



LONDON PROGRAMME:
PROTECTING INNOVATION AND
BRANDS
IN GLOBAL MARKETS

30th NOV.– 4th DEC. 2026

PRESENTED BY:

DR MOHAMMAD AL QUDAH





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 30th NOV.– 4th DEC. 2026
-  09:30AM TO 14:30PM
-  £4500

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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.



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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.

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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

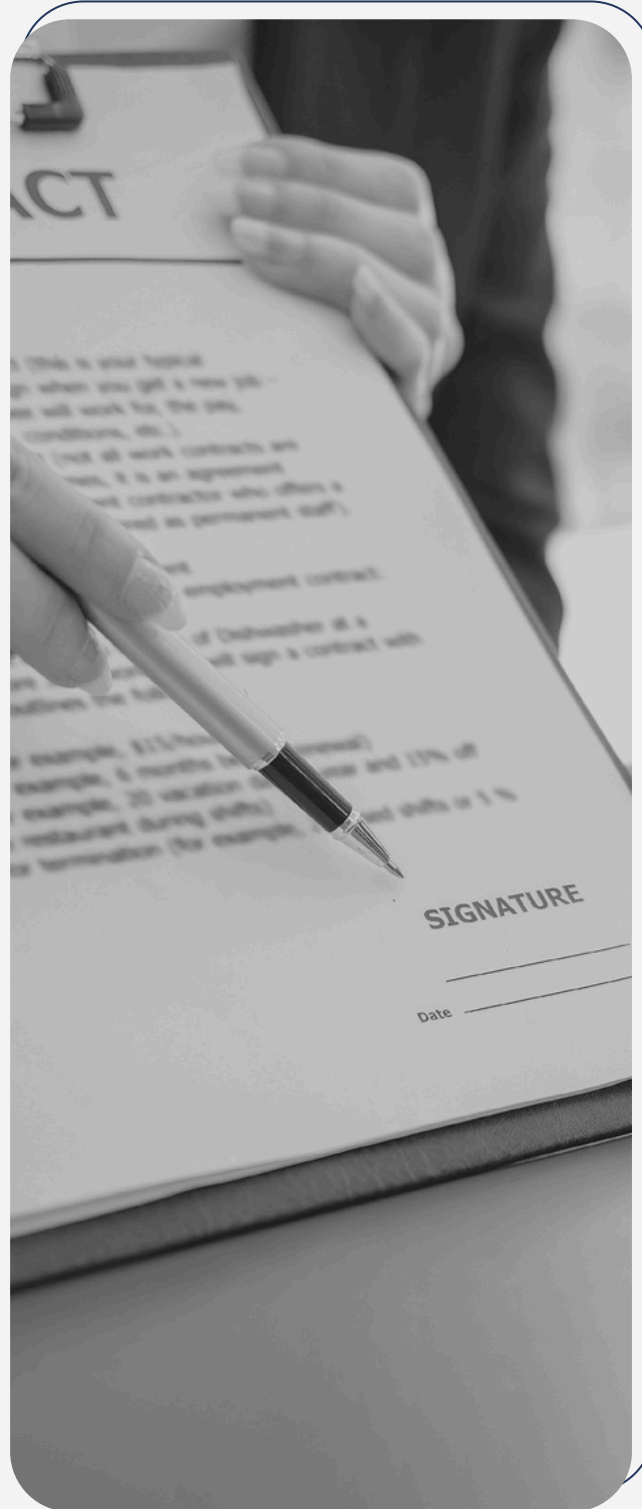
Practical Work:

Assessing trademark risks in entering a new international market.



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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.

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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.

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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.



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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.

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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.

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Accreditation:

EMG Associates (UK) Limited is authorised to provide Continuing Professional Development (CPD) by the Solicitors Regulation Authority (SRA) and the Dubai Government Legal Affairs Department (GLAD). Participation in this programme may therefore be counted towards applicable CPD/CLPD requirements, subject to the relevant professional rules.

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