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COURSE BROCHURE

Intellectual Property Fundamentals Training Course

23 – 27 November 2026
Casablanca

jupiterprime.uk

info@jupiterprime.uk

Registered in the United Kingdom and Saudi Arabia

Intellectual Property Fundamentals Training Course

Ref: 365_12809 **Date:** 23 – 27 November 2026 **Location:** Casablanca **Fees:** 4500 GBP

Intellectual Property Fundamentals is a 1-week training course for legal officers, R&D managers and business owners, who build an IP Asset Register for their organisation during the course. Much of a modern company's value now sits in inventions, brands, software and know-how rather than buildings or machines, and unprotected assets can be copied or lost overnight. Jupiter Prime Training offers this course as a grounded starting point in the subject.

Why Intellectual Property Fundamentals Matter Now

Three forces push intellectual property up the agenda: intangible assets that now dominate company valuations, faster digital copying of designs, content and code, and investors and partners who ask for clear ownership before they fund or license anything. Organisations that protect and record their rights can license, defend and borrow against them; those that do not lose inventions to early disclosure, brands to imitators and know-how to departing staff. The course reflects the international system coordinated by the World Intellectual Property Organization WIPO and the core rights it covers: patents, trade marks, copyright, industrial designs and trade secrets.

Who Gains Most from Intellectual Property Fundamentals

- Legal and compliance officers who draft contracts and handle disputes involving creative or technical work
- R&D and engineering managers whose teams generate inventions and technical know-how
- Business owners and founders who need to protect brands and products before scaling
- Marketing and product leads responsible for names, logos, packaging and content
- Finance and strategy staff who value intangible assets for deals and reporting

Organisations gain most when a legal officer, an R&D manager and a commercial lead attend together, since protection decisions combine law, technology and market priorities.

Intellectual Property Fundamentals Capabilities

Participants leave able to recognise which protection fits each creation, secure ownership and turn rights into commercial options.

- Assess whether an invention, design, brand or work qualifies for protection — filing and budget decisions
- Weigh patenting against keeping a trade secret — R&D leaders and owners
- Specify ownership and assignment clauses for staff and contractors — legal officers drafting agreements
- Apply basic infringement and freedom-to-operate checks — product launch decisions
- Build an inventory of rights with owners and expiry — executives and investors
- Communicate licensing and commercialisation options — business development teams

Key Intellectual Property Fundamentals Terms

- Patent — An exclusive right granted for a new, inventive and industrially applicable invention, for a limited term, in exchange for public disclosure.
- Trade mark — A sign, such as a name or logo, that distinguishes one trader's goods or services from those of others.
- Copyright — A right arising automatically in original works such as text, software, images and music, protecting expression rather than ideas.
- Industrial design — Protection for the visual appearance of a product, including its shape, lines, colours or ornamentation.
- Trade secret — Confidential business information with commercial value that its owner takes reasonable steps to keep secret.
- Freedom to operate — An assessment of whether a product can be made or sold without infringing rights held by others.

Intellectual Property Fundamentals Day by Day

Day 1: The Intellectual Property Landscape

- Intangible Assets in Company Value — Why IP Deserves Board Attention
- Five Core IP Rights Compared — Patents, Marks, Copyright, Designs, Secrets
- Role of WIPO and National Offices — Where Rights Are Granted
- Territorial Nature of IP Rights — Market-by-Market Protection Choices
- IP Lifecycle Map — Creation, Protection, Use and Expiry

Day 2: Patents and Industrial Designs

- Patentability Criteria — Novelty, Inventive Step and Industrial Application
- Patent Specification and Claims Anatomy — Scope of Protection Obtained
- Prior-Art Searching Basics — File or Hold Decisions
- Industrial Design Registration — Protecting Product Appearance
- International Filing Routes and Priority — Timing of Foreign Applications

Day 3: Trade Marks, Copyright and Trade Secrets

- Trade Mark Distinctiveness and Classes — Brand Clearance Choices
- Copyright Subsistence and Duration — Software, Content and Databases
- Trade Secret Protection Measures — Confidentiality, Access and Contracts
- Moral Rights and Authorship — Attribution in Creative Output
- Patent Versus Secrecy Choice — Disclosure Trade-Offs for Inventions

Day 4: Ownership, Infringement and Enforcement

- Employee and Contractor Ownership Rules — Assignment Clauses Needed
- Joint Development and Co-Ownership — Rights in Collaborative Results
- Infringement Risk Assessment — Freedom-to-Operate Questions Before Launch
- Enforcement Options — Warning Letters, Border Measures and Litigation
- Counterfeit and Piracy Monitoring — Online Marketplace and Border Watch

Day 5: Practising the IP Asset Register

- IP Audit Interviews With Business Units — Hidden Assets Identified
- Classification of Assets by Right Type — Protection Gaps Revealed
- Ownership and Encumbrance Checks — Licences, Securities and Disputes
- Commercialisation Options — Licensing, Sale and Strategic Retention
- IP Asset Register — Final Presentation to Leadership

Applying Intellectual Property Fundamentals After the Course

- Run IP audit interviews with two business units and record every invention, brand, design and confidential process in a first register.
- Review employment and contractor templates for assignment and confidentiality clauses, and agree corrections with the legal function.

Intellectual Property Fundamentals Questions FAQ

What are intellectual property fundamentals, and why do they matter now?

They are the core rights that protect inventions, brands, creative works, designs and confidential know-how. They matter now because intangible assets drive company value, copying is faster than ever, and partners expect clear ownership before investing or licensing.

Which roles gain most from intellectual property fundamentals?

Legal officers, R&D managers and business owners gain most. Marketing, product and finance staff in sectors such as pharmaceuticals, software, consumer goods and manufacturing also benefit, because they create or value protected assets daily.

How do intellectual property fundamentals differ from an IP licensing agreement course?

They cover the full range of rights and how to secure them, rather than contract drafting. A licensing course focuses on negotiating and writing agreements; this course builds the foundation of what can be protected, who owns it and how to record it.

What will you bring back from intellectual property fundamentals?

You bring back an asset register listing your organisation's inventions, brands, designs, works and secrets with owners, protection status and gaps. You also bring checklists for ownership clauses and basic infringement screening.

Intellectual Property Fundamentals: The Way Forward

The IP Asset Register first informs which assets need filing, stronger confidentiality or ownership clean-up. Legal officers, R&D managers and owners use it to set protection budgets and brief investors. After its first update, revisit which assets generate revenue or competitive advantage, since that shows where protection spending should grow or stop.