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

Date:

Tuesday, 03.12.2019

Time:

10.30-11.45 am (CEST – Central European Summer 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

IP may assist your SME in almost every aspect of your business development and competitive strategy: from product development to product design, from service delivery to marketing, and from raising financial resources to exporting or expanding your business abroad through licensing or

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franchising.

## 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)

**Log in:** <https://attendee.gotowebinar.com/register/8458397120710835724>

**Fee:** All training types are 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)

## Related Documents

[EU IPR HD - Webinar Quick Guide\\_5.pdf](#)

[Calendar](#)