

# How to Protect Your Intellectual Property

## Objectives

The primary aim of the seminar is to teach and train entrepreneurs and business managers on how best to protect their intellectual property, including their corporate brands, logos, and designs. Further, best legal practices will be taught to provide them with the legal knowledge, skills, and techniques on how best to apply what they've learned in the seminar.

## Who Should Participate

- \* The seminar is designed for entrepreneurs and business managers with family businesses and who are keen on improving their legal knowledge and skills, as well as those who want to learn best legal practices to protect their intellectual property.

## Key Topics

- \*A. Intellectual Property
  1. Concept of Intellectual Property
    - i. As a valuable asset
    - ii. Licensing
    - iii. Franchising
    - iv. Technology Transfer
  2. Registration with Intellectual Property Office
    - A. Patent
    - B. Trademark
    - C. Copyright
  3. Best Legal Practices to Protecting Your Intellectual Property
- \*B. Patent
  1. Concept of a Patent
  2. Patentable Inventions
  3. Non-Patentable Inventions
  4. Rights of a Patentee
  5. Patent Infringement
- \*C. Trademark or Service Mark
  1. Concept of a Trademark or Service Mark
    - i. Tradename
  2. What May Become a Mark
    - i. Corporate Logo
    - ii. Company Motto/Slogan
    - iii. Products
  3. Limitations of a Mark
  4. Trademark Infringement
- \*D. Copyright
  1. Concept of Copyright
  2. What May Be Copyrighted
  3. Limitations of Copyright
  4. Fair Use
  5. Rules on Copyright Ownership
  6. Moral Rights
  7. Copyright Infringement
- \*E. Enforcement of Intellectual Property
  1. Public Notices
    - i. Publication
    - ii. Advertising
  2. Court Action
    - i. Civil Case
    - ii. Criminal Case
    - iii. Administrative Case
  3. Warrants
    - i. Arrest
    - ii. Search and Seizure
  4. DOJ-NBI Raid
    - i. Application and Steps
    - ii. Seizure and Forfeiture
    - iii. Destruction
- \*F. Intellectual Property Agent
  1. Patent Agent
  2. Trademark or Tradename Agent
  3. Copyright Agent
- \*G. Integration

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Website: [www.businesscoachphil.com](http://www.businesscoachphil.com)

## Time

- \* 9:00 am - 4:00 pm

## Venue

- \* Unit 201 Richbelt Tower,  
17 Annapolis St.,  
Greenhills, San Juan City,  
Metro Manila

## Schedule

- \* Please check our website, or you may call any of our customer representatives.
- \* Schedule may change without prior notice. Please call to confirm. BusinessCoach, Inc. is not liable for any expense incurred by seminar registrant resulting from cancellation of any of our events.

## Seminar Fee

- \* Php 3,000.00 per person (inclusive of snacks, lunch, seminar kit, handouts, certificate of attendance)

## Discount

- \* 10% Discount if FULL AMOUNT is paid at least five (5) banking days before the event.

## Reservation

- \* Please call to register, or use the registration form below. Kindly fill-out, and send to us through fax (727.8860 or 727.5628) or email. You will receive a confirmation within 48 hours.

## Mode of Payment

- \* Deposit payment at Banco de Oro, Savings Account Name: BusinessCoach, Inc. Then kindly fax or email deposit slip (indicate name of participant and seminar title) to confirm reservation.
- \* On-site payment (CASH only)
- \* Company checks are accepted, provided that they are received at least five (5) banking days before the event.

### Register Now! (limited slots available)

Seminar Title \_\_\_\_\_  
Date \_\_\_\_\_  
Name of Participant \_\_\_\_\_  
Nickname \_\_\_\_\_  
Company Name \_\_\_\_\_  
Address \_\_\_\_\_  
TIN \_\_\_\_\_  
Contact Person \_\_\_\_\_  
Position \_\_\_\_\_  
Contact Number \_\_\_\_\_  
Fax \_\_\_\_\_  
Email Address \_\_\_\_\_

(You may use a separate sheet for additional registrations)

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