# Media Content Licensing and IP Rights Management Training Course



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Kuala Lumpur

5200 € (Per Person)

Ref: #MED8136_194359

## Course Introduction / Overview:

This comprehensive training course provides a deep and practical understanding of the critical intersection between intellectual property (IP) rights and media content licensing. In today's digital-first world, the ability to protect, manage, and monetize creative assets is paramount for success. This program is meticulously designed to equip participants with the strategic knowledge and practical skills needed to navigate the complex legal and commercial landscapes of media licensing. As the renowned legal scholar Lawrence Lessig argues in his book "Free Culture," understanding the balance between control and creativity is essential for a thriving media ecosystem. This course moves beyond theoretical legal principles to offer actionable strategies for drafting robust licensing agreements, negotiating favorable terms, and implementing effective digital rights management. BIG BEN Training Center has developed this curriculum to empower professionals to transform intellectual property from a legal necessity into a powerful revenue-generating asset, ensuring they can confidently manage everything from copyright and trademarks to complex international syndication deals.

## Target Audience / This training course is suitable for:

- Media and Entertainment Professionals.
- Legal Counsel and Corporate Lawyers.
- Content Creators and Producers.
- Licensing and Royalties Managers.
- Business Development and Strategy Executives.
- Publishing and Digital Media Specialists.
- Marketing and Brand Managers.
- Entrepreneurs in the Creative Industries.
- IP Portfolio Managers.
- Contract Administrators and Managers.

## Target Sectors and Industries:

- Film and Television Production.
- Music and Recording Industries.
- Publishing and Digital Media.
- Advertising and Marketing Agencies.
- Broadcasting and Streaming Services.
- Software and Video Game Development.
- Governmental and Regulatory Bodies for Media and Culture.
- Telecommunications.
- Educational Institutions.

## Target Organizations Departments:

- Legal and Compliance Departments.
- Business Development and Sales.
- Content Acquisition and Programming.
- Marketing and Brand Management.
- Production and Creative Development.
- Finance and Royalties Management.
- Strategic Partnerships and Alliances.
- Digital Asset Management.
- Research and Development.

## Course Offerings:

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

- Identify and differentiate between various forms of intellectual property, including copyright, trademarks, and patents.
- Analyze and interpret the key clauses within a media content licensing agreement.
- Develop effective negotiation strategies for securing favorable licensing terms.
- Implement digital rights management (DRM) techniques to protect content from unauthorized use.
- Evaluate the commercial potential of an IP portfolio for monetization.
- Draft clear and legally sound licensing contracts for various media formats.
- Manage cross-border licensing challenges and international IP law complexities.
- Assess the impact of emerging technologies like AI on IP rights and content licensing.
- Formulate a comprehensive IP management and enforcement strategy.
- Navigate the principles of fair use and Creative Commons licensing in content strategy.

## Course Methodology:

The training methodology at BIG BEN Training Center is centered on experiential and applied learning to ensure participants can immediately translate knowledge into practical skills. This course utilizes a dynamic blend of interactive lectures, expert-led discussions, and in-depth case study analyses of landmark media licensing deals and disputes. Participants will engage in hands-on workshops focused on drafting and dissecting licensing agreements, allowing them to grapple with real-world contractual language and scenarios. Collaborative group exercises will simulate licensing negotiations, providing a safe environment to practice and refine bargaining tactics and communication skills. The curriculum incorporates practical problem-solving sessions where attendees will develop IP protection strategies for hypothetical media projects. Continuous feedback from the instructor and peers is a core component, fostering a rich learning environment. This immersive approach ensures that participants leave not just with theoretical knowledge, but with the confidence and competence to manage complex IP and licensing challenges within their organizations.

## Course Agenda (Course Units):

### Unit One: Foundations of Intellectual Property in the Media Industry

- Introduction to the four main types of intellectual property.
- The strategic importance of IP in media business models.
- Fundamentals of copyright law for creative works.
- Understanding trademarks and branding in media.
- An overview of patents and trade secrets in media technology.
- Distinguishing between intellectual property ownership and licensing.
- Case studies of successful IP monetization in film and music.

### Unit Two: Copyright Deep Dive and Digital Content Protection

- The scope of copyright protection for media content.
- Exploring the fair use doctrine and its application.
- Navigating Creative Commons and open-source licensing models.
- Implementing effective Digital Rights Management (DRM) systems.
- Understanding the Digital Millennium Copyright Act (DMCA).
- Strategies for identifying and addressing copyright infringement.
- International copyright treaties and their implications.

### Unit Three: Mastering Media Content Licensing Agreements

- Anatomy of a media licensing agreement.
- Drafting the grant of rights, territory, and term clauses.
- Structuring financial models including royalties, advances, and flat fees.
- Key negotiation tactics for licensors and licensees.
- Representations, warranties, and indemnification clauses.
- Managing auditing, reporting, and compliance obligations.
- Best practices for contract lifecycle management.

## Unit Four: Trademarks, Branding, and Advanced Rights

- Building and protecting a strong media brand through trademarks.
- The process of trademark registration and enforcement.
- Strategies for character and merchandise licensing.
- Understanding the right of publicity for celebrities and public figures.
- The role of patents in protecting media-related inventions and software.
- Protecting confidential information and trade secrets in production.
- Analyzing brand dilution and tarnishment risks.

## Unit Five: Global IP Management and Future Trends in Media Licensing

- Navigating the complexities of cross-border licensing deals.
- Developing international IP enforcement and anti-piracy strategies.
- The impact of Artificial Intelligence on content creation and ownership.
- Exploring blockchain technology and NFTs for content licensing.
- Formulating a holistic IP portfolio management strategy.
- Risk management in high-value licensing ventures.
- Final simulation project on developing a global licensing strategy.

# 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:

As AI-generated content becomes indistinguishable from human-created works, how should traditional copyright and licensing frameworks evolve to address authorship and ownership?

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

This course distinguishes itself by moving beyond a purely theoretical or legalistic examination of intellectual property to focus on its strategic and commercial application within the media industry. While other programs may concentrate heavily on case law, this training emphasizes the practical skills required to structure deals, negotiate terms, and build revenue streams from creative assets. The curriculum is uniquely designed to bridge the gap between legal departments and business development teams, fostering a common language and a shared strategic vision for IP management. A significant differentiator is the forward-looking final unit, which addresses the most pressing contemporary challenges and opportunities, including the impact of artificial intelligence and blockchain on content licensing. Rather than just reciting legal statutes, the course uses interactive simulations and hands-on contract drafting workshops to build tangible competencies. It provides a holistic framework that integrates legal protection, financial monetization, and strategic brand management, equipping participants with a comprehensive toolkit for navigating the modern media landscape.