CONCEPT

Intellectual Property Law and Management Course: Trademarks, Patents and Enforcement

27 September – 1 October 2027
Paris - Right Bank business hotel



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Introduction:

Intellectual property law and management, from trademark, patent, design and copyright protection to filing, opposition and infringement enforcement, is the subject of this 1-week course for in-house counsel, R&D managers and brand managers, ending with an IP Protection and Portfolio Plan. Organisations often launch products, brands and inventions before rights are filed, then lose priority, face oppositions or cannot stop copiers. Nominees already handle brands, inventions or legal matters at work, and teaching is by case study on filing records, search reports and infringement files. CoreConcept Training Center delivers this intellectual property law course.

Course Objectives:

- Distinguish trademark, patent, industrial design and copyright protection and match each asset to the right that fits it
- Prepare national trademark, patent and design filings with correct classification, priority claims and specification wording
- Plan international filing through the PCT, Madrid System and Hague System within Paris Convention priority periods
- Manage examination reports, oppositions and cancellation actions against conflicting marks and patents
- Build an IP portfolio strategy with renewal budgets, pruning criteria and basic valuation indicators
- Select infringement enforcement routes and assemble evidence for warning letters, administrative complaints and court action

Target Audience:

- Managers responsible for in-house legal advice on brands, inventions and creative works
- R&D and innovation managers accountable for capturing inventions and deciding what to patent
- Brand and marketing managers responsible for naming, logos and trademark clearance before launch
- Product and design managers whose outputs need design registration or copyright records
- Portfolio and IP administration managers who run filing calendars, renewals and attorney instructions

Course Outline:

Day 1: IP Rights Landscape and Protectable Asset Inventory

- TRIPS Agreement Minimum Standards for Each IP Right
- Trademark, Patent, Design and Copyright Protection Scope Comparison
- Distinctiveness Spectrum From Generic to Fanciful Marks
- Copyright Subsistence Under Berne Convention Automatic Protection Principles
- Protectable Asset Inventory Template for Brands, Inventions and Works

Day 2: Classification Systems and International Filing Routes

- Nice Classification Goods and Services Specification Drafting
- Locarno Classification and Hague System Design Applications
- Paris Convention Priority Periods and Priority Claim Mechanics
- PCT International Search Report and National Phase Planning
- Madrid System Designations, Basic Mark Dependency and Transformation

Day 3: National Filing, Examination and Opposition Practice

- Trademark Clearance Search and Likelihood of Confusion Assessment
- Patent Claim Drafting Review With Novelty and Inventive Step
- Office Action Response Strategy for Examination Objections
- Trademark Opposition Notice, Evidence of Use and Counterstatement
- Invalidity and Non-Use Cancellation Actions Against Conflicting Registrations

Day 4: Portfolio Strategy, Valuation and Infringement Enforcement

- IP Portfolio Mapping Against Business Lines and Markets
- Renewal Budget, Annuity Calendar and Portfolio Pruning Criteria
- Cost, Market and Relief-From-Royalty Valuation Indicators
- Infringement Analysis Claim Charts and Mark Comparison Grids
- Warning Letters, Administrative Complaints and Injunction Route Selection

Day 5: Case Study on an IP Protection and Portfolio Plan

- Case Manufacturer Asset Inventory and Protection Gap Review
- Case Consumer Brand International Filing Route Selection
- Case Opposition Defence and Office Action Response Exercise
- Case Infringement Evidence File and Enforcement Decision
- IP Protection and Portfolio Plan Completion and Peer Review

Skills You Will Gain:

- IP Asset Identification
- Goods and Services Classification
- Priority and Filing Route Planning
- Examination and Opposition Handling
- Patent Claim Interpretation
- IP Portfolio Budgeting
- Infringement Evidence Assessment
- Enforcement Route Selection

Why Attend This Course:

- Deliver an IP Protection and Portfolio Plan to the general counsel, R&D director and brand owner
- Decide which inventions, marks and designs to file, where and through which international route
- Avoid lost priority dates, refused applications, lapsed renewals and unenforceable rights
- Coach product, marketing and research colleagues on clearance checks and invention disclosure

Conclusion:

Back at work, the participant presents the IP Protection and Portfolio Plan to the general counsel, R&D director and brand owners, who use it to approve the next filings, the international route and the renewal budget. Marketing and research teams use its clearance and disclosure steps before launches and publications. After the first filing cycle, the unit should review application outcomes, oppositions received, renewal spend and enforcement actions, then update the plan and its pruning criteria.

Frequently Asked Questions FAQ:

What should participants know before an intellectual property law and management course?

Participants should already work with brands, inventions, designs or legal matters and know their organisation's products. No law degree is needed. Bringing a list of the organisation's marks, inventions or pending filings helps during the case study.

How does an intellectual property law and management course differ from an IP licensing course?

It teaches how to obtain, maintain and enforce rights: classification, filing, examination, opposition, portfolio budgets and infringement action. A licensing course focuses on drafting and negotiating agreements that transfer or grant use of rights the organisation already holds.

Why does intellectual property law and management use the PCT and Madrid System?

They let an applicant start protection in many countries with one international application. The PCT delays national patent costs until the national phase, while the Madrid System manages trademark designations, renewals and changes centrally.

What do participants take back from the intellectual property law and management course?

Participants take back an IP Protection and Portfolio Plan, plus an asset inventory template, filing route matrix, opposition checklist, renewal calendar and infringement evidence file structure that can be adapted to their own organisation.