

Intellectual Property Training Library

Comprehensive, Adaptable, Engaging, and Easy to Deploy



Today's dynamic environment is one of accelerating change, dissolving boundaries, and expanding horizons. This, in turn, demands continuous learning, innovation, and value creation. By enabling stakeholders with intellectual property knowledge, support and energy, intangible asset thinking, ipPerformance Group helps organizations transform these challenges into immediate and future opportunities.

ipPerformance Group's intellectual property training modules are designed to help corporate personnel develop the skills they need to create, manage and monetize intellectual assets that drive corporate growth as well reduce risk of lost rights. Our training library reflects a diverse set of modules that improve basic understanding of intellectual assets to strategic considerations of key stakeholders in functions like marketing, business management, supply chain/commercial management, and technology (R&D).

Course Structure

The ipPerformance training library is built on a multi-program layered and scalable structure of conceptual and functional overviews, and detailed operational descriptions. The curriculum includes:

- Conceptual and skills modules that are targeted at corporate intellectual property stakeholders. The goal of these modules is to strengthen their understanding of how intellectual property is used by the company and the essential protection practices.
- Training modules focus on **business values** and provide a detailed understanding of why processes are needed and relevant to a person's responsibilities. Modules review the underlying flow of information through the business, and the role of intellectual property within the business.
- All modules can be **customized** to meet corporate requirements, incorporating policies and procedures, forms, contacts, and examples that are relevant to an organization.
- Modules include **mastery testing** to confirm understanding.
- All modules conform to **industry standards** (AICC and SCORM) to easily deploy on a corporate learning management system.
- Training modules can be accessed using mobile and tablet technology (e.g., iPhone and iPad).

Learning Management

ipPerformance offers a learning management system (LMS) that manages training modules and tracks user completion. If desired, training modules can be incorporated into a corporate installed LMS.

Pricing

Course pricing is flexible and tailored to fit your needs.

Contact

Contact the ipPerformance Training at (630) 216-9673 or operations@ipperform.com

IP Essentials

These modules are designed to give you a basic working understanding of the nature of intellectual property assets, how to protect these assets, why these assets are important to business, and what is expected of all company personnel.

- Business Importance of Intellectual Property
- Patent Fundamentals
- Trade Secret Fundamentals
- Trademark Fundamentals
- Copyright Fundamentals

IP Basics - For Technology, Business, and Manufacturing

These training modules are designed for expanding your understanding of IP assets, standard operating practices, and best practices policies.

- IP and Commercial Relationships: When do you need an agreement?
- New Products and Freedom to Operate Procedures
- Inventor Lab Research Notebook Procedures
- Patenting Process - Invention Review, Approval and Patent Grant

Advanced and Expert IP Training

These training modules are for those establishing intellectual property expert capabilities. For managers participating or leading efforts to monetize, leverage and transact with intellectual property.

- Intellectual Property in Joint Ventures
- Intellectual Property in Cooperative Relationships
- New Use Patents
- Intellectual Property Valuation Methods
- Intellectual Property Assets through Strategic Alliance Life Cycle

Microlearning

These microlearning modules are designed for learners on the run with a specific need. We cover most topics in less than 5 minutes. These are wide ranging in topics including

- After the Disclosure - What happens after the invention disclosure is submitted to patent department/patent attorney
- Completing an Invention Disclosure Form
- Conducting Prior Art Studies
- Confidential Proprietary Information
- Document Creation and Handling
- Factors and Considerations for Early Defensive Publication
- Handling Unsolicited Ideas
- Invention and Inventorship
- Necessary Preparations for Completing an Invention Disclosure
- Outside Cooperative Development Programs
- Patent versus Trade Secret Protection
- Prosecuting a Patent
- Publication after Filing Patent Application.
- Releasing Technology to a Joint Venture
- Requirements for Patentability
- The Patent Department - What do they do?
- Understanding Overlapping Intellectual Property Rights
- Understanding the Importance of Intellectual Property in a Business's Value Chain
- Using Technology Related Agreements
- Why Obtain a Patent

Onsite Workshops

ipPerformance Group offers unique interactive workshops that are customized to meet your needs by blending best practices with business relevant examples and case studies.

Our interactive workshops are "Using Intellectual Property for Marketing Advantage", "Developing Business Aligned Intellectual Property Strategies", and "Establishing Corporate Intellectual Property "Balanced Scorecard" Performance Metrics". These workshops can be customized for a relevant on-site learning experience.

About ipPerformance Group

ipPerformance Group, Inc. (www.ipperform.com) is the leading Intellectual Property Fact-Based Advisory. Drawing on the knowledge of over 700 intellectual property management benchmarks of the leading global companies, we help our clients solve complex intellectual property business problems and measurably enhance their ability to **build value**, **manage risk** and **improve performance** in an intellectual property-driven world.

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