



# The value within

## An introduction to intellectual property

Intellectual property will account for a large part of the value of most businesses. This seminar will cover the four main areas of intellectual property (trade marks, patents, designs and copyright) and how to protect Intellectual Property rights. It's a great opportunity to receive the latest information and advice on IP - direct from the Intellectual Property Office.

The session will draw on real examples to put you in a better position to talk with confidence on the subject and also discuss a range of free support materials available to help your clients.

If you come along you will:

- Gain a better understanding of copyright ownership (websites, training materials, plans etc.)
- Discover how to make the most of Intellectual Property
- Discuss IP issues with more knowledge and confidence
- Identify potential IP issues
- Gain sound information on where to seek further advice

The Intellectual Property Office is responsible for implementing the national framework governing intellectual property rights and for promoting the UK's interests in the development of the international Intellectual Property Rights system.

### Everyone owns intellectual property. What do you own?



Straightforward free guides to understanding your IP.



Free, interactive and basic IP training for professionals who advise businesses.



Free, quick and easy IP information at your fingertips.



Assess your own business for free with a tailored report to identify and value your IP.



Reach your potential with quality IP adviser training.

Businesses create and use intellectual property all the time, perhaps without realising it.

**The value of your IP** – whether it's a trade mark, patent, design, copyright or trade secret – can far outweigh the value of your physical assets.

Keep ahead of the competition with the Intellectual Property Office's **IP for Business** tools and guidance which can help you create value from your ideas, turning inspiration into sustainable business success.

The Intellectual Property Office promotes innovation and growth by offering a vibrant programme of activities and informed advice and support to business.

Achieve your potential at:  
[www.ipo.gov.uk/business](http://www.ipo.gov.uk/business)

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