



## Bespoke IP training seminars for your company

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**griffith**  
**hack**  
IP Amplified

# Bespoke IP training seminars for your company

**Griffith Hack offers a series of bespoke training seminars which can be tailored depending on the exact needs of your company. Led by IP specialists across the firm, the series comprises of a number of modules for you to pick and choose from.**

## CPD points

Each seminar is worth one Substantive Law CPD point and in some cases modules may also count towards Practice Management and Business Skills.

## Who should attend?

Seminars may be of interest to in house counsel and personnel involved in innovation such as IP managers, marketing personnel, licensing executives, brand managers, innovation managers, and contract managers.

## Details

We are happy to present one or a number of modules at a time and location of your choice or one of our national offices (Brisbane, Melbourne, Sydney or Perth).

## Seminar Modules



### Brand protection

This seminar will provide tips and techniques to minimise the likelihood that your brand falls victim to counterfeits and trade mark infringers.

Key talking points will include:

- Custom notices – the how and why
- Anti-counterfeiting – what is it and what do the courts have to say
- Brand dilution – techniques to maintain your brand
- Amplia – managing your trade mark portfolio



### Online/social media issues

Maintaining an online presence, including via social media, is a key marketing tool for many businesses. It is therefore important to understand the associated IP risks and know how to mitigate this legal risk.

Key talking points will include:

- Risks of IP infringement
- Breach of confidential information
- Privacy
- Employee use and ownership issues



### Ownership of inventions

Entrepreneurs may assume that they own the IP rights in an invention – it is imperative to ensure that this is actually the case.

Key talking points will include:

- What is a patentable invention
- Who may be granted a patent
- Tips for dealing with different types of personnel, eg. employees and contractors



### IP freedom to operate (FTO) issues

Before a product or process can be tested and commercialised, you should take steps to minimise the likelihood that you infringe any validly held IP rights of third parties by conducting a freedom to operate (FTO) search. This seminar will include a discussion of FTOs – the how and the why.

Key talking points will include:

- IP 101
- Options if an FTO finds potentially relevant IP
- Tips for DIY searching with specialists from our IP Analytics team



### Advertising and marketing: ACL issues

This seminar will focus on how organisations can remain vigilant about the Australian Consumer Law (ACL). We will discuss what the Australian Competition and Consumer Commission (ACCC) and the Courts have found to be misleading and deceptive conduct and provide you with tips to ensure that any claims you make in advertising, labelling and packaging comply with the ACL.

Key talking points will include:

- Current priorities of the ACCC
- Advertising claims and the ACL
- Consumer guarantees



### IP commercialisation 101s

To get your products or services into the market you need a well thought out commercialisation strategy, including robust supporting documentation. We will discuss different ways to commercialise IP, including the documentation required.

Key talking points will include:

- Options for licencing IP rights
- Key IP clauses: warranties indemnities
- What is your IP worth with our IP Economics specialists

**To find out more about the training and discuss the options for your team please contact: Sheree Hollender Senior Associate +61 2 9925 5900.**