



Certificate in

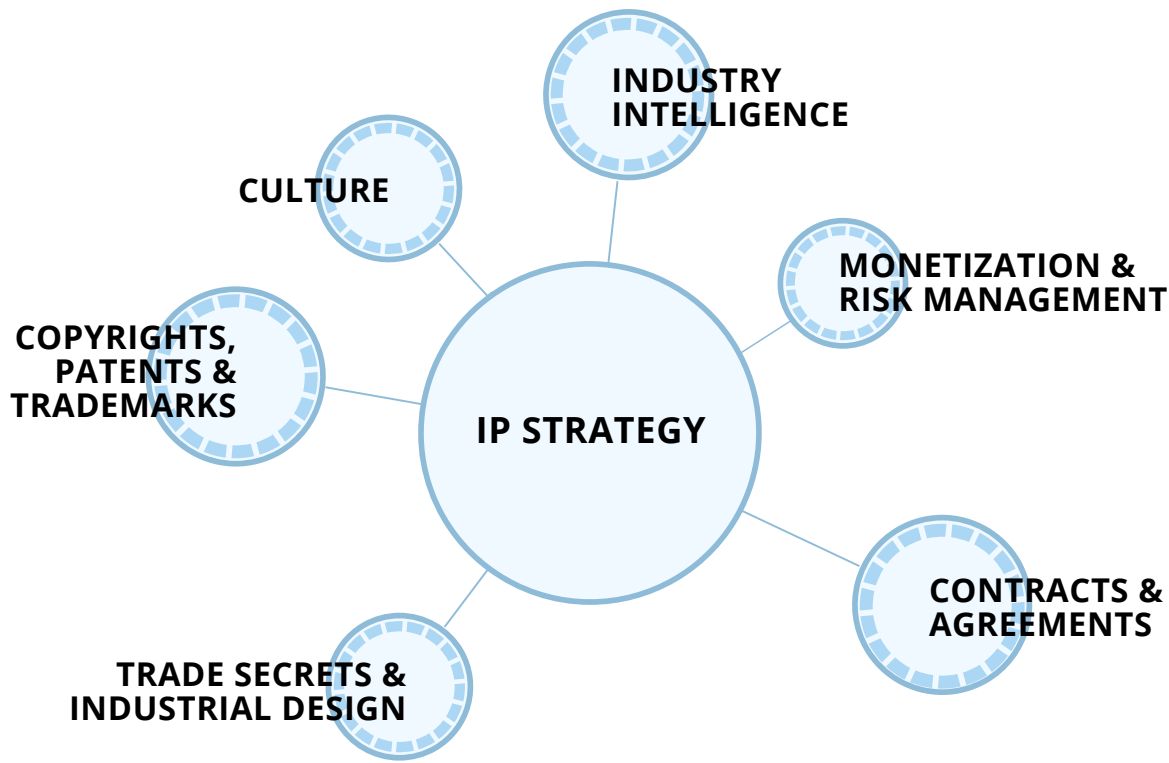
# **INTELLECTUAL PROPERTY (IP) STRATEGY**



**Carleton**  
UNIVERSITY

# An essential program for the tech leaders of today.

Whether you are new to the field or an experienced intellectual property professional, this program offers everything you need to know to make important decisions that will impact your company's value.



By building on these key topic areas you will be able to set the basis for an Intellectual Property Strategy customized for your business.

### PROGRAM PRESENTED BY:

**SPROTT** | Executive  
SCHOOL OF BUSINESS | Education



CARLETON UNIVERSITY  
**RESEARCH**  
AND INTERNATIONAL



**OPIC** Office de la propriété  
intellectuelle du Canada  
**CIPO** Canadian Intellectual  
Property Office



**STRATFORD**  
INTELLECTUAL PROPERTY



# Modules

## **1. THE VALUE OF INTELLECTUAL PROPERTY**

A high-level overview covering the basics of intellectual property. Build upon this knowledge throughout the remainder of the program.

### WHAT YOU WILL LEARN:

- What is intellectual property?
  - The value to your business
  - What is an IP strategy?
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## **2. FOSTERING AN INNOVATION MINDED CULTURE**

Innovation isn't just for startups. Take a look at how success and sustained growth lies within a culture of innovation.

### WHAT YOU WILL LEARN:

- How to make sure all employees respect IP ?
  - How to identify and leverage IP in your company?
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## **3/4. HOW PATENTS CAN BENEFIT YOUR BUSINESS (PART 1 & 2)**

Learn what defines a successful patent. From basic principles, processes and strategy to common myths and mistakes to avoid.

### WHAT YOU WILL LEARN:

- What does a patent protect?
- Understand the patent process and underlying cost
- When and where should I file?
- How to budget for future IP cost?
- How to cost-efficiently maximize value of the patent portfolio





# Modules

## **5. THE IMPORTANCE OF TRADE SECRETS FOR YOUR COMPETITIVE ADVANTAGE**

Trade secrets are a valuable asset. Learn principles and examples on how trade secrets can impact your business.

### WHAT YOU WILL LEARN:

- How to protect functional inventions?
  - Steps to protect trade secrets ?
  - How to catalogue a trade secret to increase company value ?
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## **6. HOW TRADEMARK CAN AFFECT YOUR BRAND**

This module lays the foundation for in-depth discussion on trademark principles, registration, management and best practices.

### WHAT YOU WILL LEARN:

- What can be trademarked?
  - Where to file?
  - Lifetime of trademark protection
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## **7. HOW COPYRIGHTS CAN IMPACT YOUR IP STRATEGY**

Understand how copyright works and why it's important to you and your workplace.

### WHAT YOU WILL LEARN:

- Grant of copyright—what does it protect?
- How long does a copyright last?
- Use of Open source software



# Modules

## **8. HOW CONTRACTS AND AGREEMENTS CAN IMPACT YOUR SUCCESS**

Gain an understanding of various types of contracts and agreements in the IP field and explore different key points.

### WHAT YOU WILL LEARN:

- Impact of IP clauses in employment agreements
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## **9. GAINING VALUABLE INSIGHTS ON YOUR INDUSTRY VIA PATENT SEARCHING**

Focus on fundamental skills, practices, and tools that you can use to stay ahead of your competition.

### WHAT YOU WILL LEARN:

- How can I leverage patent data in R&D?
  - How can I find out about my competitor's IP?
  - How do I know if I'm infringing?
  - Legal considerations
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## **10. USING INDUSTRIAL DESIGN PROTECTION**

A high level look at the principles of Industrial Design. Gain the knowledge and tools that can lead to successful design development.

### WHAT YOU WILL LEARN:

- What is an industrial design?
- How to use industrial designs for quick offensive protection

A photograph of four business professionals (three men and one woman) sitting around a wooden table in a modern office setting, engaged in a discussion. A laptop, papers, and a glass of water are on the table. The word "Modules" is overlaid in large white text on the left side of the image.

# Modules

## **11. HOW TO PREPARE AND SHOWCASE YOUR IP IN M&A OR FUNDRAISING**

Understand the role of IP in due diligence, and what investors or potential acquirers will look for in your IP that may seal or stop the deal.

### **WHAT YOU WILL LEARN:**

- Documenting and organizing your IP portfolio
  - How to maintain and present your portfolio
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## **12. HOW YOUR IP STRATEGY CAN BE USED TO REDUCE RISK AND MAXIMIZE VALUE**

Understanding and developing an IP strategy is essential for all businesses seeking to compete and scale up. Explore the basic principles relating to the protection and strategic uses of IP.

### **WHAT YOU WILL LEARN:**

- Making a strategic IP plan for your business
  - Presentation and assessment
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### **WHAT TO EXPECT:**

- Online Synchronous Delivery
- Practical hands-on experience through discussions and applied, integrated case study
- 12 course modules plus your choice of add-on module (see next page)
- 14 week duration, 3 hours per week
- Must complete attend & complete course work to receive digital certificate
- Access to the Stratford IP strategy academy foundation and premium content





# Add-On Modules

*\*Must attend at least 1 of the optional modules (you may attend both)*

## 1. ADVANCED PATENTS (3 HOURS)

WHAT YOU WILL LEARN:

- Claim construction
- Patentable subject matter
- Standard essential patents
- Assignments/Transfer of Patents

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## 2. ADVANCED TRADEMARKS (3 HOURS)

WHAT YOU WILL LEARN:

- Foreign trademark strategies and programs
- Prosecution

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*By focusing on real case experience and key decision-making processes we will learn to manage, protect and exploit IP for its highest impact.*

## Join our March Cohort!

*\* limited seats available for pilot*

Dates: March 24th - June 30th, 2021

Time: Every Wednesday 1:00pm - 4:00pm

Delivery: Online synchronous zoom

Fee: \$0 for pilot program

**APPLY NOW**





# Executive Education

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