



London TDM

Legal and Contracts Management Training Courses

Course Venue: Malaysia - Kuala Lumpur

Course Date: From 22 March 2026 To 26 March 2026

Course Place: Royale Chulan Hotel

Course Fees: 6,000 USD

Introduction

Welcome to the comprehensive "Intellectual Property Rights and Licensing" course, designed for professionals seeking to deepen their understanding of intellectual property (IP) and explore effective licensing strategies. This five-day intensive program aims to equip participants with the essential knowledge and practical skills to navigate the dynamic field of IP rights, ensuring they can effectively manage and protect intellectual assets in various professional contexts.

Objectives

- Understand the fundamental concepts of intellectual property and its importance in modern business.
- Identify different types of intellectual property rights and their applicability.
- Explore the process of obtaining and maintaining intellectual property rights.
- Analyze licensing agreements and strategies for effective IP management.
- Address global challenges and emerging issues in intellectual property rights.

Course Outlines

Day 1: Introduction to Intellectual Property (IP)

- Overview of Intellectual Property Rights
- Types of Intellectual Property: Patents, Trademarks, Copyrights, and Trade Secrets
- The Economic and Social Rationale for IP Protection
- International IP Organizations and Treaties
- Case Studies of IP in Business

Day 2: Patents and Trademarks

- Understanding Patents: Criteria and Types
- The Patent Application Process
- Trademark Registration and Protection
- Branding and Trademark Infringement Issues
- Patent and Trademark Case Law

Day 3: Copyrights and Trade Secrets

- Fundamentals of Copyright Law
- Registering and Enforcing Copyrights
- Understanding Trade Secrets and their Protection
- Differentiating Copyrights and Trade Secrets
- Case Studies on Copyright and Trade Secret Violations

Day 4: Licensing of Intellectual Property

- Principles of Licensing Agreements
- Types of Licenses: Exclusive, Non-exclusive, and Compulsory
- Negotiating and Drafting Licensing Agreements
- Cross-Border Licensing Challenges

- Technological and Digital Licensing

Day 5: Emerging Issues and Global Challenges in IP

- IP in the Digital Age: The Impact of Technology
- Emerging Trends in Global IP Protection
- Overcoming International IP Disputes
- Ethical and Legal Issues in IP Management
- Future Directions in Intellectual Property Rights