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COURSE BROCHURE

Intellectual Property Management in Product Design Course

20 – 24 September 2027
Milan

Intellectual Property Management in Product Design Course

Ref: 387_13740 **Date:** 20 – 24 September 2027 **Location:** Milan **Fees:** 6200 GBP

Intellectual Property Management in Product Design is a 1-week training course for product designers, engineers and innovation managers, who build a Product Launch IP Clearance Dossier for a real product in development. Products are copied within weeks of launch, and a design shown too early or a supplier contract left vague can cost both protection and the freedom to sell. Jupiter Prime Training offers this course to bring IP thinking into the design studio and the engineering bench.

Why Intellectual Property Management in Product Design Matters Now

Three forces drive the subject: shorter development cycles that compress the time for filing decisions, global supply chains in which suppliers handle sensitive CAD files and tooling, and rapid imitation through low-cost manufacturing and online marketplaces. Teams that manage IP during design secure registrations before disclosure, steer around competitors' rights and control their production assets; teams that leave it to the end face lost novelty, last-minute redesigns and disputes with manufacturers over who owns the moulds. The course works with the core rights recognised in the international system coordinated by the World Intellectual Property Organization WIPO: patents, industrial designs and trade marks, including product get-up.

Who Gains Most from Intellectual Property Management in Product Design

- Product and industrial designers who create shapes, interfaces and packaging
- Mechanical, electronic and software engineers who generate technical solutions
- Innovation and new product development managers who run stage-gate reviews
- Sourcing and supplier quality staff who share drawings and tooling with manufacturers
- Marketing leads who name products and approve launch materials

Organisations gain most when a designer, an engineer and a development manager from the same product line attend together, since clearance depends on all three.

Intellectual Property Management in Product Design Capabilities

Participants leave able to protect what their teams create, steer around rights held by others and launch without ownership surprises.

- Assess which product features suit design rights, patents or trade dress — filing decisions at design freeze
- Apply invention disclosure and design logging routines — inventors, designers and counsel
- Test concepts through prior-art searches and freedom-to-operate screening — go, modify or licence choices
- Design around blocking rights — engineering leads protecting launch dates
- Specify supplier, tooling and CAD ownership terms — sourcing and contract managers

- Build a clearance record for launch sign-off — product committees and executives

Key Intellectual Property Management in Product Design Terms

- Industrial design right — Protection for the visual appearance of a product, such as its shape, contours, pattern or ornamentation.
- Trade dress — The overall look of a product or its packaging that customers recognise as indicating a particular source.
- Invention disclosure form — An internal record describing a new technical idea, its inventors and its date, used to decide whether to file.
- Design freeze — The development stage at which a product's form and key features are fixed for tooling and production.
- Design-around — Changing a product feature so that it no longer falls within the scope of a third party's right.
- Launch clearance — Confirmation before release that a product is protected where needed and does not infringe known rights.

Intellectual Property Management in Product Design Day by Day

Day 1: IP Across the Product Development Cycle

- Stage-Gate Map of IP Decision Points — When Protection Choices Arise
- Design Rights, Patents and Trade Dress Compared — Fit for Each Feature
- Early Disclosure at Trade Shows and Crowdfunding — Novelty Preservation Choices
- Fast Imitation and Copycat Products — Exposure of Consumer and Industrial Goods
- Roles of Designers, Engineers and Counsel — Responsibility for IP Steps

Day 2: Capturing Inventions and Design Records

- Invention Disclosure Forms — Triggering Patent or Design Filing Reviews
- Design Logs and CAD Version Histories — Evidence of Creation and Authorship
- Inventorship and Designer Attribution — Correct Naming on Filings
- Filing Strategy at Design Freeze — Timing Against Launch Plans
- Confidential Prototype Handling — Controlled Sharing of Physical Samples

Day 3: Prior Art, Freedom to Operate and Design-Around

- Patent and Design Database Searching — Landscape of Existing Rights
- Freedom-to-Operate Screening — Go, Modify or Licence Decisions
- Design-Around Sessions — Alternative Features Avoiding Third-Party Claims
- Competitor Portfolio Watch — Early Warning of Blocking Rights
- Opinion Requests to Counsel — When Specialist Advice Is Needed

Day 4: Suppliers, Partners and Manufacturing

- Supplier NDAs and Development Agreements — Ownership of Joint Design Output
- Tooling, Mould and CAD File Ownership — Control Over Production Assets
- Contract Manufacturer Controls — Preventing Overruns and Design Leakage
- Open Innovation and Co-Creation Terms — Rights in Customer Ideas
- Embedded Third-Party Components — Licence Needs for Bought-In Technology

Day 5: Practising the Product Launch IP Clearance Dossier

- Protection Status Check per Product Feature — Gaps Before Launch
- Freedom-to-Operate Findings Consolidation — Residual Risk Acceptance
- Supplier and Tooling Ownership Confirmation — Production Asset Control
- Packaging, Naming and Trade Dress Clearance — Brand Conflict Avoidance
- Product Launch IP Clearance Dossier — Final Sign-Off Presentation

Applying Intellectual Property Management in Product Design After the Course

- Introduce an invention disclosure form and design log routine for one product team, with a review point before design freeze.
- Run a freedom-to-operate screen on one product in development and record go, modify or licence decisions for each flagged right.

Intellectual Property Management in Product Design Questions FAQ

What is intellectual property management in product design, and why does it matter now?

It is the practice of protecting new product features and avoiding others' rights while a product is being designed. It matters now because development cycles are shorter, suppliers hold sensitive files and copies reach the market within weeks.

Which roles gain most from intellectual property management in product design?

Product designers, engineers and innovation managers gain most. Sourcing and marketing staff in sectors such as consumer electronics, furniture, medical devices and automotive parts also benefit, because they share designs with suppliers and approve launch materials.

How does intellectual property management in product design differ from a general intellectual property course?

It follows the product development cycle rather than explaining IP law in general. A general course surveys rights and enforcement; this one places filing, searching, design-around and supplier controls at each stage gate, ending with launch clearance.

What will you bring back from intellectual property management in product design?

You bring back a launch clearance dossier for one product, recording protection status, search findings, supplier ownership and naming checks. You also bring disclosure and design log templates your team can adopt immediately.

Intellectual Property Management in Product Design: The Way Forward

The Product Launch IP Clearance Dossier first informs whether a product can launch as designed, needs a design-around or requires a licence. Designers, engineers and development managers use it at the final stage gate with legal and sourcing colleagues. After launch, revisit which competitors copied or challenged the product, since that shows where earlier filings would have paid off.