

Intellectual Property Management & IPR Diploma Course

28 June – 2 July 2027
Amsterdam (Netherlands)

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Why This Course

In today's innovation-driven economy, intellectual property has become one of the most valuable assets an organization can own. Businesses that succeed in competitive markets are often those that know how to identify, protect, manage, and commercialize their intellectual property effectively. A strong intellectual property strategy is no longer optional. It is essential for protecting innovation, supporting growth, and creating long-term business value.

This intensive 5-day diploma course provides a comprehensive understanding of intellectual property management and IPR strategies. Participants will learn to identify, protect, and leverage various forms of intellectual property, including patents, trademarks, copyrights, and trade secrets. The course covers legal frameworks, portfolio management, licensing, and monetization strategies.

What You'll Learn and Practice

By joining this program, you will:

- Understand the fundamentals of intellectual property rights and their strategic importance.
- Develop skills to identify, protect, and manage IP assets effectively.
- Learn strategies for IP portfolio management and value creation.
- Gain insights into IP licensing, commercialization, and enforcement.
- Understand global IP trends and international protection mechanisms.

The Program Flow

Day 1: Introduction to Intellectual Property

- Overview of IP types: patents, trademarks, copyrights, trade secrets.
- Legal frameworks and international conventions.
- IP as a strategic business asset.
- IP lifecycle management.

Day 2: Patent Management

- Patent search and analysis techniques.
- Patent application process and strategies.
- Patent portfolio management.
- Patent monetization and licensing.

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A graphic of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a silver knight nearby. The board is checkered, and there are concentric circles in the background.

Day 3: Trademark and Copyright Management

- Trademark registration and protection strategies.
- Copyright management in the digital age.
- Brand value creation through IP.
- Enforcement of trademark and copyright rights.

Day 4: Trade Secrets and Confidential Information

- Identifying and protecting trade secrets.
- Confidentiality agreements and internal policies.
- Trade secret enforcement and litigation.
- Balancing open innovation and trade secret protection.

Day 5: IP Commercialization and Strategy

- IP valuation methodologies.
- Licensing and technology transfer.
- IP in mergers and acquisitions.
- Developing a comprehensive IP strategy.

Individual Impact

- Strengthen your ability to develop and implement an effective IP management strategy.
- Enhance your skills in maximizing the value of IP assets through licensing and commercialization.
- Build stronger knowledge of intellectual property legal frameworks and enforcement mechanisms.
- Gain practical understanding of how to align IP management with long-term strategic goals.

Work Impact

- Improve the organization's ability to identify, protect, and manage valuable IP assets.
- Strengthen commercialization, licensing, and monetization practices across the business.
- Support better legal and strategic decision-making in intellectual property matters.
- Enhance alignment between IP strategy and broader business objectives.

Training Methodology

This program integrates legal knowledge, strategic thinking, and practical application to ensure real-world relevance and professional impact. Learning methods include:

- Real-world case studies on IP management, commercialization, and enforcement.
- Practical exercises in portfolio analysis, valuation, and strategic planning.
- Interactive workshops on patents, trademarks, copyrights, and trade secrets.
- Group discussions on licensing, monetization, and international IP trends.
- Frameworks and tools for building and managing an effective intellectual property strategy.

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Beyond the Course

Upon completion, participants will be better equipped to manage intellectual property with greater confidence, strategic awareness, and practical effectiveness. They will return ready to:

- Identify and protect IP assets more effectively.
- Manage IP portfolios with stronger commercial and legal insight.
- Support licensing, valuation, and commercialization decisions with greater confidence.
- Align intellectual property strategy with wider business growth and innovation goals.

A graphic of a chessboard with several chess pieces (a king, a queen, and a pawn) on it, set against a background of concentric circles.

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