



# HOW TO MAXIMISE YOUR INTELLECTUAL PROPERTY

**MUSEUM IN DOCKLANDS**

**Tuesday 3<sup>rd</sup> JULY 2007 - 9.00am – 2.00pm**



**Did you know that new inventions can be worth a great deal if you protect them properly?**

**Protecting your intellectual property (IP) assets is of paramount importance in everyday business if you wish to prevent others from copying your idea or product.**



**Do you know if your invention is new? How do you go about protect and benefiting from your invention.**

**This half day seminar is perfect for SMEs, inventors and innovators who are interested in developing and safeguarding their Intellectual property and want to profit from their new business ideas, concepts or inventions.**

**The seminar will walk you through the process of establishing the novelty of your idea through to marketing your innovation; a step-by-step approach to developing your idea into a marketable product, technology or service.**

**It's also an opportunity to network with likeminded entrepreneurs to gain more insight into practical issues faced by innovators in your situation.**





## Programme

**9.00 – 9.30 Registration, Coffee & Pastries**

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**9.30 – 11.15 First Session**

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**11.15 – 11.45 Refreshment & Speed Networking**

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**11.45 – 13.30 Second Session**

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**13.30 – 2.00 Lunch & Networking**

First Session	Second Session
<b>1. Welcome &amp; Introduction</b>	<b>6. Exploring the Routes to Market</b>
<b>2. What is a Business Idea?</b>	<b>7. Finding the Money</b>
<b>3. How Novel is the Idea?</b>	<b>8. Case Study – “It can be done”</b>
<b>4. Do I need to protect my idea?</b>	<b>9. Practical Problems to Solve</b>
<b>5. First Step – The Design Process</b>	<b>10. Delegates Action Plan</b>

To reserve your place contact the  
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