Intellectual Property Strategy and Rights Management Training Course for Business Leaders

28 June – 2 July 2027
Dubai - Marriott Hotel Al Jaddaf, Dubai

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Programme Summary

Intellectual property strategy and rights management are the subject of this one-week training course for non-lawyer directors and innovation, legal and commercial leaders, ending in an intellectual property action plan for one business portfolio. Patents, trade marks, copyright, designs and trade secrets often sit in separate hands, and decisions on filing, licensing and enforcement are taken without a shared view of their value. The programme moves from the rights themselves to portfolio building, valuation, licensing and enforcement, and then to contracts, using a prepared company case. Mars Training Centre UK delivers this programme on intellectual property strategy to mixed-organisation cohorts.

The Business Case

Ideas, brands and know-how are among the assets that competitors most want to copy, yet many organisations cannot say which rights they hold or what each is worth. Leaders who map their rights, decide what to protect and on what terms to share it can turn innovation into income and defend it when it is copied or disclosed.

- Asset Visibility: Improves when every right is recorded with its owner, scope and renewal point.
- Licensing Income: Grows when licence terms are priced and structured before partners are approached.
- Dispute Exposure: Falls when rights are secured in contracts and breaches are met with a prepared response.

Principles and Evidence Base

- Paris Convention and Berne Convention: The WIPO-administered treaties on industrial property and on copyright, applied in Session 1 to explain how rights arise and cross borders.
- TRIPS Agreement: The WTO agreement that sets minimum international standards for intellectual property, applied in Session 4 to judge enforcement options.
- ISO 56005: The innovation management standard on tools and methods for intellectual property management, applied in Session 2 to structure a portfolio review.
- ISO 10668: The standard on monetary brand valuation, applied in Session 3 to frame the value of a trade mark.

Intended Participants

- Directors who approve innovation, brand and technology investment and must know what is protected.
- Innovation and research leaders who decide what to patent, publish or keep secret.
- In-house legal and commercial heads who negotiate licences, partnerships and supply terms.
- Brand and marketing leaders who own names, logos and creative works.

Typical settings include technology and pharmaceutical companies, manufacturers, media and creative groups, and universities or research bodies.

Learning Outcomes

1. Participants will be able to classify the rights that protect an idea, a brand, a design or a body of know-how.
2. Participants will be able to construct an intellectual property portfolio register with ownership, scope and renewal points.
3. Participants will be able to evaluate the value of a right using cost, market and income approaches.
4. Participants will be able to compare licensing structures by income, control and risk.
5. Participants will be able to diagnose infringement and trade secret leakage and select a response.
6. Participants will be able to justify contract terms that protect intellectual property in partnerships.

Programme Structure

Day 1: Intellectual Property Rights and How They Arise

Which right protects which asset, and where does it apply?

- Rights Classification Map
- Patent Eligibility Screen
- Trade Mark Distinctiveness Test
- Copyright and Design Right Comparison
- Trade Secret Protection Checklist

Day 2: Intellectual Property Portfolio Building

What does the organisation own, and what should it add or drop?

- Portfolio Register Template
- Ownership and Employee Invention Review
- Filing Decision Matrix
- Renewal and Cost Calendar
- Gap and Overlap Analysis

Day 3: Valuing and Licensing Intellectual Property

What is a right worth, and on what terms can it be shared?

- Cost, Market and Income Valuation Sheet
- Brand Value Framing
- Licence Scope and Territory Grid
- Royalty Structure Comparison
- Licensing Risk Register

Day 4: Enforcement and Dispute Response

How are rights defended when they are copied or disclosed?

- Infringement Evidence File
- Cease and Desist Response Ladder
- Border and Customs Action Options
- Litigation Versus Settlement Appraisal
- Trade Secret Leak Response Plan

Day 5: Intellectual Property Action Plan for One Portfolio

Do the findings join into a plan a board can approve?

- Applying the Session 1 Rights Classification Map
- Updating the Session 2 Portfolio Register
- Testing the Session 3 Licensing Terms
- Adding Contract Clauses for Partnerships and Suppliers
- Completing the Intellectual Property Action Plan

Methodology

The programme is a structured exercise built on a prepared case of a mid-sized technology manufacturer with a brand, a patent family, software and know-how. Participants classify the rights, value them, set licensing terms, plan enforcement and defend the plan to peers acting as a board.

- Suggested activity: Building a register of ten rights with owners and renewal points.
- Suggested activity: Comparing a royalty and a lump sum licence for one product.
- Suggested activity: Drafting the response to a copied product on a prepared timeline.

Capstone Output

Each participant completes an intellectual property action plan for one business portfolio. It holds a rights map, a portfolio register, a valuation note, licensing terms, an enforcement ladder and contract clauses. At work it goes to the board and becomes the reference for later filing, licensing and renewal decisions.

Frequently Asked Questions

Is intellectual property strategy suitable for directors who are not lawyers?

Yes. Intellectual property strategy is taught through a prepared company case and templates. You need responsibility for innovation, brand, legal or commercial decisions, but no legal qualification or earlier filing experience.

Which treaties and standards does intellectual property strategy rest on in this course?

Intellectual property strategy here rests on the Paris and Berne Conventions, the TRIPS Agreement, ISO 56005 for portfolio management and ISO 10668 for brand valuation.

How is the action plan from intellectual property strategy used at work?

You present the intellectual property action plan to your board, use its register for filing and renewal choices, and keep its licensing terms and contract clauses as templates for later deals.

How does intellectual property strategy differ from a programme on commercial contract law?

Intellectual property strategy concentrates on owning, valuing, licensing and defending rights, while a programme on commercial contract law concentrates on drafting and managing agreements of every kind.