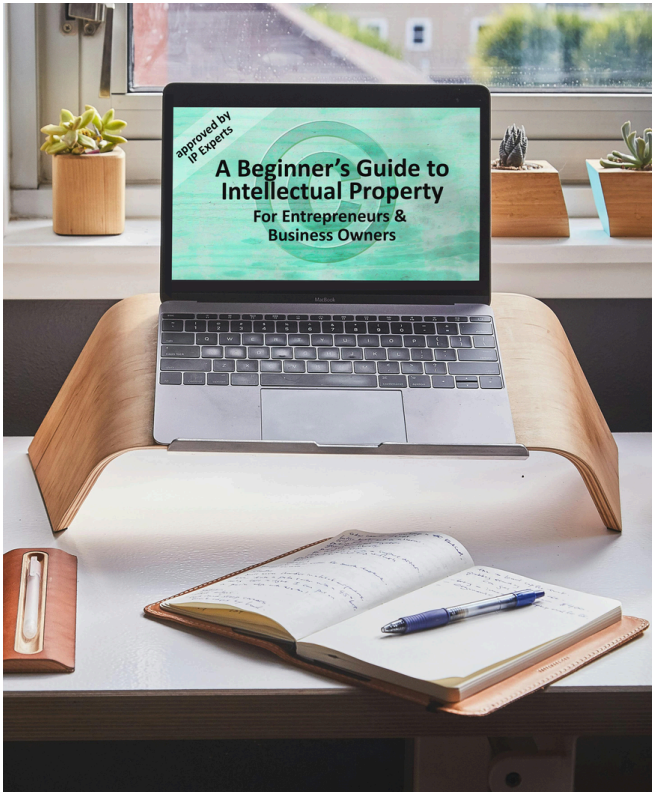


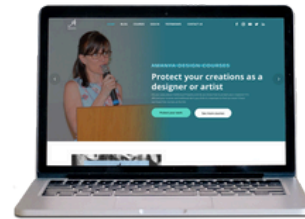
A BEGINNER'S GUIDE TO INTELLECTUAL PROPERTY

FOR ENTREPRENEURS & BUSINESS OWNERS



"THE COURSE IS A GREAT INTRODUCTION TO PREPARE YOU TO TALK TO A SOLICITOR OR GO THE D-I-Y ROUTE."

LINDSAY FROM
DH BUSINESS SUPPORT



ANNA BREWIN FROM
AMANYA DESIGN SHARES
FROM HER JOURNEY IN
PROTECTING HER WORK



WHAT YOU WILL LEARN

- ✓ THE DIFFERENT TYPES OF IP RELEVANT TO YOU
- ✓ REAL LIFE EXAMPLES OF IP IN ACTION IN DAILY WORK & LIFE
- ✓ THE DO'S AND DON'TS OF IP PROTECTION THAT'LL SAVE YOU HEAPS
- ✓ NAVIGATING THE MINEFIELD OF HELPING MAKE YOUR WORK PAY
- ✓ RESPECTING THE IP OF OTHERS AND ENCOURAGING RESPECT FOR YOURS

WHAT IT WILL ENABLE YOU TO DO

- ✓ CONFIDENTLY BE PROACTIVE IN YOUR IP STRATEGY
- ✓ KNOW WHAT TO DO IN DOING IT YOURSELF TO BUILD YOUR BIZ
- ✓ KNOW HOW TO PROTECT YOUR BUSINESS & GET IT FLYING
- ✓ AVOID THE PITFALLS AND DANGERS OF IP PROTECTION
- ✓ BE SMART TO KNOW HOW TO NAVIGATE IP CHALLENGES
- ✓ KNOW WHAT TO DO IF YOUR WORK GETS COPIED

“ IP IS A VERY COMPLEX SUBJECT – IT FEELS LIKE TAKING ON A MONSTER! ”

WRITTEN IN EVERYDAY LANGUAGE YOU CAN UNDERSTAND

"IF YOU ARE AN ENTREPRENEUR OR BUSINESS OWNER, THE COURSE WILL SHOW YOU WHY THE PROTECTION OF YOUR IP SHOULD ABSOLUTELY BE 'YOUR BUSINESS'
JIRI SVORC, QUALIFIED SOLICITOR SRA REGULATED

A BEGINNER'S GUIDE TO INTELLECTUAL PROPERTY

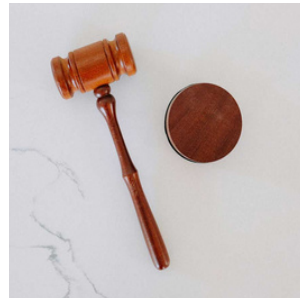
FOR ENTREPRENEURS & BUSINESS OWNERS



WHAT ENTREPRENEURS & BUSINESS OWNERS WILL LEARN ON THE COURSE



**UNDERSTANDING
IP**



**TYPES OF IP &
PRACTICAL EXAMPLES**



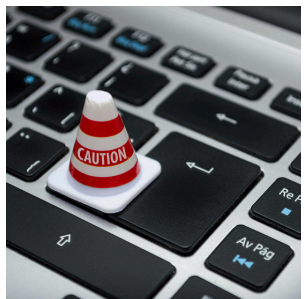
**BUSINESS TYPES
& IP**



**SELLING, LICENSING
& COLLABORATING**



**TIMING IS
EVERYTHING**



**PITFALLS AND
DANGERS**



**PROACTIVE
PROTECTION**



**HOW TO REGISTER
IP YOURSELF**



**GOING TO THE
RIGHT PLACES**



**HELP! I'VE
BEEN COPIED!**

ENTREPRENEURS & BUSINESS OWNERS WILL LEARN HOW TO BE CONFIDENT IN IP TO PROTECT AND MAKE THE MOST OF THEIR WORK

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FOR ENTREPRENEURS & BUSINESS OWNERS



Entrepreneurs & Business Owners Beginner's Guide Course Structure:



A Beginner's Guide to Intellectual Property for Entrepreneurs & Business Owners' course
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