IPR Diploma: Registration, GIs, Plant Varieties & Trade Secrets

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Vienna (Austria)



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Why This Course

In today's knowledge-driven economy, intellectual property rights play a vital role in protecting innovation, supporting market differentiation, and strengthening competitive advantage. As businesses, creators, and institutions face growing challenges in securing and managing intellectual assets, professionals need a deeper understanding of registration systems, geographical indications, plant variety protection, and trade secret strategies to respond effectively in both local and global contexts.

This comprehensive 1-week course offers an in-depth exploration of key intellectual property rights topics. Participants will gain expertise in registration processes, geographical indications, plant variety protection, and trade secrets. The course is designed to provide practical knowledge and skills for professionals working in IPR-related fields.

What You'll Learn and Practice

By joining this program, you will:

- Understand the registration processes for various forms of intellectual property.
- Analyze the legal framework and benefits of geographical indications.
- Explore plant variety protection systems and their global implications.
- Develop strategies for protecting and managing trade secrets.
- Apply IPR concepts to real-world scenarios and case studies.

The Program Flow

Day 1: Introduction to IPR and Registration Processes

- Overview of intellectual property rights.
- Types of registrable IP: trademarks, patents, designs.
- Registration procedures and best practices.
- International registration systems Madrid, PCT.

Day 2: Geographical Indications GIs

- Legal framework for GIs TRIPS, EU regulations.
- Benefits and economic impact of GIs.
- Registration and protection of GIs.
- Case studies of successful GI implementations.



Day 3: Plant Variety Protection

- Introduction to plant breeders' rights.
- UPOV Convention and national PVP systems.
- Application process for plant variety protection.
- Challenges and future trends in PVP.

Day 4: Trade Secrets and Confidential Information

- Defining and identifying trade secrets.
- Legal protection of trade secrets.
- Developing a trade secret protection strategy.
- Enforcement and remedies for trade secret misappropriation.

Day 5: Practical Applications and Case Studies

- Integrated IP strategies for businesses.
- Licensing and commercialization of IP assets.
- Dispute resolution in IPR cases.
- Future trends and challenges in IPR.

Individual Impact

- Strengthen your ability to navigate complex registration processes for various IP rights.
- Enhance your understanding of geographical indications and their legal and commercial value.
- Build practical knowledge to advise on plant variety protection applications and systems.
- Gain stronger expertise in creating and managing effective trade secret protection strategies.

Work Impact

- Improve intellectual property management practices across different organizational settings.
- Strengthen the protection and commercialization of valuable IP assets.
- Support better legal and strategic decision-making in IPR-related matters.
- Enhance the organization’s ability to respond to emerging challenges and opportunities in intellectual property.

Training Methodology

This program integrates legal knowledge, practical application, and case-based learning to ensure real-world relevance and professional impact. Learning methods include:

- Real-world case studies on registration, GI protection, plant variety rights, and trade secrets.
- Practical exercises on application processes, strategy development, and IP protection planning.
- Interactive workshops on licensing, commercialization, and dispute resolution.
- Group discussions on current legal issues and future developments in IPR.



• Frameworks and tools for applying intellectual property concepts in professional practice.

Beyond the Course

Upon completion, participants will be better equipped to manage intellectual property issues with greater clarity, confidence, and strategic awareness. They will return ready to:

• Handle registration processes for different forms of intellectual property more effectively.
• Support the protection and promotion of geographical indications and plant varieties.
• Develop stronger trade secret management and enforcement strategies.
• Apply integrated intellectual property approaches to business and legal challenges.

