
[Webinar: Introduction to IP](#)

Date:

Wednesday, 09.09.2020

Time:

10:30 - 12:00 pm (Central European Time) - the webinar session will open 15 minutes before the official start

Location:

Online

Host:

European IP Helpdesk

Speaker:

Michele Dubbini

Level of Expertise: Basic

Language: English

This webinar will provide you with an introduction to basic concepts and definitions of Intellectual Property (IP) and Intellectual Property Rights (IPR). Additionally, participants are given a first overview of existing practices and processes related to IP management.

Learning Objectives

After the training, participants should be able to answer the following main questions:

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- What is Intellectual Property (IP)?
 - What are Intellectual Property Rights (IPR)?
 - Why should I deal with IP/IPR issues? Why should IP be an integral part of my business strategy? What are the first steps to be taken?
 - What IP protection can I use (e.g. trademarks, patents etc.)?
 - To which institutions can I turn for help?
 - What do different IP titles cost?
 - How do I perform basic IP searches? What tools exist?
 - What does counterfeiting mean?
 - How can IPR be enforced?
 - What are the basic mechanisms of making money with IP?

Duration: 60 minutes (presentation) + 15 minutes (Q&As)

Fee: The webinar is offered free of charge.

Assistance: For any technical assistance or questions, please get in touch with our training team at: training@iprhelpdesk.eu

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