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## [Webinar: The Importance of IP for SMEs](#)

Date:

Wednesday, 28.10.2020

Time:

10.30 -11.45 am (CET – Central European Time) - the webinar session will open 15 minutes before the official start

Location:

Online

Host:

European IP Helpdesk

Speaker:

Claire Fentsch

**Level of Expertise:** Basic

**Language:** English

**Prerequisites:** General knowledge of intellectual property rights

In order to raise awareness regarding IP in SMEs day-to-day activities, we need to understand their problems and connect them with useful information regarding IP rights.

This webinar will provide an overview of problems and mistakes that are committed while communicating to SMEs, suggesting possible solutions.

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## Learning Objectives

After the training, participants should be able to address the following:

- What is Intellectual Property (IP)?
- What are Intellectual Property Rights (IPR)?
- Common problems of SMEs in their day to day activities?
- Why should I deal with IP/IPR issues? Why should IP be an integral part of my business strategy?
- How can IP be a business asset?
- Which IP protection tools exist/can I use (e. g. trademarks, patents etc.)?
- To which institutions can I turn for help?

**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](mailto:training@iprhelpdesk.eu)

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