

## Intellectual Property Workshop

24<sup>th</sup> January 2019

Red Cow Moran Hotel, Dublin

### Workshop Overview

- 09.00 – 11.00**                      **Session 1 – IPR and Patents**  
**Intellectual Property and The Patent System**  
- highlighting the inventor’s role from application to grant  
**The Patent Specification**  
- understanding the anatomy of the patent specification  
- patent database searching  
- patent claims - understanding what is protected (case study)
- 11.00 – 11.20**                      **Coffee Break**
- 11:20 – 12.20**                      **Session 2 - IP Strategy**  
**Supporting the Business Goals**  
- what to protect and a decision process  
- tactics to implement an IP strategy
- 12:20 – 13:00**                      **Creating value from an IP strategy**  
- discussion on an SME case study
- 13:00 – 13.45**                      **Lunch Break**
- 13:45 – 15:15**                      **Session 3 - Managing IP**  
- Questions and discussion on IP evaluation  
- tools & processes - identification, capture, evaluation  
- determining inventorship  
- information disclosure
- 15:15 – 15:30**                      **Coffee Break**
- 15:30 – 16:15**                      **Creating strategic business advantages from IP**  
- realising competitive advantage and financial return

**Questions & Discussion and Wrap-up**

## Workshop Facilitator - Dr. John P. Mc Manus, Intellectual Property Specialist



John Mc Manus is an Intellectual Property Expert with a career profile in research and product development, company start-ups, technology transfer and the management of IP.

He has developed his core competencies through a variety of career positions in the Biotechnology, Nanotechnology, Chemical and Healthcare industries in Ireland and in Germany. He has published several books on commercialising research and the management of IP.

Today, he focuses his expertise on the development of training material on the management and commercialisation of IP, technology licensing and technology transfer and provides training and coaching for universities, start-ups and SMEs.

He has developed an IP training module and case study material for the EPO's European Patent Academy and has presented at training workshops for the EPO, the European IPRHelpdesk and the World Intellectual Property Office (WIPO).



### CPD – Continuing Professional Development

IRDG is a member of the CPD Certification Service.

A CPD certificate of attendance will be available to attendees subject to completion of the workshop, for anyone who wishes to avail of same.

### Enquiries:

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