ADVANCED INTELLECTUAL PROPERTY RIGHTS MANAGEMENT AND PATENT STRATEGIES



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Info@gentextraining.com

Introduction

A patent is a business asset before it is a legal document. It protects a market position, supports a valuation, and can be licensed, sold, or used as a defensive shield. Companies that treat intellectual property as a filing formality lose value they paid to create. This Advanced Intellectual Property Rights Management and Patent Strategies Training Course gives legal, R&D, and commercial professionals a complete working method for managing that portfolio. Participants learn IP types and protection strategy, patent drafting and prosecution, freedom to operate analysis, licensing and valuation, and enforcement and dispute handling.

Advanced Intellectual Property Rights Management and Patent Strategies Course Objectives

- Apply intellectual property types: patents, trademarks, copyright, and trade secrets.
- Apply patentability criteria: novelty, inventive step, and industrial application.
- Apply the PCT and Paris Convention filing routes and national procedures.
- Build patent claim strategy and specification drafting practice.
- Apply freedom to operate and patent landscape analysis.
- Apply trademark registration, opposition, and enforcement practice.
- Apply trade secret protection and confidentiality controls.
- Apply IP valuation methods and licensing structures.
- Apply IP enforcement, infringement, and defence strategy.
- Measure performance with portfolio value, grant rate, and licensing revenue.

Course Methodology

- Facilitated sessions built on real patent applications, claim sets, and licence agreements.

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- Case workshops on infringement disputes, opposition proceedings, and licensing failures.
- Patent landscape, claim drafting, and valuation exercises with live data.
- Freedom to operate and enforcement strategy labs.
- Group exercise on an IP portfolio strategy with a protection and monetisation plan.

Who Should Take This Course

- Legal advisors and IP counsel.
- R&D and innovation managers.
- Technology transfer and licensing officers.
- Commercial and business development professionals.
- Compliance and contracts managers.
- Startup founders and product managers protecting inventions.

Advanced Intellectual Property Rights Management and Patent Strategies Course Outlines

Day 1: Intellectual Property Framework

- IP categories and what each protects.
- National, regional, and international IP systems.
- Patentability criteria and exclusions.
- Trademark, copyright, and design rights distinction.
- Trade secrets and confidential information.
- Employee inventions and ownership rules.
- IP governance and responsibility in organisations.

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Day 2: Patent Filing and Prosecution Strategy

- Prior art searching and search databases.
- Patent drafting: specification, claims, and drawings.
- Claim breadth versus enforceability trade-offs.
- Filing routes: national, PCT, and regional offices.
- Priority claims and Paris Convention timing.
- Prosecution, office actions, and amendment practice.
- Portfolio structure and family management.

Day 3: Freedom to Operate and Landscape Analysis

- Patent landscape mapping and competitor analysis.
- Freedom to operate search and risk assessment.
- Infringement risk mitigation: design around and licensing.
- Standard essential patents and fair licensing terms.
- Patent watch and monitoring systems.
- Third-party rights in collaborative projects.
- Managing IP risk in supplier and development agreements.

Day 4: Licensing, Valuation, and Monetisation

- IP valuation methods: cost, market, and income approaches.
- Royalty structures and rate determination.
- Licence types: exclusive, non-exclusive, and cross-licence.
- Technology transfer and joint development agreements.
- Assignment, security, and due diligence in transactions.

- IP in mergers, acquisitions, and investment.
- Monetisation routes: licensing, sale, and enforcement.

Day 5: Enforcement, Disputes, and Portfolio Performance

- Infringement assessment and evidence gathering.
- Cease and desist, negotiation, and settlement practice.
- Litigation and arbitration of IP disputes.
- Opposition, invalidation, and revocation proceedings.
- Customs and border enforcement measures.
- KPIs: portfolio value, grant rate, and licensing revenue.
- Building an IP strategy and portfolio roadmap.

Conclusion

By successfully completing the Advanced Intellectual Property Rights Management and Patent Strategies Training Course, participants will have acquired a thorough working knowledge of IP categories and protection strategy, patent filing and prosecution, freedom to operate and landscape analysis, licensing and valuation, and enforcement and dispute handling. They will leave able to build a portfolio aligned with commercial goals, avoid third-party rights with evidence, and monetise or defend IP with a clear strategy. Gentex Training Center delivers this programme with IP, legal, and technology transfer practitioners working on live portfolios.

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FAQs for the Advanced Intellectual Property Rights Management and Patent Strategies course

Q1 What is the "Advanced Intellectual Property Rights Management and Patent Strategies" course about?

It is a five-day programme on building and managing an intellectual property portfolio as a business asset. It covers IP categories, patent filing and prosecution, freedom to operate and landscape analysis, licensing and valuation, and enforcement and disputes.

Q2 What are the key benefits of the "Advanced Intellectual Property Rights Management and Patent Strategies" course?

Participants build portfolios aligned with commercial goals rather than filing volume, assess infringement risk with evidence before entering a market, and structure licences and valuations that hold up in negotiation or due diligence. They also defend or enforce rights with a prepared strategy.

Q3 What skills will I gain from the "Advanced Intellectual Property Rights Management and Patent Strategies" course?

You will gain IP protection strategy and patentability assessment, patent drafting, filing, and prosecution management, freedom to operate and landscape analysis, and licensing, valuation, enforcement, and portfolio performance management.

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Q4 What tools, methods, or standards are covered in the "Advanced Intellectual Property Rights Management and Patent Strategies" course?

The course works with IP categories covering patents, trademarks, copyright and trade secrets, national, regional and international IP systems, patentability criteria and exclusions, employee invention ownership rules, prior art searching and search databases, patent specification, claim and drawing drafting, claim breadth versus enforceability analysis, national, PCT and regional filing routes, priority claims and Paris Convention timing, prosecution, office actions and amendment practice, patent family management, patent landscape mapping and competitor analysis, freedom to operate search and risk assessment, design around and licensing mitigation, standard essential patents and fair licensing terms, patent watch and monitoring systems, third-party rights in collaboration, IP risk in supplier agreements, IP valuation by cost, market and income approaches, royalty structures and rate determination, exclusive, non-exclusive and cross-licence structures, technology transfer and joint development agreements, assignment, security and due diligence, IP in mergers and acquisitions, monetisation routes, infringement assessment and evidence gathering, cease and desist and settlement practice, IP litigation and arbitration, opposition, invalidation and revocation proceedings, customs and border enforcement measures, and KPIs covering portfolio value, grant rate and licensing revenue.

Q5 How is the "Advanced Intellectual Property Rights Management and Patent Strategies" course applied in real-world practice?

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Teams apply it when drafting claims for a new invention, running a freedom to operate search before launching a product, structuring a licensing deal with a royalty rate, valuing a portfolio during an investment round, responding to an infringement notice, and reviewing portfolio value and licensing revenue at an annual IP review.