
[Webinar: Introduction to IP](#)

Date:

Thursday, 21.01.2021

Time:

10.30 AM (GMT+01:00)

Location:

Online

Host:

European IP Helpdesk

Speaker:

Lesly Novak

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?

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