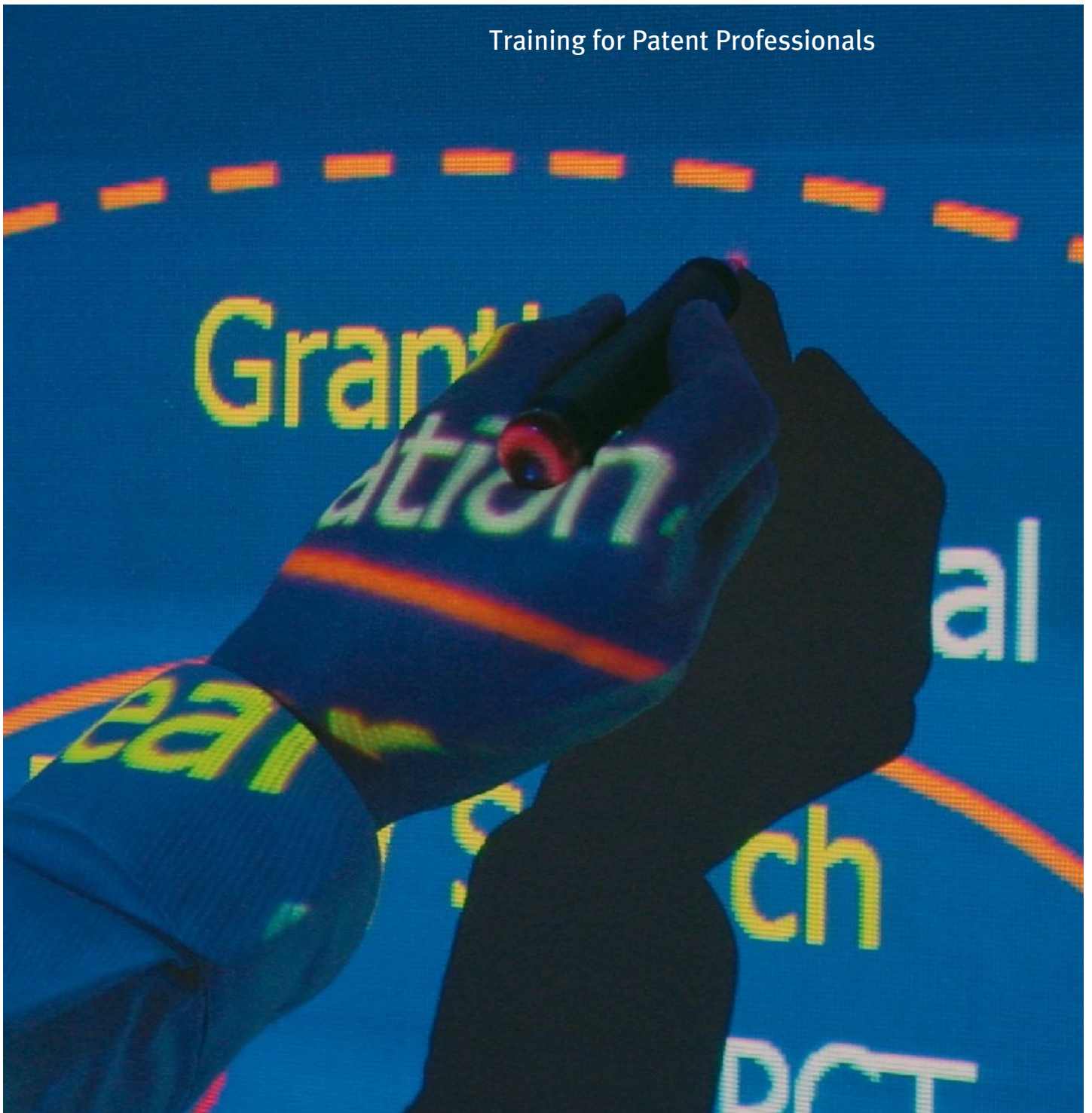




# DELTA PATENTS

Training for Patent Professionals



**Basic IP Training  
IP Awareness workshop  
(also in-house)**

## BASIC IP TRAINING – IP Awareness workshop

### Objective

Quite often, the success of a business depends on the ability to innovate, i.e. the innovation power. Knowing that others may wish to benefit from that success, it is key to protect innovations using the available intellectual property rights in order to stay ahead of the competitors. An important means to increase the innovation power of a firm is to create so-called IP-awareness amongst its employees, in particular amongst those who are directly or indirectly involved in the innovation process. There is always a risk that valuable ideas remain on the shelf or, even worse, within the heads of the employees, because of lack of awareness of the protection options that are available. The 1-day IP awareness workshop aims at establishing a first level of IP awareness amongst the workshop participants, such that the chances of obtaining well-protected innovation for their firms are increased.

### Course Concept

This course sketches the big picture, and fills in details on the most important legal aspects. The workshop will start with a session elucidating on the purpose of intellectual property, and giving an overview on the most important intellectual property rights (patents, trademarks and trade names, designs, copyright, domain names, trade secrets, etcetera). A very illustrative example product will be discussed, which illustrates the various intellectual property rights. A further session will focus specifically on patents (protecting technical inventions), including topics such as the patentability criteria, the contents of a patent application, how patents can be exploited. All such topics will be accompanied by very illustrative examples. In a further part of the workshop the participants will get an introduction to claim interpretation and drafting, again accompanied by illustrative examples, which will be discussed plenary. The activities, but also the mistakes from others are good opportunities to learn, and therefore one section will deal with an overview on searching patent literature, innovation traps, and Do's and Dont's. The day will be concluded with a session, called "Out-of-the-box", wherein the added value of the patent attorney in the creation process is illustrated.

The following topics will be covered:

#### Introduction to Intellectual Property Rights (IPR)

- ❖ Definition & principles IPR
- ❖ Overview of IPR
- ❖ Enforcement of IPR
- ❖ Illustrative example IPR

#### Introduction to Patents

- ❖ Background patent system
- ❖ Patentability criteria (patentable subject-matter, novelty, inventive step, industrial applicability)
- ❖ Sufficiency of disclosure
- ❖ Content of a patent (application)

- ❖ Patent ownership
- ❖ Why to patent?
- ❖ Selection criteria – What is a valuable invention?
- ❖ Illustrative case
- ❖ Confidentiality

#### Introduction to Claim interpretation/drafting

- ❖ How to interpret a claim?
- ❖ How to draft a claim?

#### Learning from others

- ❖ Searching in patent literature
- ❖ Innovation traps
- ❖ Do's and Dont's

#### Out-of-the-Box

- ❖ Patent practitioner as sparring partner

### Course Highlights

This 1-day program introduces participants to intellectual property rights, with a specific focus on patents. The examples used in the workshop require no specialist technical knowledge.

### Documentation

A comprehensive set of high quality, up-to-date materials will be provided, including:



- All overhead sheets used during the course.

The copyrighted course material is provided for the personal use of the participants.

### Who should attend?

Although it is believed that IP awareness is important throughout an organisation making this workshop useful for almost everybody, the course is particularly useful for those who are directly or indirectly involved in innovation, such as *research scientists, development engineers, inventors, entrepreneurs, project leaders, group leaders, and IP coordinators*. Nevertheless, participants working in the technical-commercial field, such as *product managers and product marketers* may benefit from this course as well. No prior knowledge about IP is required.

### Subsequent training

For those desiring to get a more detailed understanding of IP and in particular patents, we recommend following our **2-day/3-day Introduction to Patents course**. Those who desire to establish a basic competence in claim drafting (such as trainee patent attorneys, IP coordinators, but also inventors) we recommend following our **2-day Claim Drafting in Electricity / Mechanics**. A detailed brochure can be downloaded from [www.deltapatents.com](http://www.deltapatents.com).

### Course Language

All material and tuition will be in English. If only Dutch speaking persons are attending the course, the tuition may be in Dutch.

### Attendance Limited to 17 (except for in-house trainings)

When given within the DeltaPatents premises, a maximum of approximately 17 participants can take part in the course. In case of in-house trainings the number may be larger.

### Certificate

All participants will receive a certificate after attending the course.

### Course Date and Location

Scheduled date in 2012: **18 June 2012**.

Course location: the office of DeltaPatents in Eindhoven.

### In-house courses / Tailor-made courses

We would like to emphasize that we also offer this workshop **in-house** in case of larger groups of participants. If you are interested in this option, please contact us to discuss the conditions and pricing. Furthermore, DeltaPatents offers the possibility of tailor-made courses, which contents are specifically tuned to the client's needs.

### Meet the Speakers

The training will be given by at least one of the following tutors: Steven van Dijk and Ton Sterken.



- Steven is a tutor and patent attorney at DeltaPatents. He is a contributor to the DeltaPatents' books "Methodology for Paper A E-M" and "Methodology for Paper B E-M".



- Ton Sterken is patent attorney and a founding partner of DeltaPatents, and an experienced tutor. He is one of the tutors in the practical sessions of the Dutch patent attorney training. He is also the author of the DeltaPatents' books "Methodology for Paper A E-M" and "Methodology for Paper B E-M".

### Registration courses The Netherlands

The price for the "**1-day IP awareness workshop**" is **€450** (excluding 19% VAT). The price includes tuition, course materials, refreshments and a lunch.

An administrative fee of €60 is charged for every booking. For a company booking of several courses at the same time, only one administrative fee of €60 will be charged. Please register online or use the form in this brochure.

### Contact

For more information please visit [www.deltapatents.com](http://www.deltapatents.com) or contact the course department ([training@deltapatents.com](mailto:training@deltapatents.com)).

# Registration Form

## Basic Patent Training

### 1-day IP awareness workshop

You may register by	FAX +31 40 2366708 MAIL DeltaPatents B.V., Fellenoord 370, 5611 ZL Eindhoven, The Netherlands WEBSITE <a href="http://www.deltapatents.com">www.deltapatents.com</a> E-MAIL <a href="mailto:training@deltapatents.com">training@deltapatents.com</a>
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billing address (if different)		
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tel no fax no		
e-mail address		
<b>Basic Patent Training</b> <b>1-day IP awareness workshop</b> <b>Price €450</b>	<input type="checkbox"/> 18 June 2012	

A registration fee of € 60 is charged for each booking (1-day course). If more than one course is booked at the same time, only one administrative fee of € 60 will be charged. All prices are exclusive of 19% VAT. No VAT will be charged if a VAT-number is provided on this form.

**Cancellation policy:** Cancellations must be received in writing at [training@deltapatents.com](mailto:training@deltapatents.com). For cancellations 3 weeks or more before the course starts, a full refund of the course fee less a cancellation fee of € 100 is possible or transfer to a different course may be requested. Thereafter, up to 1 week before the course starts, a 50 % refund is offered or transfer at an additional charge of 25 %. For cancellations less than one week before the course starts, no refund will be given. In the event of circumstances beyond its control, or of over- or underbooking, DeltaPatents reserves the right to alter programme, tutor, location and/or date, to cancel any bookings not fully paid or to cancel the course.

DeltaPatents - Fellenoord 370, NL-5611 ZL Eindhoven, Phone +31-40-7876030 - Fax +31-40-2366708 - [training@deltapatents.com](mailto:training@deltapatents.com)