

<p>Title of the training Intellectual property and business administration Certified Course</p>
<p>Public concerned In addition to being aimed at non-specialists in the field, this training offers basic instruction in the management of intellectual property rights.</p>
<p>Prerequisites No prerequisites are required other than a good knowledge of the English language.</p>
<p>Access conditions / Admission procedure Candidates must complete an online pre-registration form.</p>
<p>Teaching objectives The aim of the "Intellectual property and business administration Certified course" is to provide distance training for specialists (IP lawyers, IP attorneys, industrial property attorneys) and non-specialists in intellectual property, such as marketing professionals, project managers, company directors and anyone else interested, in the role of intellectual property in business and its day-to-day management.</p>
<p>Content</p> <p>Moduls</p> <ol style="list-style-type: none"> 1. IP strategy development 25h 2. IP valuation (I) 20h 3. Integrated IP and innovation management 20h 4. IP in the industry 4.0 20h 5. IP valuation (II) 15h 6. Quality in operational IP management 15h 7. IP portfolio management and controlling 15h 8. Leadership in IP management 15h 9. IP for SME and startups (OEB) 15h 10. IP in digital technologies (OEB) 15h 11. IP in corporate sustainability (OEB) 15h <p>(Subject to change)</p>
<p>Duration and timetable (indicative) This training is organized for a total of 145 hours of asynchronous courses.</p>
<p>List of Lecturers</p> <ul style="list-style-type: none"> - Alexander J. WURZER, CEO at Wurzer & Kollegen, associate professor at CEIPI - Thibaud LELONG, Partner at Fidal, pedagogical coordinator at CEIPI - <p>List of Lecturers from the European Patent Office (EPO):</p> <ul style="list-style-type: none"> - Ambastha, Lalit, IP Attorney at Patentwire - Balascuta, Catalin, Senior Agile project Manager, Endava - Banerjee, Shourabh, Associate Advisor at ArthAum Group - Beconcini, Paolo, Head of IP and Anti-Counterfeiting Team - SQUIRE PATTON BOGGS - Bennett, Richard, Partner, SSM Patent Attorneys - Boicova-Wynants, Maria, Founding partner, Wynants&Co - Breitenstein, Tilman, Owner, Scalable IP - Brumnik, Mark, Patent Attorney, Sonnenberg Harrison Partnership - Buschorn, Marcus, Consultant for digital transformation and IP Management, cominds



Centre d'études internationales de la **propriété intellectuelle** | CEIPI

Center for International **Intellectual Property** Studies

Institut für internationale Studien des **geistigen Eigentums**

Université de Strasbourg

- Clarke, Edward, Director, UK and European Patent Attorney at ip21 Ltd
- Conlon, Peter, Director MaynoothWorks, Maynooth University
- De Lange, Peter, European patent attorney at V.O. Patents & trademarks
- Delsol, Benjamin, CEO, Delsol
- Demenec, Isil, Head of delegation of the Committee on Artificial intelligence, Council of Europe
- Demirden, Nazan, Trademark assistant, MW trade marks
- Denieul, Bertrand, Contrat engineer procurement division, Total E&P
- Dömötörfy, Borbala, Data privacy manager, Veeva Systems
- Doyle, Joe, IP Manager at Entreprise Ireland
- El Helaly, Karim, Group legal counsel, VIU
- Felbinger, Michael, CEO, Senior Patent Searcher & Analyst at Ipnovation GmbH
- Ferreira de Carvalho da Silva, Aline, Coordinator of the legal and regulatory affairs committee, Rede Brasileira de Inovação Farmacêutica
- Fichter, Robert, Founder and CEO, JET IP SIA
- Gavaza, Bogdan, Responsable PI, Shark Robotics
- Gerstein, Joachim, Partner, Meissner Bolte
- Grandi, Luca, Senior legal counsel, Ferrero
- Heubeck, Christian, Partner, Weickmann& Weickmann
- Ho, Wanxing, Director of IP and research, Mengniu Dairy
- Huang, Yanan, IP Manager, TRUMPF China
- Ising, Stephan, Head of IP Strategy & research, thyssenkrupp intellectual property GmbH
- Javadi, Farahzadi, Freelance consultant and mentor
- Juli, Suvi, Partner, IP & Tech Lawyer at Berggren Oy
- Kadjeh, Maryam, Patent and Trademark Attorney at Chrysiliou IP
- Kalafatoglu, Mehmet Polat, Assistant Professor at Koç University, Law School
- Kalloo, Terita, Attorney at Law at Terita Kalloo Law
- Kolar, Nina, Trademark and design Attorney, Dennemeyer
- Köllner, Malte, Partner at Köllner & Partner mbB, Patentanwälte
- Kruza, Michael, Chapter Lead at Deutsche Telekom
- Kunégel, Jean-Regis, Legal and data protection counsel, Nuvisan
- Labbé, Thibaut, Responsable Intelligence de la Donnée / EDS, Innovation, et recherche médicale at CHU Dijon Bourgogne
- Labundy, Rita, Legal and R&D consultant, Palomino Consulting Kft.
- Likourezos, George, Senior Partner, Carter, DeLuca & Farrell LLP
- Lim, Clement, Director, Head of Early Cancer Detection, Scientific & Medical Affairs at MiRXES Link, Max, Editor, the European software patents knowledge base at BARDEHLE PAGENBERG
- Lipp, Tobias, Consultant at Lipp+ Tech consulting
- Massoumian, Farnaz, European Patent Attorney at Vodafone
- Matthezing, Robert, Lawyer at Corundum B.V.
- Meyland, Nicolaisen, Head of IP at Kvasir technologies
- Mosiello, Nicolo, Senior legal counsel at Toyota
- O'Connell, Donal, Managing Director, Chawton services Ltd
- Oei, Shu Pei, Global IP lead at Palfinger
- Park, Duncan, Head of IP at TOMRA
- Perez, Denisse, International Affairs Manager at the International Affairs and Policy Department, Chilean Industrial Property Office
- Perlberg, Gil, IP Manager at Camtek
- Plettig, Jörn, Patent attorney at ETL IP

- Pohlmann, Tim, CEO at Iplytics
- Pollard, Pete, Patent attorney at Fireball patents
- Rehakova, Nora, Freelance privacy and data protection consultant
- Schlosser, Martin, Patent attorney at Schlosser law firm
- Seeger, Heiko, European and Italian Patent and Design Attorney at Studio Torta S.p.a
- Simandi, Claus, Patent attorney at Simandi Patentwälte
- Simsek, Merve, Self-employed European patent attorney
- Slisse, Christian, Director of molding solutions at Barnes Group Inc
- Smith, Erica, Executive director, Intellect Management services Inc.
- Souza, Edson, Director, intellectual property - Bayer
- Stiefel, Peter, Head of legal, WMF
- Thom, Russell, Managing Director, Patents, European Patent Attorney, Chemistry and Life Sciences at Murgitroyd & Company
- Vandborg Bro, Kristoffer, Senior Patent Attorney at CDPA
- Walmsley, Christine, Senior legal IP counsel, Sisvel
- Walorska, Agnieszka, CEO, mika
- Wang, Henry, President, China Operations at Ipwe
- Zagors, Andreas, Management Partner at InTraCoM GmbH

Head(s) of teaching

- Alexander J. WURZER, CEO at Wurzer & Kollegen, associate professor at CEIPI
- Thibaud LELONG, Partner at Fidal, pedagogical coordinator at CEIPI

Teaching methods and language of the training

The course is taught in English.

Asynchronously delivered courses: lectures, individual work

Nature and Certification of Training

Successful completion of the knowledge and skills assessment tests for this course will result in the award of a certificate of participation.

Course Materials

Speakers' presentations and other documents will be made available to participants online on the Moodle educational platform.

Location and Delivery Mode

Distance learning will be held via the the Moodle educational platform.

Pedagogical and Technical Support

- Educational support for participants is provided by each instructor or instructor for the portion that applies to them.
- The educational tools and resources related to the training are made available to each participant via the Moodle educational platform. Upon registration, each participant will receive login information by email. Access to the tools and resources is available throughout the training.
- Participants must have suitable technical equipment, including a computer, a high-speed internet connection, and a valid email address.
- The CEIPI provides technical assistance to users to identify any malfunctions and provide an acceptable solution as quickly as possible. However, the CEIPI assumes no legal liability in the event of malfunctions of the services used or poor bandwidth/network quality for participants or instructors.
- CEIPI Technical Support Contact:
Pôle Management du CEIPI: ip_management@ceipi.edu



Centre d'études internationales de la **propriété intellectuelle** | CEIPI

Center for International **Intellectual Property** Studies

Institut für internationale Studien des **geistigen Eigentums**

Université de Strasbourg

Participation Fees*

Price per module: 900€

- Package modules 1 to 4 : 3250€
- Package modules 5 to 8 : 3250€

*** Fees subject to approval by the University of Strasbourg Board of Governors.**

Information and enrolment

Pôle Management du CEIPI

Université de Strasbourg

Bâtiment LE CARDO

7 rue de l'Ecarlate

CS 20024

FR-67082 Strasbourg Cedex

ip_management@ceipi.edu

Tél : 0368858017