

WORKSHOP TRAINING PROGRAMME OUTLINE

Title	INTELLECTUAL PROPERTY: THE GROWTH ENGINE OF THE KNOWLEDGE BASED AND INNOVATION DRIVEN ECONOMY
Duration	1 days (8 hours / day)
Training Methodology	Lecture and workshop.
Course Contents	<p>Module 1: Overview Of The Nature & Functions Of Intellectual Property Rights</p> <ol style="list-style-type: none">1. The Nature and Characteristic of Intellectual Property Rights2. World Intellectual Property Statistics3. Introduction to different categories of Intellectual Property Rights4. Functions of Intellectual Property Rights <p>Module 2: Fundamentals Of Intellectual Property Protection</p> <ol style="list-style-type: none">1. A Practical Guide to Obtaining Legal Protection for Intellectual Property Assets2. Focus on Key Areas: Criteria of Protection, Application Procedures and Best Practices <p>Module 3: International Intellectual Property Protection Strategy</p> <ol style="list-style-type: none">1. The Risks and Common Pitfalls a Business May Face When They Export or Import Their Goods or Services Into Another Country2. Introduction to Different International IP Protection Regimes Systems IP Owners Can Use to Simplify International Registration3. The International or Regional Intellectual Property Strategies for IP Owners, Focusing on ASEAN Economic Community (AEC)