# Intellectual Property Rights: Concepts and Analysis Course

22 – 26 March 2027
Rome (Italy)



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## Why This Course

In today's knowledge-driven economy, intellectual property rights play a critical role in protecting innovation, supporting business growth, and preserving competitive advantage. Organizations across industries rely on patents, trademarks, copyrights, and other intellectual property tools to safeguard their ideas, products, brands, and creative works. A clear understanding of intellectual property law is therefore essential for professionals working in legal, business, technology, and innovation-focused environments.

This intensive 1-week course provides a comprehensive introduction to intellectual property rights concepts, legal frameworks, and practical applications. Participants will gain a solid foundation in patents, trademarks, copyrights, and other key areas of IP law. The course combines theoretical knowledge with case studies and practical exercises to prepare professionals for real-world IP challenges.

## What You'll Learn and Practice

By joining this program, you will:

- Understand the fundamental concepts and types of intellectual property rights.
- Analyze the legal frameworks governing IPR at national and international levels.
- Evaluate strategies for protecting and enforcing intellectual property rights.
- Apply IPR concepts to real-world business and technology scenarios.
- Assess the impact of emerging technologies on intellectual property law.

## The Program Flow

### Day 1: Introduction to Intellectual Property Rights

- Overview of IPR concepts and history.
- Types of intellectual property: patents, trademarks, copyrights, trade secrets.
- International IP treaties and conventions.
- The role of WIPO and other IP organizations.

### Day 2: Patents and Industrial Designs

- Patent law fundamentals and requirements.
- Patent application process and prosecution.
- Industrial design protection.
- Patent infringement and enforcement strategies.



### Day 3: Trademarks and Geographical Indications

- Trademark law and registration procedures.
- Trademark infringement and dilution.
- Domain names and cybersquatting.
- Geographical indications and appellations of origin.

### Day 4: Copyright and Related Rights

- Copyright protection for literary, artistic, and musical works.
- Fair use and limitations on copyright.
- Digital rights management and online copyright issues.
- Neighboring rights and collective management.

### Day 5: Emerging Issues in Intellectual Property

- IP in the digital age: AI, blockchain, and big data.
- Traditional knowledge and genetic resources.
- IP valuation and commercialization.
- International IP disputes and resolution mechanisms.

## Individual Impact

- Strengthen your ability to identify and classify different types of intellectual property.
- Enhance your skills in developing basic IP protection strategies for businesses.
- Build stronger knowledge of international IP treaties and agreements.
- Gain valuable insight into emerging trends and challenges in intellectual property law.

## Work Impact

- Improve intellectual property awareness and decision-making across the organization.
- Strengthen the protection and management of valuable ideas, products, and brands.
- Support more effective use of IP law in business, technology, and commercial settings.
- Enhance organizational readiness for emerging legal and technological developments in the IP field.

## Training Methodology

This program integrates legal foundations, practical application, and real-world analysis to ensure professional relevance and workplace impact. Learning methods include:

- Real-world case studies on patents, trademarks, copyrights, and enforcement.
- Practical exercises on identifying IP assets and protection approaches.
- Interactive workshops on registration, infringement, and commercialization issues.
- Group discussions on international treaties, digital challenges, and emerging trends.
- Frameworks and tools for applying intellectual property concepts in practice.



## Beyond the Course

Upon completion, participants will be better equipped to understand, identify, and apply intellectual property principles with greater confidence and practical awareness. They will return ready to:

- Recognize and classify intellectual property assets more effectively.
- Support basic IP protection and enforcement strategies in professional settings.
- Navigate key legal frameworks and international IP agreements with greater clarity.
- Respond more confidently to emerging issues in intellectual property law.

