

# IP Workshop

including free 1-2-1 consultation



**£500** per person

*(prices exclude VAT)*

**Start-ups, business leaders, innovators and those engaged in new revenue opportunities are invited to join the Coller IP team as we take you on a journey through the IP lifecycle.**

This highly commercial, interactive IP training workshop will help you to effectively and efficiently maximise the value of your intangible assets.

Personalised 1-2-1 follow-up consultations will also be on offer to attendees.

**Manchester**

Wed 18th Sep

**London, The Shard**

Fri 20th Sep

From software to trade secrets to know-how and relationships, the world of intellectual property involves much more than just patents and trade marks. Over the course of the day, Coller IP's unique training workshop will help build your confidence in equipping your business with the tools to recognise the value from its hidden assets.

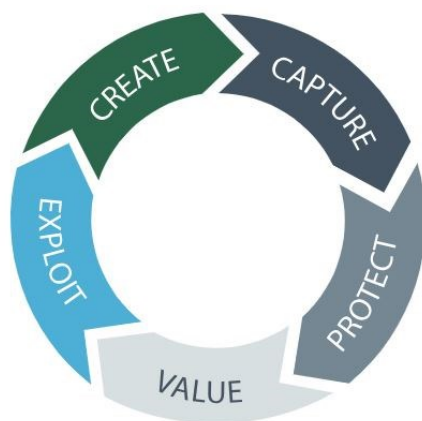
Call **07795 300545** or email [alex.tame@collerip.com](mailto:alex.tame@collerip.com) to reserve your place

[collerip.com](http://collerip.com)



# Content

- Create** Finding solutions, adapting previous innovations, third parties, open source, uniqueness and the inventive step
- Capture** Communications, recording/documenting, policies, searching, decision making, acquiring, sale and transfer agreements
- Protect** Publication, trade secret, patents, copyright, commercial strategies, costs/budgets, timescales, benchmarking
- Value** Why, what, how and when to value intangible assets. A brief overview to increase your understanding of the value of intangible assets.
- Exploit** Licensing, sales, patent pools, Patent Box, investor discussions, commercial strategies and M&A



Join us...

*embark on your IP journey*

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