



# BCA Specialist Training Courses

## ***Learning with BCA*** *In cooperation with Withers & Rogers LLP* ***How to be Smart with Intellectual Property***

Thursday 14<sup>th</sup> September 2023 at 10.00 am  
[De Vere Cranage Estate, Holmes Chapel](#)

### **WHY ATTEND**

Smart use of Intellectual Property can be vital to the success (or failure!) of a product or business. There are diverse strategies and tools to generate, defend and exploit IP. This highly interactive session looks at what is available and how best to apply it to your situation.

### **WHAT WILL THE COURSE DELIVER**

Using an enjoyable and interactive format, the session will look at the various types of IP which can be used, and how each is developed and applied. This includes patents, copyright, trademark, and industrial secrets. We look at the benefits, limitations, and pitfalls of each with real-life examples. The course also looks at exploitation of IP rights via licensing or franchising, and how to extract the best return on your IP portfolio. Course participants will follow an innovation cycle, looking at use of IP at each stage, and will work to protect and derive value from their invention.

### **WHO WILL BENEFIT**

Anyone involved in R&D, marketing, product management or strategy will benefit from this overview of the IP landscape.

### **Comments from previous attendees**

*"I've done several IP courses in the past. This is by far the most relevant and useful."*

*"A great fun session, and I'm sure what I've learned will stick!"*

### **Course presenters**

The course is presented by Greg Stepney (patent attorney), Mark Caddie (trade mark attorney) and Phillippa Roberts (patent attorney). Our experienced presenters work with multinationals to micro-businesses, and specialise in the chemical, consumer product, food and drink, and pharmaceutical industries.



Fifth Floor The Exchange Station Parade Harrogate HG1 1TS Tel 01423 700249  
enquiries@bcaorg.com www.bcaorg.com

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09.30 Registration and refreshments

- 10.00
- What is Intellectual Property?
  - The Innovation Process: Moving from Concept to Commercialisation
  - Invention: Confidentiality and Patents
  - Design: Registered Designs, Unregistered Designs and Copyright
  - Branding I: Trade Mark Creation

12.30 Lunch

- Branding II: Trade Mark Clearance and Registration
- Exploitation: Monetisation Strategies
- Enforcement: Unfair Competition or Legitimate Fast Follower?
- Q&A

15.30 Close



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## ***How to be Smart with Intellectual Property***

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Please complete and return this form by **no later than Friday 8<sup>th</sup> September 2023** to:

BCA, Fifth Floor, The Exchange, Station Parade, Harrogate, HG1 1TS

Tel: +44 (0)1423 700249; E-mail: [enquiries@bcaorg.com](mailto:enquiries@bcaorg.com)

BCA MEMBER: [    ]\* £295.00 + £59.00 VAT = £354.00 (includes refreshments and buffet lunch)

NON MEMBER:[    ]\* £590.00 + £118.00 VAT = £708.00

\* (please enter number of delegates)

I/We enclose my/our cheque for £ ..... payable to BCA

Or

I/We will telephone the BCA office with credit or debit card details (Visa/Mastercard)

Or

Please quote purchase order no: .....

BCA VAT REGISTRATION NO 235 5960 48. A VAT invoice will be issued

<i>Title</i>	<i>Forename</i>	<i>Surname</i>
<i>Company/Organisation</i>		
<i>Address</i>		
<i>Telephone/mobile</i>		
<i>E-mail</i>		
<i>Special dietary requirements</i>		

Please note that any personal information provided to BCA will be used in accordance with our Privacy Policy which can be found at <https://bcaorg.com/bca/content/privacy-policy>

To find out more about BCA or how BCA membership could benefit your company please visit our website or request a membership enquiry form at

<https://bcaorg.com/members/membership-enquiry-form>



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