

STRATEGIC CORPORATE INTELLECTUAL PROPERTY MANAGEMENT

Objective

- To create the awareness & understanding of IP management essential for business to succeed in today's competitive business environment.
- To highlight the centrality of intellectual property management in any strategic business planning.

Course Contents

- Module A: General Introduction to IP Management
 - The 4 Main Pillars of IP Management
 - The Importance of IP Policies
 - IP Management Tools and Processes
- Module B: Strategic Approach to IP Management
 - IP Creation Strategy - IP Protection Strategy
 - IP Exploitation & Monetisation Strategy
 - IP Enforcement Strategy
 - Influencing & Shaping IP Ecosystem Through IP Standards

Target Group

Product Inventors / Brand Marketers / Product Managers / Business Strategies / Business Managers / Entrepreneurs / Those who are dealing with products & brands form all types of industries

Type of Programme: Technical

Skills Area: Intellectual Property

Duration: 8 hours (1 day training)

Training Methodology: Lectures & Workshop

Course Fee: RM 5,000 (inclusive of training material)

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IP TECH

INTELLECTUAL PROPERTY
TECHNOLOGY SDN. BHD.
(949502-M)

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