LONDON PROGRAMME:

PROTECTING INNOVATION AND BRANDS IN GLOBAL MARKETS



PRESENTED BY:

DR MOHAMMAD AL QUDAH

emg ASSOCIATES

Where Knowledge becomes Confidence

LONDON PROGRAMME:

PROTECTING INNOVATION AND BRANDS IN GLOBAL MARKETS

Presented by qualified lawyers

The Welbeck Hotel
57-59 Welbeck St
London W1G 9BL

MONDAY – FRIDAY

09:30AM TO 14:30PM

£4500

[00]

BROCHURE CODE EMG-SUM26J

LONDON PROGRAMME:
PROTECTING INNOVATION AND BRANDS IN GLOBAL MARKETS

Innovation and brand value are among the most significant assets in today’s global economy. Businesses operating across borders must understand how to protect technology, creative works, proprietary information, and brand identity in increasingly competitive and digital markets.

This intensive five-day programme provides a practical and internationally focused understanding of how innovation and brand assets are identified, protected, commercialised, and enforced. The programme examines protection mechanisms for inventions, trademarks, creative works, and confidential information, alongside risk management strategies in cross-border transactions.

Participants will explore real-world scenarios involving brand expansion, technology protection, licensing arrangements, infringement disputes, and digital market challenges. The programme emphasises commercial strategy and practical application rather than theoretical doctrine.

Suitable for lawyers, in-house counsel, entrepreneurs, commercial managers, technology professionals, and executives operating in international markets.



BROCHURE CODE EMG-SUM26J

LONDON PROGRAMME:
PROTECTING INNOVATION AND BRANDS IN GLOBAL MARKETS



Day 01

Identifying and Protecting Innovation Assets

Focus: Identifying and securing valuable innovation and proprietary assets.

- Types of protectable innovation and brand assets
- Ownership issues in employment and consultancy arrangements
- Protection of inventions and technical developments
- Territorial nature of protection in global markets
- Protecting confidential information and trade secrets

Practical Work:

Identifying and mapping innovation assets within a multinational business scenario.

BROCHURE CODE EMG-SUM26J

LONDON PROGRAMME:
PROTECTING INNOVATION AND BRANDS IN GLOBAL MARKETS



Day 02

Brand Protection and Market Positioning

Focus: Building and protecting brand value in international markets.

- Trademark protection and brand strategy
- Domain names and online brand protection
- Registration processes across jurisdictions
- Risks in international brand expansion
- Distinctiveness and brand strength

Practical Work:

Assessing trademark risks in entering a new international market.

BROCHURE CODE EMG-SUM26J

LONDON PROGRAMME:
PROTECTING INNOVATION AND BRANDS IN GLOBAL MARKETS



Day 03

Commercialisation and Licensing Strategies

Focus: Structuring licensing and commercial exploitation arrangements.

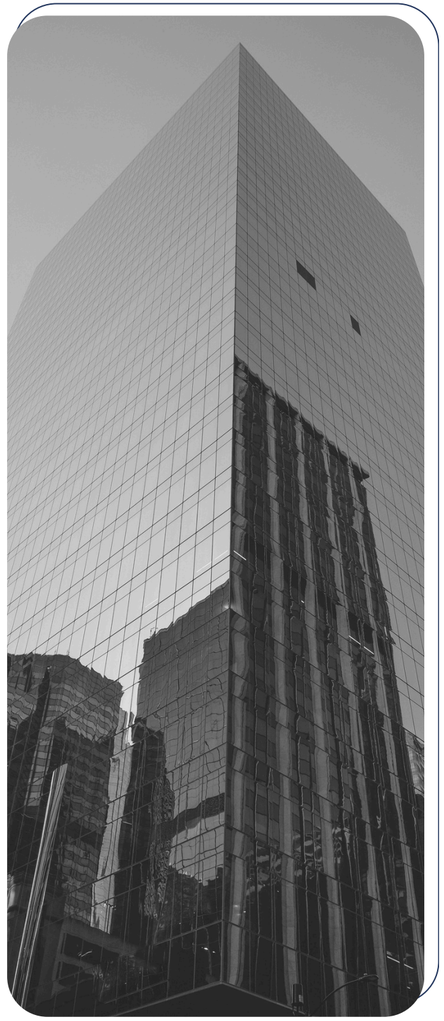
- Licensing innovation and brand assets
- Franchising and brand exploitation
- Technology transfer agreements
- Protecting value in commercial contracts
- Assignment and ownership transfers

Practical Work:

Reviewing key clauses in a cross-border licensing agreement.

BROCHURE CODE EMG-SUM26J

LONDON PROGRAMME:
PROTECTING INNOVATION AND BRANDS IN GLOBAL MARKETS



Day 04

Managing Risk in Global Transactions

Focus: Managing legal and commercial risk in cross-border transactions.

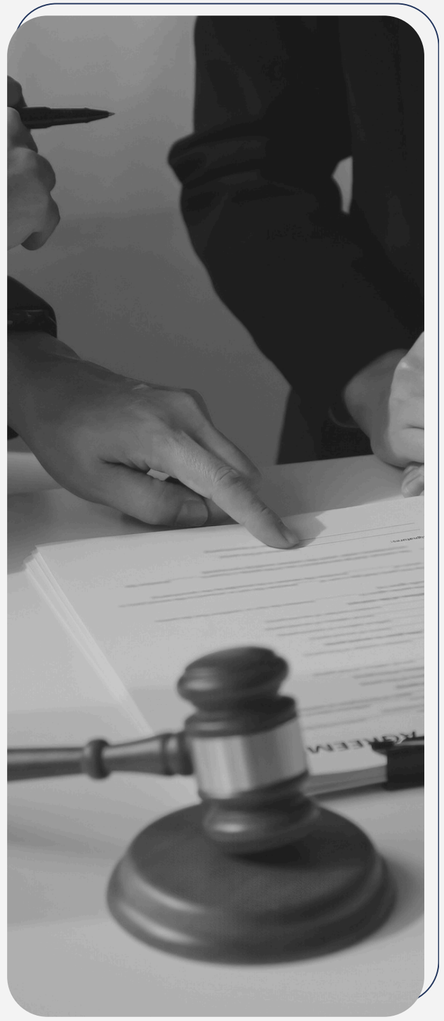
- Innovation assets in mergers and acquisitions
- Contractual protection of proprietary information
- Due diligence in brand and technology transactions
- Digital and cross-border enforcement challenges
- Infringement risks and competitive threats

Practical Work:

Identifying and managing risk in a cross-border technology acquisition.

BROCHURE CODE EMG-SUM26J

LONDON PROGRAMME:
PROTECTING INNOVATION AND BRANDS IN GLOBAL MARKETS



Day 05

Enforcement and Strategic Protection

Focus: Developing effective enforcement and protection strategies globally.

- Civil and regulatory enforcement mechanisms
- Managing counterfeiting and online infringement
- International enforcement frameworks
- Emerging challenges: AI, digital content, and data
- Alternative dispute resolution in brand and innovation disputes

Practical Work:

Developing a global enforcement and protection strategy for a multinational brand.

BROCHURE CODE EMG-SUM26J

Learning Outcome

By the end of the course, participants will be able to:

- Identify innovation and brand assets within an organisation.
- Understand available protection mechanisms in global markets.
- Assess risks associated with international expansion and licensing.
- Structure agreements to protect proprietary rights effectively.
- Evaluate enforcement options in cases of infringement.
- Develop strategic approaches to protecting innovation and brand value internationally.

BROCHURE CODE EMG-SUM26J



Our Training Strategy

is based on personalised learning, where we aim to develop the competence of every delegate by actively engaging them in the course.

EMG Associates' Presenter:

Dr Mohammad Al Qudah is a leading lawyer and legal trainer with more than 23 years of experience in legal practice and intellectual property across Jordan and the Middle East.

He has held senior legal leadership positions, including serving as Chief Legal Officer at Abdul Latif Jameel, a multinational group with diversified activities in trade, investment, energy, financial services, and other sectors, operating in more than 15 countries.

Alongside his professional practice, Dr Al Qudah is an experienced legal trainer, delivering programmes for lawyers, in-house counsel and government.

Accreditation:

EMG Associates (UK) Limited is an accredited training provider of the Government of Dubai Legal Affairs Department (GLAD), under the Continuing Legal Professional Development (CLPD) Programme (Provider Code: BB18).

Eligible EMG programmes, where accredited by the Department, may qualify for CLPD points for registered Dubai legal consultants, subject to the applicable programme requirements.

Our programmes are also designed to support the continuing professional development and competence of legal professionals, including solicitors regulated by the Solicitors Regulation Authority (SRA) in England and Wales, in accordance with their individual professional development obligations.

حكومة دبي
GOVERNMENT OF DUBAI

دائرة الشؤون القانونية لحكومة دبي
THE GOVERNMENT OF DUBAI LEGAL AFFAIRS DEPARTMENT

Solicitors Regulation Authority

LONDON PROGRAMME: PROTECTING INNOVATION AND BRANDS IN GLOBAL MARKETS

Where Knowledge becomes Confidence

TO REGISTER PLEASE VISIT

Contact | EMGUK

+44 (0) 778 595 2645

+44 (0) 20 3827 0966

info@emguk.net

www.emguk.net

BROCHURE CODE EMG-SUM26J