

Workshop Name:

Introduction to Intellectual Property (IP)

Workshop Objectives:

The workshop aims to provide introductory awareness raising information about the importance of intellectual property, the process for protecting your IP and how best to derive value from your IP assets.

Language:

Slide content will be delivered in English, further clarification if required can be provided in Arabic.

Date: Feb 1, 2023

Time	Key Topics
2:00 – 2:30 pm	<ul style="list-style-type: none"> ● KAUST Innovation Introduction
2:30 – 3:45 pm	<ul style="list-style-type: none"> ● Introduction to Intellectual Property (IP) <ul style="list-style-type: none"> ● What is IP? ● Types of IP e.g. patent (utility & design), trademark, copyrights, plant breed, trade secret ● How IP can help your company ● Process for protecting your IP ● How to share your ideas and consequences of disclosure ● How to make your IP a business asset and not a liability i.e. how to derive the best commercialization outcome. ● How can KAUST help you further?
3:45 – 4:00 pm	<ul style="list-style-type: none"> ● Any questions?
4:00 pm	<ul style="list-style-type: none"> ● Proposed close

Target Group:

- SMEs
- Innovators

Training Location:

- Online (zoom)

Instructors from KAUST TTO:

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