

## [Webinar: Introduction to IP](#)

**Date:** Wednesday, 16.01.2019

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

**Location:** Webinar

**Host:** European IPR Helpdesk

**Speaker:** Michele Dubbini

**Level of Expertise:** Entry/Intermediate

**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:

- 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 will be offered free of charge.

**Registration:** To register, please send an email to [training@iprhelpdesk.eu](mailto:training@iprhelpdesk.eu).

**Webinar Guide:** For further information on how to join our webinar sessions, please have a look at our quick guide available for download [here](#). For our web-based training sessions we use WebEX Conferencing Technology. We would like you to take note, that you will be asked by WebEx to install a browser application (i. e. the WebEx event center) on your computer when you use WebEx for the first time. This will only take a few minutes, but just for you to have this step in mind, and to possibly inform your system administrator.

**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.pdf](#)

[Calendar](#)