Master Class Agenda

Day 1

9.30	15 mins	• Introductions • Scene set • Course overview • Housekeeping • Introduction to case study	IPO - Outreach
09.45	90 mins including Q&A	**Presentation: Patents** • What is a patent? • What is an 'inventive step'? • Exclusions • The application process	Patent Examiner
11.15	15 Mins	**Break**	
11.30	1 hour	**Practical: Patent searching** • Databases available • Searching exercise	Patent Examiner
12.30	30mins	**Lunch**	
13.00	30 mins	**Practical: Drafting a claim**	IPO - Outreach
13.30	60 mins including Q&A	**Presentation: Designs** • What is a Registered Design? • What designs can be registered? • What is unregistered design right? • Informed users	Designs Examiner
14.30	30 Mins	**Practical: Registered Designs searching** • Databases available • Designs searching exercise	
15.00	15mins	**Break**	
15.15	60 mins including Q&A	**Presentation: Copyright** • What is copyright? • What does it protect? • Qualification for copyright protection • Copyright owners: what do they get? • Using Copyright • Copyright licenses • Copyright infringement • Protecting copyright	Copyright policy advisor
16.15	15mins	**Copyright case study exercise**	IPO - Outreach
16.30	**Finish**		

Day 2

9.30	15mins	• Course overview (including reminder of day1) • Housekeeping	IPO - Outreach
9.45	75 mins including Q&A	**Presentation: What are trade marks?** • What is a Trade mark? (name, logo, colour, music, shape etc.) • Other types of marks • Unregistered marks • Unacceptable marks	Trade mark Examiner
11.00	15mins	**Break**	
11.15	1 hour	**Practical session: Trade mark searching** • Databases available • Searching exercise	Trade mark Examiner
12.15	45mins	**Presentation: Trade marks tribunal** • Types of action before the registry • Grounds for opposition • Who can oppose and How to oppose • Effects of opposition • The opposition process • Appeals • Case study	
13.00	30mins	**Lunch**	
13.30	30mins	**Trade mark exercise**	IPO - outreach
14.00	30mins	**IP Abroad**	IPO - outreach
14.30	15mins	**Break**	
14.45	1 hour	**Presentation: CIPA and CITMA** • Who are they and what do they do? • Why do clients need attorneys? • When should you instruct an attorney? • How attorneys add value	Patent and Trade Mark Attorney from CIPA
15.45	15mins	**Wrap up /Closing comments**	IPO - Outreach
16.00		**Finish**	

Day 3

9.30	15mins	Course Overview	IPO - Outreach
9.45	45mins	Refresh of IP	IPO - Outreach
10.30	45mins	Commercialisation (part 1) • What IP means in practice • How does IP create value? • How can you exploit IP internationally	Inngot
11.15	15mins	**Break**	
11.30	45mins	Commercialisation (part 2)	Inngot
12.15	30mins	Commercialisation Exercise	Inngot
12.45	30mins	**Lunch**	
13.15	30mins	Enforcement • Civil IP • Criminal IP	Miles Rees
13.45	45min	Resolving disputes • Mediation • Insurance	Paul Storer
14.30	90mins	Group Exercise	IPO - Outreach
16.00		**End**	