

# Trade Marks

## Topic & description

## Duration

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### **Brand Clearance Masterclass**

(60 or 90 mins)

What are the IP risks when creating a new brand, refreshing an old brand, choosing a company name or domain name or entering new territories or product sector? This session not only provides the legal knowledge to help identify and reduce risk, but also the practical toolkit to formulate, budget for and execute an effective search programme. We will take you through a structured international search programme and share our insights how to project manage the process, and costs, effectively.

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### **Kiss my assets. Understanding the IP you already have and making the most from the IP you create**

(60 or 90 mins)

Intellectual property and goodwill often form a significant part of a business' valuation. If your business is creative, works in IP rich sectors or you are looking to sell your business then you need to know what IP your business has, what it needs and what you do with the rights you create. We will conduct a mini audit of the business before the session and then look at how to shape your IP strategy for the future.

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### **Domain Names – Protecting your Online Brand**

(60 mins)

Domain names are one of the most common business identifiers for companies and trade mark holders. However, they are often overlooked as IP assets, with no clear value placed on them.

The right approach to domain management, registration and enforcement can play a key role in protecting your brand. This session we will cover some of the technical aspects of domain names, touch on the core differences with trade marks, and talk you through some of the main domain disputes resolution procedures. The aim of this session is to provide you with top tips on how to maximise your domain portfolio's potential and help you build a consistent approach across the registration, management, commercialisation, defence and enforcement of all your IP assets.