
Company/organisation
Address
..... Postcode
Telephone no
E-mail
Facsimile no

Business guest/representative details:

Name (Dr/Mr/Miss/Mrs/Ms)
Position
Company/organisation
Address
..... Postcode
Telephone no
E-mail
Facsimile no

Withers & Rogers may from time to time send you information relating to products and services, events and newsletters that may be of interest to you. If you do not wish to receive them, please tick box here.