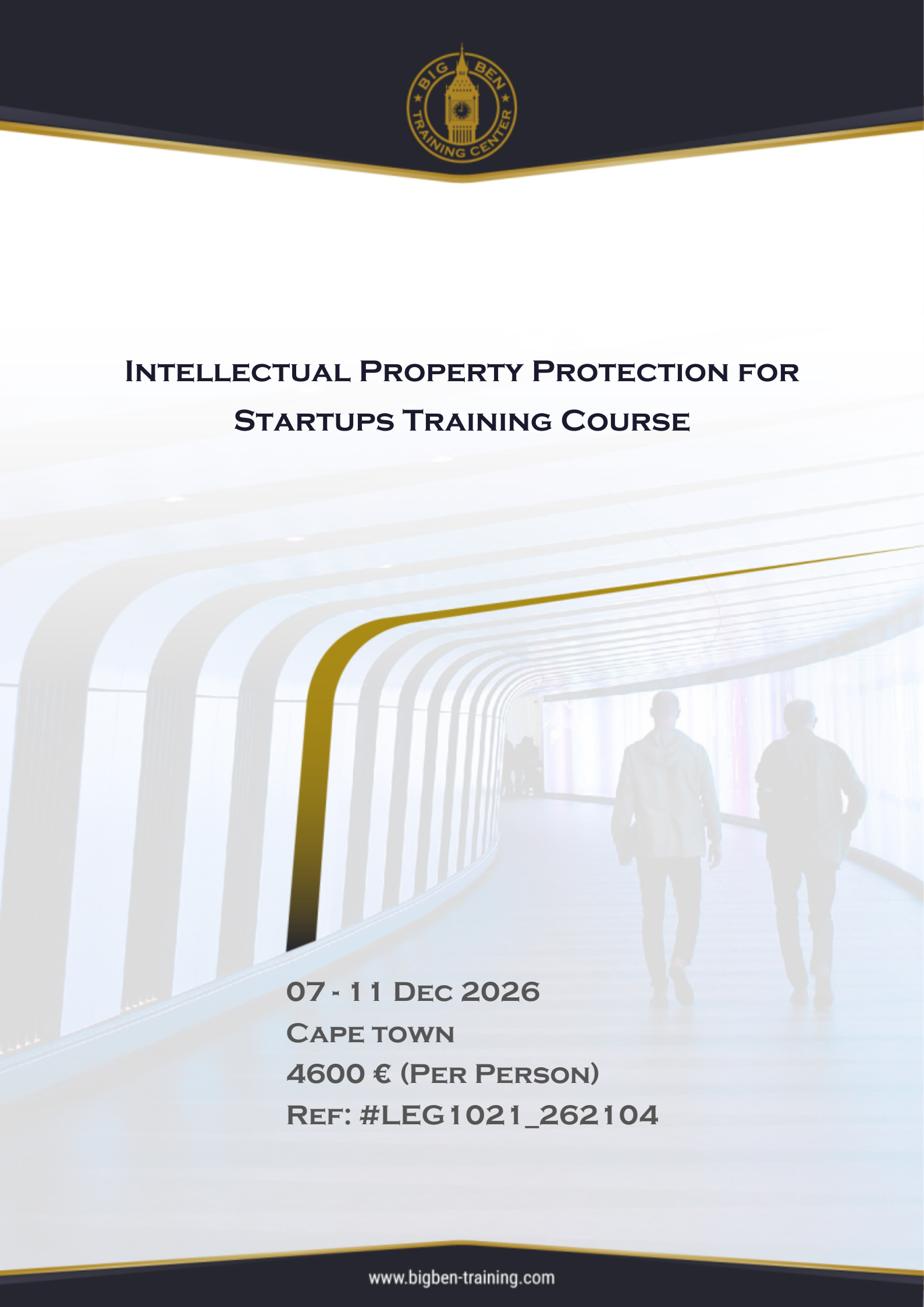
Intellectual Property Protection for Startups Training Course



07 - 11 Dec 2026

Cape town

4600 € (Per Person)

Ref: #LEG1021_262104

Course Introduction / Overview:

This comprehensive training course provides an in-depth exploration of intellectual property protection, with a special focus on the needs of startups and new ventures. It's designed to equip entrepreneurs and business professionals with the skills they need to identify, protect, and manage their intellectual assets. Participants will get an understanding of the legal frameworks for patents, trademarks, copyrights, and trade secrets, as well as strategies for commercializing their IP. We go from the initial ideation stage to building a comprehensive IP portfolio, emphasizing the importance of intellectual property as a core business asset. BIG BEN Training Center is proud to offer a program that not only focuses on core legal principles but also incorporates practical, business-oriented strategies tailored for the fast-paced startup environment. The course is built on the principles outlined by leading experts in IP law, like Robert P. Merges, author of Patent Law and Policy: Cases and Materials, and Michael A. Heller, known for his work on patents and property rights. Our curriculum uses real-world examples and case studies, ensuring that participants can apply their newfound knowledge immediately in their professional roles.

Target Audience / This training course is suitable for:

- Founders and entrepreneurs.
- Startup team members.
- Business development professionals.
- Engineers and product developers.
- Legal and compliance officers.
- Investors and venture capitalists.
- Technology transfer specialists.

Target Sectors and Industries:

- Technology and software development.
- Biotechnology and pharmaceuticals.
- Consumer goods and retail.
- Creative industries, including design and media.
- E-commerce and fintech.
- Manufacturing and engineering.
- Venture capital and private equity.

Target Organizations Departments:

- Research and Development.
- Legal and Contracts.
- Product Management.
- Business Strategy.
- Sales and Marketing.
- Innovation.
- Corporate Development.

Course Offerings:

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

- Identify key intellectual property assets in a startup.
- Understand the differences between patents, trademarks, and copyrights.
- Develop a proactive strategy for protecting trade secrets.
- Navigate the patent application process.
- Conduct a trademark search and registration.
- Manage IP rights in collaboration agreements and contracts.
- Avoid common IP mistakes and legal pitfalls.
- Commercialize and license intellectual property.
- Build a comprehensive IP portfolio for a startup.

Course Methodology:

BIG BEN Training Center's approach to this training course is highly interactive and practical, with an emphasis on hands-on learning and real-world application. We move beyond simple lectures, using a variety of teaching methods that engage participants and reinforce key concepts. Case studies based on actual startup intellectual property disputes are central to the curriculum, allowing attendees to apply their knowledge of IP law in a simulated environment. Group workshops encourage teamwork and collaboration, helping participants develop communication and problem-solving skills critical for protecting a startup's assets. The program also uses role-playing exercises to practice intellectual property negotiations and contract drafting. Additionally, we integrate interactive sessions focused on the latest tools for IP management and common legal mistakes, providing a clear and comprehensive look at the modern intellectual property landscape. Feedback is an important part of our methodology, with instructors providing personalized insights and guidance throughout the course to help each participant grow as a leader in IP strategy.

Course Agenda (Course Units):

Unit One: Foundations of Intellectual Property for Startups.

- Understanding the different types of IP.
- Patents, trademarks, copyrights, and trade secrets.
- Why IP is important for startup valuation.
- The role of IP in securing funding.
- The "first-to-file" rule and its implications.
- Auditing a startup's IP assets.
- Developing an IP strategy.

Unit Two: Patents: Protecting Innovations.

- Patentable subject matter and criteria.
- The patent application process.
- Drafting a patent claim.
- Provisional vs. non-provisional patents.
- International patent protection.
- Common patenting mistakes.
- Using patents to secure a competitive advantage.

Unit Three: Trademarks and Branding.

- What a trademark protects.
- Selecting a strong brand name.
- Conducting a trademark search.
- The trademark registration process.
- Trademark infringement and dilution.
- Brand protection strategies.
- Managing a trademark portfolio.

Unit Four: Copyrights and Trade Secrets.

- What is protected by copyright?
- Copyright registration and ownership.
- Fair use and licensing.
- The importance of trade secrets for startups.
- Developing a trade secret protection program.
- Non-disclosure agreements and confidentiality clauses.
- Enforcing trade secret rights.

Unit Five: IP in Practice: Contracts and Commercialization.

- IP clauses in founder agreements and employment contracts.
- Working with consultants and contractors.
- Licensing and technology transfer agreements.
- IP due diligence for mergers and acquisitions.
- Dispute resolution and litigation.
- Monetizing IP assets.
- Building a strong IP culture.

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:

In what ways can a well-executed intellectual property strategy serve as a more powerful competitive advantage for a startup than its initial product or service?

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

This course stands out because it provides an integrated and practical approach to intellectual property law for startups. It goes beyond the theoretical, offering a curriculum that blends legal principles with business strategy. We understand that for a startup, IP is not just a legal matter, it's a core asset that determines its value and future success. That's why we place a significant emphasis on skills like IP auditing, commercialization strategies, and contract negotiation, making sure participants are prepared for the full range of challenges they will face. Our focus on practical application through realistic case studies, role-playing, and interactive sessions ensures that participants don't just learn a concept, they master a skill. We also make a point of keeping our content current, so it reflects the latest trends in technology, law, and venture capital. This forward-thinking approach, combined with the professional expertise of BIG BEN Training Center, makes for a program that is both academically sound and immediately useful in a professional setting.