



London TDM

# Legal and Contracts Management Training Courses

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 29 March 2026 To 02 April 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