Intellectual Property Rights: Foundations and Applications

30 August – 3 September 2027
Kuala Lumpur (Malaysia)



Intellectual Property Rights: Foundations and Applications

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Why This Course

In today's knowledge-driven economy, intellectual property rights have become essential for protecting innovation, strengthening market position, and creating long-term business value. Organizations across industries rely on patents, trademarks, copyrights, and trade secrets to secure their ideas, products, brands, and creative outputs. A clear understanding of intellectual property is therefore critical for professionals who want to protect assets, support innovation, and build sustainable competitive advantage.

This intensive 1-week course provides a comprehensive introduction to intellectual property rights. Participants will gain a solid understanding of patents, trademarks, copyrights, and trade secrets. The course covers legal foundations, protection strategies, and practical applications of intellectual property rights in business and innovation.

What You'll Learn and Practice

By joining this program, you will:

- Understand the fundamental concepts and types of intellectual property rights.
- Learn how to identify, protect, and manage intellectual assets.
- Explore strategies for leveraging intellectual property rights in business and innovation.
- Gain practical knowledge of intellectual property application and enforcement processes.
- Develop skills to navigate intellectual property challenges in the digital age.

The Program Flow

Day 1: Introduction to Intellectual Property Rights

- Overview of intellectual property rights and their importance.
- Types of intellectual property: patents, trademarks, copyrights, and trade secrets.
- Historical development and current trends in intellectual property rights.
- International intellectual property frameworks and agreements.

Day 2: Patents and Innovation

- Patent basics: requirements, types, and scope.
- Patent search and application process.
- Patent strategy and portfolio management.
- Patent licensing and commercialization.



Day 3: Trademarks and Branding

- Trademark fundamentals and protection.
- Trademark registration and maintenance.
- Brand value and trademark strategy.
- Trademark infringement and enforcement.

Day 4: Copyright and Creative Works

- Copyright basics and protected works.
- Copyright registration and duration.
- Fair use and copyright limitations.
- Digital copyright challenges and solutions.

Day 5: Trade Secrets and IP Management

- Trade secret protection and best practices.
- Intellectual property valuation and asset management.
- Intellectual property audits and due diligence.
- Emerging issues in intellectual property rights: artificial intelligence, blockchain, and big data.

Individual Impact

- Strengthen your ability to identify and protect valuable intellectual property assets.
- Enhance your skills in developing effective intellectual property strategies for business growth.
- Build stronger knowledge of intellectual property processes and common legal pitfalls.
- Gain practical insight into using intellectual property as a tool for innovation and competitive advantage.

Work Impact

- Improve the organization's ability to protect innovation, brands, and creative assets.
- Strengthen intellectual property strategy across business, legal, and commercial activities.
- Support better decision-making in intellectual property protection, management, and enforcement.
- Enhance the organization's readiness to respond to emerging digital and technological intellectual property challenges.

Training Methodology

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



- Real-world case studies on patents, trademarks, copyrights, and trade secrets.
- Practical exercises in intellectual property identification, protection, and strategy development.
- Interactive workshops on registration, management, and enforcement issues.
- Group discussions on digital challenges, innovation trends, and emerging technologies.
- Frameworks and tools for applying intellectual property rights concepts in professional practice.

Beyond the Course

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

- Identify and protect intellectual property assets more effectively.
- Support stronger intellectual property strategies for innovation and business growth.
- Navigate application, management, and enforcement processes with greater confidence.
- Respond more effectively to evolving intellectual property challenges in the digital age.

