



Protect Your Company's Intellectual Property

Available In:

- English
- Spanish
- Videoconferencing

Information is your organization's most valuable asset!

For many businesses, intellectual property protects more than just an idea or a concept – it protects genuine business assets that may be integral to the business's core services and overall long-term viability. Intellectual property can consist of many different areas, from logos and corporate identity through products, services, and processes that differentiate your business offering. It's when these ideas are used without permission that an organization can suffer. Companies of all sizes are at risk of having their unique ideas, products, or services infringed upon, even if they are on the other side of the world, making intellectual property protection more important than ever.

Without the protection of ideas, your business will not reap the full benefits of your innovations.

This program explains the different instruments available in an easy-to-understand, non-legalese language so that every manager or supervisor knows and understands how to protect their organization's intellectual property.

Topics Covered:

- Confidentiality and non-disclosure agreements
- Employee Confidentiality and Non-Compete Agreement
- Sub-contractor and consultant confidentiality and Non-Compete Agreement
- Work for hire agreements
- Trade Secret agreements
- Contingent commitment agreements
- Database rights
- Research rights
- Work product rights
- Reserved rights
- "Poor Man's" patent
- Provisional patents
- Patents
- Trademarks
- Trade Dress
- Domain names.
- Copyrights
- Licensing agreements

How this training will benefit your company and employees:

Information has truly become the commodity of the 21st century which means it has tremendous monetary value.

Companies seeking to become or remain competitive need to understand the value of their intellectual property assets and take appropriate steps to guard against the loss or theft of these assets.

The benefits of understanding and utilizing intellectual property protection include the ability to:

- Protect your intellectual property assets from competitive usage
- Enhance the market value of your business
- Turn ideas into profit-making assets
- Market your business' products
- Access or raise finance for your business
- Enhance export opportunities for your business

It's critical to protect any unique products or services that you own as competitors can use your success to take away market share, resulting in slow growth or loss of revenue. *Onsite training may be customized to meet your business needs.*

ABOUT MIKE ROUNDS



Mike Rounds is an OSHA, and Cal/OSHA authorized trainer with over 35 years of experience as a professional speaker.

His trainings are consistently rated among the highest in the business and deliver more usable content than any in the industry.

His programs are both informative and entertaining, and he is billed internationally as "*The Man Who Translates Technology into Human Terms.*"