

## Master Class Agenda

Time		Activity	Speaker
9.30	30 mins	<ul style="list-style-type: none"> <li>• Introductions</li> <li>• Scene set</li> <li>• Course overview</li> <li>• Housekeeping</li> <li>• Introduction to case study</li> </ul>	IPO - Outreach
10.00	1 hours	<b>Presentation: What are trade marks?</b> <ul style="list-style-type: none"> <li>• What can be trade marked? (name, logo, colour, music, shape etc.)</li> <li>• Other types of marks</li> <li>• Unregistered marks</li> <li>• Unacceptable marks</li> </ul>	Trade Mark Examiner
11.00	15 min	<b>Break</b>	
11.15	1 hour	<b>Practical session: Trade mark searching</b> <ul style="list-style-type: none"> <li>• Databases available</li> <li>• Searching exercise</li> </ul>	Trade Mark Examiner
12.15	35mins	<b>Presentation: Trade Marks tribunal</b> <ul style="list-style-type: none"> <li>• Types of action before the registry</li> <li>• Grounds for opposition</li> <li>• Who can oppose and How to oppose</li> <li>• Effects of opposition</li> <li>• The opposition process</li> <li>• Appeals</li> <li>• Case study</li> </ul>	Hearing Officer
12.50	10minutes	<b>Trade Marks exercise</b>	IPO - Outreach
13.00	30 mins	<b>Lunch</b>	
13.30	1 hour	<b>Presentation: Copyright</b> <ul style="list-style-type: none"> <li>• What is copyright?</li> <li>• What does it protect?</li> <li>• Qualification for copyright protection</li> <li>• Copyright owners: what do they get?</li> <li>• Using Copyright</li> <li>• Copyright licenses</li> <li>• Copyright infringement</li> <li>• Protecting copyright</li> </ul>	Copyright policy advisor
14.30	15mins	<b>Copyright exercise</b>	IPO - Outreach
14.45	45mins	<b>Designs</b> <ul style="list-style-type: none"> <li>• What is a Registered Design?</li> </ul>	Design Examiner

		<ul style="list-style-type: none"> <li>• What designs can be registered?</li> <li>• Informed users</li> <li>• What is unregistered design right?</li> </ul>	
15.30	15mins	<b>Break</b>	
15.45	30mins	<b>Practical: Registered designs searching</b> <ul style="list-style-type: none"> <li>• Databases available</li> <li>• Design searching exercise</li> </ul>	Design Examiner
16.15	15mins	<b>Designs exercise</b>	IPO - Outreach
<b>16.30</b>	<b>Finish</b>		

Time		Activity	Speaker
9.30	5mins	<ul style="list-style-type: none"> <li>• Course overview</li> <li>• Housekeeping</li> </ul>	IPO - Outreach
9.35	1.15hour	<b>Presentation: Patents</b> <ul style="list-style-type: none"> <li>• What is a patent?</li> <li>• What is an 'inventive step'?</li> <li>• Exclusions</li> <li>• The application process</li> </ul>	Patent Examiner
10.50	15mins	<b>Break</b>	
11.05	1 hour	<b>Practical: Patent searching</b> <ul style="list-style-type: none"> <li>• Databases available</li> <li>• Searching exercise</li> </ul>	Patent Examiner
12.05	15mins	<b>Patents exercise</b>	IPO - Outreach
12.20	30mins	<b>Practical: Drafting a claim</b>	IPO - Outreach
12.50	30mins	<b>Lunch</b>	
13.20	60mins	<ul style="list-style-type: none"> <li>• <b>Enforcement</b></li> </ul>	IPO
14.20	50mins	<ul style="list-style-type: none"> <li>• <b>IP Abroad, Licensing, NDAs</b></li> </ul>	IPO - Outreach
15.10	20mins	<b>Break</b>	
15.30		<b>Presentation: CIPA and ITMA</b> <ul style="list-style-type: none"> <li>• Who are they and what do they do?</li> <li>• Why do clients need attorneys?</li> <li>• When should you instruct and attorney?</li> <li>• How attorneys add value</li> </ul>	Patent and Trade Mark Attorney from CIPA
16.30		<b>End</b>	

<b>Time</b>		<b>Activity</b>	<b>Speaker</b>
9.30	5mins	<ul style="list-style-type: none"> <li>• Course overview</li> <li>• Housekeeping</li> </ul>	IPO - Outreach
9.35	55mins	Refresh of IP	IPO - Outreach
10.30	2:20 hrs	<b>Exercise 7: IP review based on case study</b>  <b>Group work and presentation time</b>	IPO - Outreach
12.45	15mins	<b>Sum up and next steps</b> <b>Any questions</b>	IPO - Outreach
13.00		<b>End</b>	