Licensing and Intellectual Property Contracts - Protecting Innovation and Achieving Economic Value Training



28 Dec 2026 - 01 Jan 2027

Kuala Lumpur

5200 € (Per Person)

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Course Introduction / Overview:

In today's highly competitive global economy, the strategic management of intellectual property rights is vital for organizational success. This comprehensive program offered by BIG BEN Training Center is designed to provide professionals with an in-depth understanding of patent licensing, trademark agreements, and copyright contracts. His curriculum is heavily inspired by the pioneering insights of the renowned academic author Robert P. Merges and draws foundational concepts from his influential book Justifying Intellectual Property. By integrating rigorous academic theories with practical applications, BIG BEN Training Center ensures that his learners can effectively evaluate IP valuation and formulate a robust IP strategy. The training delves into the nuances of licensing negotiation, managing royalties, and ensuring stringent trade secrets protection. Participants will also learn how to mitigate risks associated with IP infringement and navigate the complexities of cross-border licensing. Achieving the economic value of innovation requires a deep understanding of the legal frameworks for IP and adept IP portfolio management. Through this immersive experience, attendees will master licensing dispute resolution and IP audits to safeguard and leverage their organization's intellectual capital effectively.

Target Audience / This training course is suitable for:

- Legal counsel and corporate lawyers specializing in intellectual property rights.
- Contracts managers and procurement officers handling technology transfer.
- Innovation managers and research and development directors overseeing IP strategy. Business development executives focused on the commercialization of IP.
- Entrepreneurs and startup founders navigating tech startup IP.
- Patent attorneys and trademark agents engaged in licensing negotiation.
- Financial analysts involved in IP valuation and managing royalties.
- Compliance officers ensuring adherence to legal frameworks for IP.

Target Sectors and Industries:

- Technology and software development companies relying heavily on software licensing.
- Pharmaceuticals and biotechnology firms engaged in complex patent licensing.
- Manufacturing and engineering sectors focusing on technology commercialization.
- Entertainment and media organizations managing extensive copyright contracts.
- Consumer goods and retail businesses dependent on brand licensing and trademark agreements.
- Government agencies and regulatory bodies overseeing the economic value of innovation and public IP policy.
- Academic and research institutions participating in technology transfer and open-source licensing.
- Franchising and hospitality sectors utilizing franchising agreements and intellectual capital.

Target Organizations Departments:

- Legal and compliance departments managing IP contract drafting and IP risk management.
- Research and development departments focused on innovation management and trade secrets protection.
- Business development and strategic planning departments driving strategic IP alliances.
- Finance and auditing departments conducting IP valuation and IP audits.
- Marketing and branding departments overseeing brand licensing and trademark agreements.
- Contracts and procurement departments handling exclusive vs non-exclusive licenses.

Course Offerings:

By the end of this course, the participants will have able to:

- Draft and negotiate comprehensive intellectual property rights agreements and patent licensing.
- Develop a strategic framework for technology transfer and software licensing.
- Assess IP valuation accurately to maximize the commercialization of IP.
- Implement effective trade secrets protection and IP risk management protocols.
- Navigate the legal frameworks for IP to resolve IP infringement and licensing disputes.
- Optimize IP portfolio management and leverage strategic IP alliances for competitive advantage.

Course Methodology:

The training approach adopted by BIG BEN Training Center is highly interactive and participant-centered, ensuring a profound grasp of IP law and regulations. He utilizes a blend of comprehensive case studies, collaborative teamwork, and practical interactive sessions to bridge the gap between theory and real-world application. BIG BEN Training Center emphasizes experiential learning, where participants engage in simulated licensing negotiation scenarios and IP contract drafting exercises. Group discussions and teamwork enable professionals to share diverse perspectives on cross-border licensing and the economic value of innovation. Continuous and constructive feedback is provided by expert facilitators throughout the sessions, allowing participants to refine their approaches to IP portfolio management and IP dispute resolution. Real-world case studies focus on resolving IP infringement and structuring exclusive vs non-exclusive licenses, ensuring that theoretical knowledge translates into actionable corporate IP policy. By maintaining a dynamic and immersive learning environment, BIG BEN Training Center guarantees that every attendee acquires the practical skills necessary for managing IP assets and maximizing return on IP within their respective organizations.

Course Agenda (Course Units):

Unit One: Fundamentals of Intellectual Property Rights and Licensing

- Introduction to intellectual capital and the economic value of innovation.
- Key legal frameworks for IP governing patent licensing and trademark agreements.
- Exploring the scope of copyright contracts and software licensing.
- Identifying the differences between exclusive vs non-exclusive licenses.
- The role of IP strategy in modern corporate environments.

Unit Two: Strategic IP Valuation and Commercialization

- Methodologies for accurate IP valuation and assessing intellectual capital.
- Strategies for the successful commercialization of IP and technology transfer.
- Structuring royalty rates and financial terms in licensing negotiation.
- Leveraging brand licensing and franchising agreements for revenue growth.
- Maximizing return on IP through strategic IP alliances and joint ownership IP.

Unit Three: IP Contract Drafting and Negotiation Techniques

- Essential clauses in IP contract drafting and software licensing agreements.
- Tactics for effective licensing negotiation and dispute avoidance.
- Navigating the complexities of cross-border licensing and international IP laws.
- Integrating open-source licensing compliance into corporate agreements.
- Best practices for tech startup IP and innovation management contracts.

Unit Four: Risk Management and Trade Secrets Protection

- Establishing robust trade secrets protection and confidentiality agreements.
- Conducting comprehensive IP due diligence and regular IP audits.
- Identifying and mitigating risks related to IP infringement.
- Developing a resilient corporate IP policy for managing IP assets.
- Compliance in licensing and adapting to evolving IP law and regulations.

Unit Five: Dispute Resolution and IP Portfolio Management

- Techniques for effective licensing dispute resolution and mediation.
- Understanding the impact of intellectual property litigation on business operations.
- Advanced IP portfolio management and maintaining patent pools.
- Case studies on resolving conflicts in joint ownership IP.
- Future trends in technology commercialization and global IP markets.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How does the rapid evolution of digital platforms and artificial intelligence challenge traditional frameworks of intellectual property rights, and what alternative legal paradigms might emerge to balance the protection of innovation with the necessity for open technological advancement?

What unique qualities does this course offer compared to other courses?

This intensive program stands out by offering a profound academically grounded perspective on the commercialization of IP and strategic IP valuation. Unlike standard offerings, this course synthesizes foundational theories of intellectual capital with highly practical insights into complex licensing negotiation and technology transfer. By deeply analyzing the legal frameworks for IP and emphasizing real-world applications in cross-border licensing, the curriculum bridges the critical gap between abstract IP law and actionable corporate IP policy. Participants gain advanced analytical skills to navigate patent licensing, trade secrets protection, and software licensing within volatile global markets. The program's rigorous academic approach empowers professionals to transcend rudimentary concepts, focusing instead on optimizing IP portfolio management and forging strategic IP alliances. Furthermore, the integration of advanced concepts such as joint ownership IP and IP audits ensures a comprehensive understanding of managing IP assets. The focus on proactive IP risk management and licensing dispute resolution equips leaders to not only protect their innovations but to sustainably achieve the true economic value of innovation in an increasingly complex and interconnected commercial landscape.