

€ TRAINING

Intellectual Property and Trade Related
Aspects of Intellectual Property Rights TRIPS

16 - 20 December 2024
Kuala Lumpur (Malaysia)





Intellectual Property and Trade Related Aspects of Intellectual Property Rights TRIPS

REF: U1014 DATE: 16 - 20 December 2024 Venue: Kuala Lumpur (Malaysia) - Fee: 5300 Euro

Introduction:

This training program offers participants a comprehensive understanding of intellectual property IP laws and regulations, with a focus on TRIPS agreements. It empowers them to protect and leverage IP assets effectively in today's global marketplace.

Program Objectives:

At the end of this program, participants will be able to:

- Understand the fundamentals of intellectual property law.
- Learn about the provisions and obligations under TRIPS agreements.
- Develop skills to identify, protect, and enforce intellectual property rights.
- Gain insights into the intersection of IP and international trade.
- Enhance strategies for IP asset management and commercialization.

Targeted Audience:

- Legal Professionals specializing in Intellectual Property Law.
- Intellectual Property Managers.
- Business Executives involved in IP-intensive industries.
- Entrepreneurs and Innovators.
- Government Officials engaged in IP policy and enforcement.
- Trade Compliance Officers.

Program Outline:

Unit 1:

Introduction to Intellectual Property:

- Overview of intellectual property rights patents, trademarks, copyrights, and trade secrets.
- Principles of IP protection and enforcement.

- International conventions and treaties governing intellectual property.
- Case studies highlighting IP infringement and enforcement issues.
- Emerging trends in IP law and practice.

Unit 2:

Understanding TRIPS Agreements:

- Background and objectives of the TRIPS Agreement.
- Key provisions and obligations under TRIPS.
- TRIPS compliance requirements for member countries.
- Dispute settlement mechanisms under TRIPS.
- Impact of TRIPS on global IP standards and practices.

Unit 3:

Protection and Enforcement of Intellectual Property Rights:

- Strategies for identifying and protecting intellectual property assets.
- IP registration procedures and requirements.
- Enforcement mechanisms for combating IP infringement and piracy.
- Civil and criminal remedies for IP rights violations.
- Case studies on successful IP enforcement actions.

Unit 4:

Intellectual Property and International Trade:

- Interplay between IP rights and international trade.
- TRIPS provisions related to trade in counterfeit goods and piracy.
- Implications of TRIPS for market access and trade disputes.
- Role of IP in promoting innovation, technology transfer, and economic development.
- Case studies on IP issues in international trade agreements.

Unit 5:

IP Asset Management and Commercialization:

- Strategies for managing and monetizing intellectual property assets.
- Licensing, franchising, and technology transfer agreements.
- Due diligence processes in IP transactions.
- IP valuation methods and considerations.
- Case studies on successful IP commercialization ventures.