

*To discover new  
seas you have to  
lose sight of  
familiar shores...*



## A COMPREHENSIVE ONE-DAY SEMINAR

Our national training venues:

**LONDON  
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## INTELLECTUAL PROPERTY RIGHTS MANAGEMENT AND ITS GROWING IMPORTANCE

Intellectual property is a fast-moving area of the law that underpins much of today's commerce. This practical one-day seminar reviews how IP rights are secured, maximised, defended and maintained.

IP arises from creativity in all its forms, touching on industries as diverse as technology, branding and aesthetics. Every business owns IP and comes into contact with it. Knowing the theory is not enough. As IP is about commercial advantage, it needs to be understood in a real-world business context.

Delegates will receive a thorough grounding in the field of IP, to give the confidence needed to deliver accurate, effective advice to clients with IP issues.

The seminar focuses on the following aspects of IP:

- Patents
- Trade marks
- Design rights
- Copyright and other intellectual assets

**6 CPD HOURS**

**Accredited by**  
Solicitors Regulation Authority

# PROGRAMME

Full day: 9.00am - 5.00pm

## Registration and coffee

- Introduction
  - What is IP and why does it matter?
- Intellectual property among intellectual assets
  - Registrable rights vs. unregistered rights
  - Other intellectual assets
- Patents
  - What can and cannot be patented?
  - What is the structure of a patent?

## Coffee break

- Trade marks
  - What is a trade mark?
  - Statutory vs. common-law rights
  - What makes a mark registrable?
- Design rights
  - Registered and unregistered design rights
  - The Community design system
  - The interface with trade marks

## Lunch

- Copyright and other intellectual assets
  - What does copyright protect and for how long?
  - Database rights
  - Know-how; trade secrets etc.
- International protection
  - National, regional and international systems

## Tea break

- Infringement and validity
  - Searching
  - Enforcing IP rights
  - Challenging IP rights
- IP management
  - Capturing IP; ownership
  - Transactions and renewal
  - Due diligence

## Close of seminar

# THE SEMINAR WILL SIMPLIFY COMPLEX ISSUES USING CASE STUDIES AND PRACTICAL EXAMPLES

## The seminar

The seminar reviews how IP rights are secured, maximised, defended and maintained.

On completion of the seminar, delegates will be in a better position to:

- Identify the different types of IP that exist within a business;
- Understand how that IP can be used to its maximum commercial advantage;
- Be in a position to deliver effective advice to clients on IP issues.

## Our Strategy

Our strategy is based on personalised learning, where we aim to develop the competence and confidence of every delegate by actively engaging them in the seminars. Using case studies and practical examples, the delegates will be provided with a thorough grounding in this field and will gain the confidence needed to deliver accurate, effective advice.

# SEMINAR PRESENTER - Sean Cummings

Sean is a UK and European Patent and Trade Mark Attorney and a Partner of Keltie.

He deals with all forms of intellectual property but spends most of his time on patents and designs. His patent practice extends over a huge range of technologies, from catalysts to computers. He is also involved with designs ranging from textiles to logos.

Sean has in-depth experience of contentious and non-contentious matters extending across all areas of IP, including litigation, dispute resolution, due diligence and investor advice.

He has appeared as an advocate before the UKIPO in patent, design and trade mark disputes and before EPO Examination Divisions, Opposition Divisions and Boards of Appeal. Developing his interest in dispute resolution, Sean was one of the first UK patent attorneys to train as a mediator.



## IN - HOUSE LEARNING & DEVELOPMENT SOLUTIONS

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For more information please call our Customer Services **+44(0)208 822 3321**, e-mail us at **info@emguk.net** or visit us online at **www.emguk.net/membership**.

### Who should attend?

In-house lawyers, solicitors in private practice and practitioners involved in advising companies on Intellectual Property Rights.

### Our commitment to you

In order to ensure maximum interaction with delegates, numbers will always be kept to 15 delegates or less per seminar.

Delegates will receive a comprehensive pack, including presenters' slides.

### Continuing Professional Development

EMG Associates is approved as an external course provider by the Solicitors Regulation Authority (SRA) SRA reference No. **DKU/EMGA**.

Attending this seminar qualifies you for 6 CPD hours.

Certificates of attendance will be given to all delegates, so that they may claim appropriate credits in respect of other continuing professional development requirements.

## INTELLECTUAL PROPERTY RIGHTS MANAGEMENT AND ITS GROWING IMPORTANCE

### Our national training venues:

London: 7th Floor, 3 Shortlands, Hammersmith. W6 8DA

Liverpool: Il Palazzo, 7 Water Street. L2 0RD

Manchester: St James court, Brown Street. M2 2JF

Newcastle: The Collingwood Building, Collingwood Street. NE1 1JF

[http://www.emguk.net/ap\\_traininglocations.asp](http://www.emguk.net/ap_traininglocations.asp)

EMG Associates member price: £360 + VAT

Non-member price: £450 + VAT

### Four easy ways to book

**Telephone** us on +44(0)208 822 3321

**Fax** this form to +44(0)208 822 3357

**E-mail** us at [bookings@emguk.net](mailto:bookings@emguk.net)

**Post** this form to Customer Services:  
EMG Associates (UK) Ltd, 7th Floor, 3 Shortlands,  
Hammersmith, London W6 8DA

### Invoice/Payment details

#### NB. Payment must be in Pounds Sterling

I am enclosing my cheque for £.....  
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The fee includes refreshments, administration and full documentation. For further enquiries relating to this programme, its content, the venue, or if you have any special requirements, please do not hesitate to call Customer Services on +44(0)208 822 3321.

### Delegate details (Please complete in BLOCK CAPITALS)

Full name: \_\_\_\_\_

Job title: \_\_\_\_\_

E-mail: \_\_\_\_\_

(To enable us to confirm your booking as efficiently as possible, please supply your e-mail address.)

Telephone: \_\_\_\_\_

Special requirements: \_\_\_\_\_

### Invoice details

Name/Company: \_\_\_\_\_

Address: \_\_\_\_\_

No. of employees  1-5  6-10  11-25  
in your organisation:  26-50  51-99  100+

### Booking details

Please see the website for available dates and locations:

[http://www.emguk.net/bp\\_cpddirectory.asp](http://www.emguk.net/bp_cpddirectory.asp)

Course date: \_\_\_\_\_

Course location: \_\_\_\_\_

(For more than one delegate please photocopy this form.)

#### Terms and Conditions

**1.** Confirmation of your booking will be sent by e-mail or post within 3 days of receipt of your booking. A VAT invoice and joining instructions will be sent to you acknowledging your booking. Please contact us if you do not receive this within seven days of booking. Seminar documentation is distributed at the time of the seminar. **2.** Upon receipt of your booking, your place(s) will be confirmed. Any cancellation must be received in writing. The following charges apply in the event of cancellations: Up to 15 days before the event – 10% + VAT; Less than 15 days before the event – 100% +VAT. A substitute delegate can be named at any time before the seminar begins without any charge. **3.** This booking form constitutes a legally binding contract. The delegate and the employer are jointly and severally liable for payment of all fees due to EMG Associates (UK) Limited. To the extent permitted by law, neither EMG Associates (UK) Limited nor its presenters will be liable by reason of breach of contract, negligence or otherwise for any loss or consequential loss occasioned to any person acting, omitting to act or refraining from acting in reliance upon the seminar, material or presentation of the seminar. **4.** Continuing Professional Development hours or points may be claimed from the following professional bodies: The Solicitors Regulation Authority and the Bar Standards Board. **5.** EMG Associates (UK) Limited may periodically contact you with details of seminars that may be of interest to you. Please write to the Customer Services Team if you do not wish to be included in this activity. **6.** It may be necessary for reasons beyond the control of EMG Associates (UK) Limited to change the content and timing of the seminar, the presenter, the date or the venue. In the unlikely event of the seminar being cancelled, EMG Associates (UK) Limited will automatically make a full refund but disclaim any further liability. **7.** EMG Associates (UK) Limited reserves the right to change the timing of the seminar, the presenter and the date and venue due to reasons beyond their control. EMG Associates accept no liability if, for whatever reason, the seminar does not take place.

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