MERCURY

Intellectual Property Training Course



Dubai (UAE) +9714 834 3854

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Introduction:

The objective of the course is to promote awareness of intellectual property, as one of the most important assets of a company, in the global market environment.

The course provides an informative and interesting overview and exchange of views for professionals and non-professionals on an organization’s Intellectual Property IP management strategy.

Targeted Groups:

- Legal and paralegal managers
- Public officials
- Governmental professionals
- Department heads
- Team leaders
- Supervisors
- Anyone who wishes to gain knowledge of intellectual property

Course Objectives:

At the end of this course the participants will be able to:

- Identify intellectual property and its importance
- Enumerate various IP rights
- Protect employees and organizations from any IP rights abuse

Targeted Competencies:

- Intellectual property
- Legal procedure
- Patents procedure
- Rights protection

Course Content:
Unit 1: Introduction:

- Why intellectual property rights are important?
- Intellectual property: individuals and organizations’ rights
- Intellectual property rights:

Unit 2: Copyrights:

- What is covered by copyright?
- Copyright according to the Berne convention
- What are the types of rights protected by copyright?

- Right of reproduction
- Rights of public performance, broadcasting, communication to the public and making available
- Rights of translation and adaptation
- Acquisition of copyright
- Transfer of copyright
- Protection, limitations, and exceptions to rights

Unit 3: Related Rights:

- What are related rights?
- Beneficiaries of related rights
- International treaties and conventions concerning related rights
- Rome convention and TRIPS
- Beijing treaty on audiovisual performances
- Term of protection
- Enforcement

Unit 4: Trademarks:

- Trademarks overview
- Development of trademarks
- Examples of trademarks
- Signs that cannot be used as trademarks
- Characteristics of a trademark
- Assessment and protection of a trademark
- Collective and certification marks
- Well-known marks
- Use of trademarks
- Regional trademark registration systems
- Trademarks and the internet
- Trademarks in the virtual world: the challenge

Unit 5: Other IP Rights:

- Geographical indications
- Industrial design

Unit 6: Patents:

- Criteria for patent protection, inclusions, and exclusions
- Obtaining a patent
- Key highlights of obtaining a patent
- Unfair competition