



# دورة تدريبية في اعتراف الملكية الفكرية والحقوق الهجورة



**AGILE LEADERS**  
Training Center

02 - 06 Mar 2027  
اسطنبول



## دورة تدريبية في احترام الملكية الفكرية والحقوق المجاورة

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### Course Overview:

This course is designed to provide comprehensive knowledge and practical skills in the realm of intellectual property. This course will equip participants with the tools to navigate the complexities of IP rights, focusing on their importance for SMEs, IP advisory services, and the latest trends in digital IP protection. Participants will learn how to conduct IP audits and assessments, understand IP valuation techniques, and perform Freedom-to-Operate analyses. The course also covers securing industrial property rights, patent database searches, infringement protection, and utilizing European IP Helpdesk and International IP SME Helpdesks. Additionally, participants will explore the Horizon Results Booster, technology transfer IP assessment, and SME capacity building in IP. The course further delves into IP in trade fairs, collaborative R&D&I projects, sustainability in IP, and IP compliance with international standards. With a focus on practical applications, this course ensures participants are well-prepared to handle IP challenges in today's digital and globalized business environment.

### Target Audience:

- Business Owners
- IP Managers
- Legal Advisors
- R&D Managers
- Innovation Managers
- SMEs

### Targeted Organizational Departments:

- Legal
- R&D
- Innovation
- Marketing
- Compliance
- Sustainability

## Targeted Industries:

- Technology
- pharmaceuticals
- manufacturing
- entertainment
- digital services

## Course Offerings:

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

- Conduct comprehensive IP audits and assessments
- Apply IP valuation techniques effectively
- Perform Freedom-to-Operate analyses
- Secure industrial property rights
- Utilize patent databases for research
- Protect against IP infringement
- Access European IP Helpdesk and International IP SME Helpdesks
- Leverage Horizon Results Booster for IP management
- Assess IP during technology transfer processes
- Build IP capacity within SMEs
- Navigate international IP partnerships
- Participate in IP-related trade fairs and brokerage events
- Implement IP compliance with international standards
- Protect digital IP rights
- Monitor and assess technology for IP protection
- Develop sustainable IP strategies
- Create sustainable business models incorporating IP

## Training Methodology:

This course employs a blend of interactive and practical training methodologies to ensure a comprehensive learning experience. Participants will engage in case studies, group work, interactive sessions, and feedback discussions. Real-world examples and case studies will be used to illustrate key concepts, ensuring participants can apply their learning in practical scenarios. Group work will foster collaboration and the exchange of ideas, while interactive sessions will keep participants engaged and facilitate active learning.



## Course Toolbox:

- Workbooks
- Reading materials
- Online resources
- Checklists
- Templates

## Course Agenda:

### Day 1: Introduction to Intellectual Property and Related Rights

- What is Intellectual Property? Understanding IP Rights Topic 1:
- Importance of Intellectual Property for SMEs Topic 2:
- Overview of IP in the EEN Services Topic 3:
- Identifying, Assessing, and Valuating Intellectual Property Assets Topic 4:
- IP Audit and Assessment Techniques Topic 5:
- IP Valuation Methods Topic 6:
- Summarizing Key Learnings and Open Discussion Reflection & Review:

### Day 2: IP and Advisory Support

- Freedom-to-Operate Analysis Topic 1:
- Assisting Clients in Securing Industrial Property Rights Topic 2:
- Support to Finance for IP Topic 3:
- Patent Database Search Techniques Topic 4:
- Attorney Advisory Support for IP Topic 5:
- Protecting Against IP Infringement Topic 6:
- Summarizing Key Learnings and Open Discussion Reflection & Review:



### Day 3: European Commission IP Support Services and Innovation Support

- European IP Helpdesk Services Topic 1: •
- International IP SME Helpdesks Topic 2: •
- Horizon Results Booster Topic 3: •
- Identifying and Evaluating IP Assets in Innovation Topic 4: •
- Assisting Clients During Technology/Knowledge Transfer Topic 5: •
- Assisting Clients in SME Capacity Building Process Topic 6: •
- Summarizing Key Learnings and Open Discussion Reflection & Review: •

### Day 4: IP and International Partnerships

- Identifying and Evaluating IP Assets for International Partnerships Topic 1: •
- Internationalization Advisory Services Topic 2: •
- Cooperation Profiles POD Topic 3: •
- Brokerage Events and Company Missions Topic 4: •
- Participation in Trade Fairs Topic 5: •
- Collaborative R&D&I Projects Topic 6: •
- Summarizing Key Learnings and Open Discussion Reflection & Review: •

### Day 5: IPR Services in Sustainability and Digitalization

- Legal Requirements for IP Compliance Topic 1: •
- Freedom-to-Operate Guidance Topic 2: •
- Compliance with International Standards Topic 3: •
- Digital IP Protection Strategies Topic 4: •
- Technology Monitoring and IP Scanning Topic 5: •
- Sustainable IP Development and Business Models Topic 6: •
- Summarizing Key Learnings and Course Wrap-Up Reflection & Review: •

### How This Course is Different from Other Training Courses:

This course stands out from other IP training programs by offering a holistic and practical approach to IP management. Unlike traditional courses that focus solely on theoretical aspects, this course integrates real-world applications and hands-on training. Participants will benefit from a comprehensive curriculum that covers not only the basics of IP but also advanced topics such as digital IP protection, sustainable IP development, and international IP partnerships.



## فئات الدورات التدريبية



HR TRAINING & DEVELOPMENT

دورات إدارة و تطوير الموارد البشرية



دورات إدارة و تحليل البيانات ودورات علم البيانات



دورات إدارة الجودة وتطوير العمليات



الدورات التدريبية في مجال البيئة والاستدامة



دورات التسويق وإدارة علاقات العملاء وإدارة المبيعات



دورات التدريب القانوني والمشتريات والتعاقدات



دورات الاتصال الجماهيري و السياسات والعلاقات العامة



دورات النظم السبراني ودورات تقنية المعلومات



دورات الصيانة ودورات المجالات الهندسية المتنوعة



دورات الصحة والسلامة والأمن المهني



دورات السكرتارية و إدارة المكاتب



دورات الحوكمة وإدارة المخاطر والامتثال



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## فئات الدورات التدريبية



دورات معتمدة من قبل هيئات دولية



دورات في مجالات القيادة والإدارة



دورات المهارات الشخصية وتطوير الذات



دورات المحاسبة و التمويل و دورات الإدارة  
المالية



دورات مكتب إدارة المشاريع وإدارة المشاريع  
الرشيقية

## مدن التدريب



أمستردام - هولندا



أكرا - غانا



أثينا - اليونان



أبوظبي - الإمارات العربية المتحدة



الدوحة - قطر



الدار البيضاء - المغرب



الجبيل - المملكة العربية السعودية



استنبول - تركيا



المنامة - مملكة البحرين



الكويت - الكويت



القاهرة - مصر



الرياض - المملكة العربية السعودية



بانكوك - تايلند



بالي - جمهورية إندونيسيا



بأكو - أذربيجان



باريس - فرنسا

## مدن التدريب



تبليسي - جورجيا



بوكيت - تايلاند



برشلونة - إسبانيا



براغ - جمهورية التشيك



دبي - الإمارات العربية المتحدة



جوهانسبرغ - جنوب إفريقيا



جنيف - سويسرا



جاكرتا - جمهورية إندونيسيا



سيول - كوريا الجنوبية



سان دييغو - الولايات المتحدة الأمريكية



زنجر - تنزانيا



روما - إيطاليا



طشقند - أوزبكستان



طرابزون - تركيا



شيكاغو - الولايات المتحدة الأمريكية



شرم الشيخ - مصر

## مدن التدريب



فيينا - النمسا



عن بعد - منصة زووم



عمان - المملكة الأردنية الهاشمية



طوكيو - اليابان



لندن - المملكة المتحدة



لانكاوي - ماليزيا



كاب تاون - جنوب إفريقيا



كوالالمبور - ماليزيا



مونتره - سويسرا



مسقط - سلطنة عمان



مدريد - إسبانيا



ماربيا - إسبانيا



نيس - فرنسا



نairobi - كينيا



ميونخ - ألمانيا



ميلان - إيطاليا

# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

## OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

## OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



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