

Really Useful Workshops 2010

**Understanding, Valuing and
Exploiting Intellectual Property**

**Reading, Writing and
Managing Patents**
(tailored, single enterprise – call for details)



making the possible
probable

**Venues
Cambridge and Oxford Colleges**

**The following pages give an outline of
these workshops, together with
booking instructions and terms.
Joining instructions will be sent on
confirmation of booking.**

Book online at

www.reallyuk.co.uk/book.html



FULL DAY WORKSHOP SYNOPSSES

UNDERSTANDING, VALUING AND EXPLOITING INTELLECTUAL PROPERTY

Agenda and Synopsis

(Timings are approximate)

08:50 **Welcome** - Coffee - Introductions and Goals

09:00 **Intellectual property concepts** - The purpose of intellectual property - the common good - the matter of monopolies - intangible assets and commercial benefits - IP fundamentals - types of intellectual property - sources of intellectual property - crown rights - trade secrets - technology transfer - record keeping.

09:45 **Protection** (topics covered according to audience) - Inventions (patent) - text, pictures, film etc. (copyright) - software and algorithms (copyright vs. patents) - biotechnology (current practice and developments) - brands (trademark) - designs (design right) - databases (database right) - plant breeding (plant breeders' right) - confidentiality (trade secret) - procedures - recent changes.

10:45 BREAK

11:00 **Management and collaboration** - Creation and ownership - foreground and background IP - IP in contracts - publications - dealing with government agencies - foreign dealings - share funded deals - reporting and protection - threats - processes - costs.

11:45 **Case study 1**

12:30 LUNCH

13:15 **Resources** - Patent mapping - online and other resources - uses of patent information - where to go for help - basic do's and don'ts -

14:00 **Market research and valuation** - the business case - the environment - change and limitations - resources - desk research - developing hypotheses - formulating the proposition - customer profiling - the role of the datasheet - refining the proposition - questioning and knowledge elicitation - information exchange - recording and analysis - prospecting - adding up the picture - pricing and positioning for negotiation.

14.45 BREAK

15:00 **Technology transfer 1** - Licensing - definitions - ownership and rights - what can be licensed - contracts - jurisdiction - provisions and obligations - financial issues - training and support - indemnities - other terms and conditions - setting parameters - cultural issues - taxation - negotiation approach - termination - inhibitions - competition law - royalty schedules - audit provisions

15:45 **Technology transfer 2** - Negotiation and selling - preparation - timing - presentations - relationship selling - exploration - determining the need - understanding the context - covert needs - articulating and valuing the benefits - questioning techniques - closing - the use of silence

16:30 **Case study 2**

17:15 **Discussion and close**

FULL DAY WORKSHOP SYNOPSES

READING, WRITING AND MANAGING PATENTS

(Single enterprise tailored workshop - please call to discuss your requirements)

Agenda and Synopsis

(Timings are approximate)

09:50 Introduction and Goals

10:00 Managing Invention: invention reporting - records - what the drafter needs - what is it? - what does it do? - why it's so good (market pull)? - why it's different? - drafting an abstract - the use of diagrams.

10:30 How to read patents: - patent content - the parts - where to look - how to look - how to analyse - creating a patent map - analysing the State of the Art for novelty - assessing freedom to act - putting the case - generating the state of the art - presenting the state of the art.

11:00 BREAK

11:15 Creating content - patent processes - Paris convention and international regimes - invention and the test for obviousness - writing claims - patent terms

12:00 CASE STUDY – PART 1

12:45 LUNCH

13:30 Understanding the process: Managing examination - understanding the report - separating the elements - countering argument.

14:15 Professional advice: When to seek it - how to choose - relationships - your business - fees.

14:45 BREAK

15:00 CASE STUDY – PART 2

16:00 Discussion and close

WHY USE REALLY UK?

- Do you know that your business could be more successful, but don't know how?
- Do you have a "gut-feeling" about a good opportunity, but are unsure what to do next?
 - Can you see a great chance to make money, but find no one will believe you?
- Are you a strategist or business manager looking to capitalise on your capabilities?
- Are you a scientist who needs increased business and management awareness?
 - Do you have a great technology, and need to build a business around it?

About Really UK

Really UK have a built a range of services built around intangible assets. We developed the business to deliver really useful knowledge. This is done in the form of practical lessons through our workshop programmes and also through direct consultancy projects.

The principals of Really UK have worked as consultants with clients such as MOD/DSTL, QinetiQ, CORUS, CAA, CSL, ADAS, Ultra, The Home Office Scientific Branch, BAE Systems, The Civil Aviation Authority, several Universities and the European Commission. From this work, Really UK has developed a practical method to identify and exploit intangible assets. Intangible assets are critical to business success, but are often left unexplored until the company fails to succeed. Really UK has used this method in business consultancy, and now offers it to a wider audience.

We are devoted to developing and sharing techniques which are proven, practical business methods. We are also committed to extending the methods using real business problems. As a consequence, and uniquely in the field of management training, the courses developed are available to those who attend to copy and distribute as they see fit.

The authors have decided not to exercise copyright, but rather to make the materials and concepts freely available in order to promote the methods and take them forward. In return, the Really UK Company seeks feedback from delegates subsequent to the courses such that the company can incorporate appropriate developments that are made by third parties.

WORKSHOP BOOKING FORM

UNDERSTANDING,
VALUING & EXPLOITING
INTELLECTUAL PROPERTY

FAX TO: >>>>+44 (0) 1588 640812

or post to
RUK, Gable End,
Knighton Road, Clun, Shropshire, UK
SY7 8JH

FULL DAY WORKSHOP – START 09:00, FINISH 17:15

2010	TUESDAY	No	Fee	THURSDAY	No	Fee
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FEE CALCULATOR FOR COMBINED FULL DAY WORKSHOP

(per workshop – excluding VAT)
First Delegate: £175.00
Delegates 2-5: £165.00
Delegate 6-10: £155.00

Example one:
3 delegates:
 $175+2 \times 165=505$ (+VAT @17.5%
=£593.38)

Example two: 7 delegates:
 $175+4 \times 165+2 \times 155=1145$ (+VAT @
17.5% = £ 1,345.38)

Jul 27	Cambridge		:	Jul 29	Oxford		:
Aug 24	Cambridge		:	Aug 26	Oxford		:
Sep 28	Cambridge		:	Sep 30	Oxford		:
Oct 26	Cambridge		:	Oct 28	Oxford		:
Nov 23	Cambridge		:	Nov 25	Oxford		:
Dec 14	Cambridge		:	Dec 16	Oxford		:
Total column 1			:	Total column 2			:

Please reserve places listed above
Signed _____ Please Print Name _____

Organisation:

FEES:
Totals columns 1 – 2 :

Address:

VAT @ 17.5% :

Please call to discuss our requirements
Tick box >>>>

Telephone:

Fax:

Email:

Total Due :

Bookings are subject to our terms and conditions (see page following)

On-line bookings may be made at [://www.reallyuk.co.uk/book.html](http://www.reallyuk.co.uk/book.html)

Please tick the box to discuss your requirements for the tailored Patent Workshop

The Really UK Co Ltd

Workshops and Courses - Terms and Conditions

Booking Procedure

Provisional Bookings can be made and must be confirmed within 5 working days by receipt of a completed Course Booking Form. Firm Bookings will only be accepted on receipt of written customer confirmation. Signed booking forms are deemed to be purchase orders. Payment is not required at this stage. An invoice will be sent separately giving payment details. Cheques should be made payable to The Really UK Co.

Fees

All training is payable in advance of the course. This can be done either by cheque payment, or if your company has a credit agreement with The Really UK Co Ltd, by providing an order number when booking the course. The quoted fees for all courses include documentation and, unless otherwise stated, lunch and refreshments at course breaks. For residential courses, the fees also include accommodation, breakfast and dinner. Delegates are responsible for their own incidental expenses. VAT will be added to the cost at the prevailing rate where relevant. We do not accept credit cards.

Cancellation Charges

- | | |
|--|------------------|
| 1. Cancellation up to and including 14 days in advance | 100% fee payable |
| 2. Cancellation between 14 days and 28 days | 50% |

Delegate substitution

No charge will be made for a change of delegate, but for changes made shortly before a course we cannot guarantee the delegate will receive the case study material in time. Phone the cancellation or substitution through to Really UK immediately and post or fax written confirmation of the cancellation, signed by the person who authorised the original Booking Form to Really UK.

Travel

Delegates attending courses are responsible for their own travel arrangements and accommodation. Delegates will be provided with a map of each location. The Really UK Co takes no responsibility for any accommodation booking made by delegates.

Copyright

The copyright of all course material and publicity material is vested in The Really UK Co Ltd, except where stated. The course material may be reproduced in whole or in part, recorded, loaned, broadcast, stored in a retrieval system or displayed publicly by the delegate attending the course, provided the source is published at the same time and in the same material except where such copyright has been recorded as the right of a third party.

Amendments

The Really UK Co reserves the right to amend the course content for public courses without notice. Course content for on-site courses will normally be as described in the current Really UK Co Course Brochure, except where otherwise agreed in writing with the client.

Course Dates & Venues

The Really UK Co Ltd reserves the right to change any course dates as published in its schedule of courses.

The Really UK Co Ltd reserves the right to cancel an individual confirmed booking by sending email notice to the client not less than five days prior to the start of the course.

If The Really UK Co Ltd is unable to start or complete a scheduled course because of illness, or for any other cause beyond our control, and where no notice is given, we shall attempt to remedy such situations, but will not be liable for any consequential loss or expenses incurred by the client.

If The Really UK Co Ltd is obliged to change advertised course venues for reasons beyond its control, we shall provide as much notice as possible, but will not be liable for any consequential loss or expenses incurred by the client.

Training on a customer site

The Really UK Co Ltd tutor group is prepared to travel to a customer's site to carry out training, both in the UK and other parts of the world providing that:

1. Two (2) calendar months advance notice is given. (This may be negotiable for training within Europe, but no less than 1 calendar month is normally acceptable.)
2. Confirmation in the form of a purchase order is received by The Really UK Co Ltd for the training at least 1 calendar month before the training is due to take place.
3. The customer can provide a suitable training facility complete with overhead projection facilities, screen, white board and the normal training aids.
4. The maximum number of students per course must not exceed either the capacity of the training facility or the capability of training support equipment.

While The Really UK Co Ltd will endeavour to provide quality training on a customer's site, they cannot be held responsible for training that is unsatisfactory, if in the view of the instructor, the training facilities or equipment are inadequate.

The training will be charged at a different rate than that shown on the Training Schedule to reflect the extra costs involved. Instructors travel and expenses will be added to the cost of the training.

For on-site training charges, please contact 01588 640650 if calling within the U.K. or +44 1588 640650 if calling from outside the U.K.

Data Protection

Details of all client bookings are maintained on a secured database. These details may be used to advise clients of other Really UK Training products and services, but are not made available to any other organisations for any purposes. If you do not wish your details to be held in this way, please advise us. If you wish to see a copy of the details we hold about you as an individual these can be provided on request subject to verification of identity.