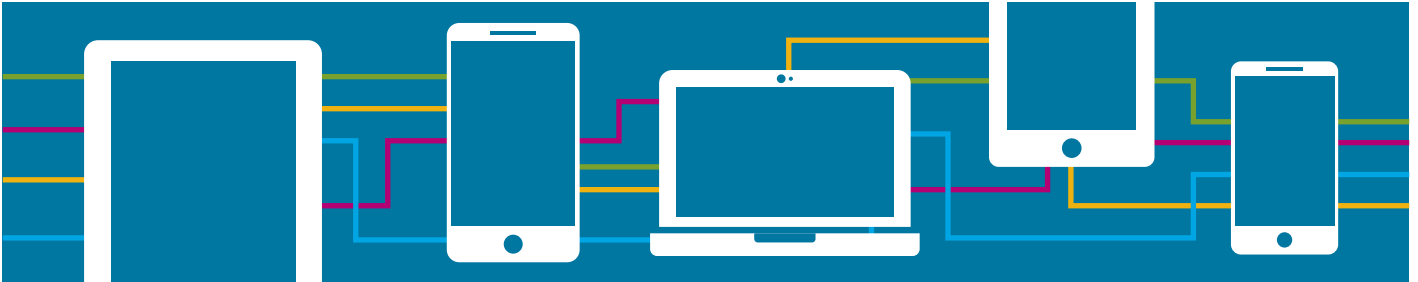




## Intellectual Property Office Digital Workshop



### Every Business Owns IP: How does it affect you?

Most successful businesses, large or small, are built on well managed intangible assets like intellectual property (IP).

Digital businesses create and use IP all the time, perhaps without realising it. Whether it is the name of your company, the look of a new character in your game, the code of your new program, or even an improved searching algorithm, the value of IP can far outweigh the value of your physical assets.

The Intellectual Property Office (IPO) helps businesses, innovators and entrepreneurs understand how IP can create value from their ideas, turning inspiration into sustainable business success.

**Background** – The IPO's very successful workshop has been expertly adapted specifically for the digital sectors and has now been delivered to a wide range of stakeholders in partnership with a variety of professional bodies. The workshop aims to give participants a good overview of IP and how it can impact on businesses within the digital sector.

**Workshop Description** – The audience is broken up into small teams and presented with a series of five sector related scenarios which demonstrate the relevance of IP to a business. Once the teams have discussed the scenario amongst themselves, the speaker(s) will take the audience through the answers to the problem.

**Support material** – Workshop booklets will be provided alongside other relevant literature relating to the course content.

**Target groups** – Business advisers (accountants, bank staff, business coaches and mentors) as well as businesses in the digital creative sector.

**Level of expertise** – Basic to intermediate.

**Framework** – The workshop is facilitated by the Intellectual Property Office.

**Duration** – 3½ hours approximately.

**Outcome** – Participants will gain a good understanding of copyright, trade marks, patents, designs and confidentiality.

**Pre learning** – Please complete the IP Equip online course, [www.ipo.gov.uk/blogs/equip/](http://www.ipo.gov.uk/blogs/equip/) before attending this workshop.

**Further information** – if you would like to find out more information about the workshop please email [market@ipo.gov.uk](mailto:market@ipo.gov.uk)

**For more information on IPO business support go to:** [www.gov.uk/government/collections/ip-for-business-events-guidance-tools-and-case-studies](http://www.gov.uk/government/collections/ip-for-business-events-guidance-tools-and-case-studies)