

# Intellectual Property (IP) Workshop

in conjunction with the Intellectual Property Office



Business Support on Your Doorstep



**Wednesday 4 September 2013**

**09:30 - 13:00**

**The Bristol Golf Club**

**Almondsbury**

**BS10 7TP**

**FREE OF CHARGE**

## Everything you need to know about Intellectual Property (IP)

An interactive and highly practical one-day workshop to discover how to exploit your most valuable asset, IP.

Explore how to protect your niche in the market - your company name, website, brand and more, by introducing simple and cost effective IP techniques.

**After this workshop, you will be able to:**

- Identify all the types of IP and when to use each one
- Exploit IP as a business asset, at home and abroad
- Keep an IP portfolio and understand infringement
- Reap the commercial benefits of IP in business

### REGISTER NOW

Register your place by visiting:

[www.eenipworkshop.eventbrite.co.uk](http://www.eenipworkshop.eventbrite.co.uk)

Alternatively please contact:

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### Programme

#### Welcome

#### Introduction to Enterprise Europe Network

Siobhan Horan

Enterprise Europe Network South West

#### Introduction to Intellectual Property

Gary Townley

Intellectual Property Office

#### Trade Marks

A badge of origin - the only form of IP which can last forever

#### Designs and Registered Designs

Protects the external appearance of a product

#### BREAK

#### Copyright

Used by all businesses - this form of IP underpins the creative economy

#### Patents

A powerful protection function - comes at a cost

#### NETWORKING LUNCH / END



Our products were copied by several factories in China and then offered for sale globally, including to the UK. With access to expert guidance, we were able to stop these shipments, limiting the damage to our brand and safe-guarding future sales of our products.

*Polly Marsh, Director, Cuddledry*