Intellectual Property Rights in Media & Entertainment

12 – 16 April 2027
Rome (Italy)

UK Traininig
PARTNER



Intellectual Property Rights in Media & Entertainment

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Why This Course

In today's media and entertainment industry, intellectual property rights are central to protecting creative works, securing commercial value, and managing legal risk across content development, production, distribution, and monetization. As digital platforms, emerging technologies, and global distribution models continue to reshape the industry, professionals need a strong understanding of how copyright, trademarks, licensing, and enforcement operate in an increasingly complex environment.

This intensive 1-week course provides a comprehensive overview of intellectual property rights in the media and entertainment industry. Participants will gain practical knowledge of copyright law, trademark protection, licensing agreements, and emerging legal challenges in digital media. Through case studies and interactive sessions, attendees will develop the skills to navigate complex IPR issues in today's rapidly evolving media landscape.

What You'll Learn and Practice

By joining this program, you will:

- Understand fundamental concepts of copyright and trademark law in media and entertainment.
- Analyze and draft key clauses in entertainment contracts and licensing agreements.
- Navigate legal issues surrounding digital content creation, distribution, and monetization.
- Identify and mitigate potential IPR risks in media projects and productions.
- Stay updated on emerging legal trends and challenges in the entertainment industry.

The Program Flow

Day 1: Foundations of IPR in Media & Entertainment

- Introduction to intellectual property rights.
- Copyright law basics for creative works.
- Trademark protection in entertainment branding.
- Fair use and public domain considerations.



Day 2: Entertainment Contracts & Licensing

- Key elements of entertainment contracts.
- Licensing agreements for music, film, and TV.
- Rights acquisition and clearance processes.
- Negotiation strategies for favorable terms.

Day 3: Digital Media & Emerging Technologies

- Legal issues in social media and user-generated content.
- Streaming platforms and digital distribution rights.
- Virtual and augmented reality: IP considerations.
- Blockchain and NFTs in entertainment.

Day 4: International IP Protection & Enforcement

- Global copyright and trademark regulations.
- Cross-border licensing and distribution.
- Combating piracy and infringement.
- Alternative dispute resolution in entertainment.

Day 5: Future Trends & Practical Application

- Artificial intelligence and IP rights.
- Data privacy and protection in media.
- Adapting to new content formats and platforms.
- Case studies and real-world problem-solving.

Individual Impact

- Strengthen your ability to identify and address IP issues in media and entertainment projects.
- Enhance your contract drafting and negotiation skills for licensing and rights-based agreements.
- Build stronger understanding of digital media risks, enforcement challenges, and emerging technologies.
- Gain practical insight into protecting and monetizing creative assets more effectively.

Work Impact

- Improve IP risk management across media, entertainment, and digital content operations.
- Strengthen contract quality and rights protection in production, licensing, and distribution activities.
- Support better legal decision-making around content use, branding, and commercialization.
- Enhance the organization’s ability to respond to evolving legal and technological developments in the entertainment sector.



Training Methodology

This program integrates legal understanding, industry practice, and practical application to ensure real-world relevance and professional impact. Learning methods include:

- Real-world case studies on copyright, trademarks, licensing, and enforcement in media and entertainment.
- Practical exercises in contract analysis, clause drafting, and rights clearance review.
- Interactive workshops on digital content, streaming rights, and emerging technology issues.
- Group discussions on piracy, global distribution, and future legal developments.
- Frameworks and tools for applying intellectual property strategies in creative industries.

Beyond the Course

Upon completion, participants will be better equipped to navigate intellectual property challenges in media and entertainment with greater confidence, practical awareness, and strategic understanding. They will return ready to:

- Identify and manage IP risks more effectively in creative and digital projects.
- Draft and negotiate stronger entertainment and licensing agreements.
- Protect and commercialize creative assets with greater legal confidence.
- Respond more effectively to emerging legal trends in media and entertainment.

