

WORKSHOP TRAINING PROGRAMME OUTLINE

Title	INTELLECTUAL PROPERTY MANAGEMENT
Duration	1 days (8 hours / day)
Training Methodology	Lectures and mini workshop.
Course Contents	<p>Module 1: General Introduction to IP Management</p> <ol style="list-style-type: none">1. The Four Main Pillars of IP Management2. The Importance of IP Policies3. IP Management Tools and Processes <p>Module 2: IP Approach Strategies</p> <ol style="list-style-type: none">1. IP Creation Strategy2. IP Protection Strategy3. IP Exploitation & Monetisation Strategy4. IP Enforcement Strategy5. Influencing and Shaping IP Ecosystem Through IP Standards