

Demystifying Intellectual Property



Mark Pullen : Patent and Trade Mark Attorney, Watermark IP
: Advisory Panel member/ and Chair of judges, WA Innovator of Year Awards



9/75 Dempster Street ESPERANCE
P. 9071 3377
E. admin@businessesperance.com

BOOKINGS ESSENTIAL
call now on 9071 3377

“Are you ignoring your most valuable asset?”

“The truth is every business has intellectual property (IP). You may not understand IP, and that’s where we come in. However being aware of IP and knowing how to use it to your advantage can set your business apart.

These workshops will draw on examples of real businesses to highlight the benefits of understanding and using your intangible assets for maximum impact, sustainability and profit.”

Two Esperance workshops on March 14 you don’t want to miss!

In these workshops, you will discover how to:

- Identify the most valuable assets in your business
- Use your assets (including the ones you didn’t know you have) to maximise the value of your business
- Gain a competitive advantage in the market
- Create a sustainable business model and build a solid growth strategy

Workshop 1 (9.00am to 12.00)

MARCH 14, Lotteries House, Forest Street, ESPERANCE

Patents and Design Registrations

- Inventorship
- Ownership
- Differences between patents, designs and other forms of IP
- Thresholds for patenting and design registration
- Freedom to operate – third party rights and searching
- Reasons for and timing of patents or registered designs
- How to use and maintain patents and design registrations
- Costs and processes

Workshop 2 (2.00pm to 5.00pm)

MARCH 14, Lotteries House, Forest Street, ESPERANCE

Trade Marks and Copyright

- Creation and use of trade marks
- Owning and using copyright
- What is a trade mark and what is registrable
- Differences between trademarks, copyright and other forms of IP
- Freedom to operate – third party rights and searching
- Costs and processes

Cost is \$82.50 inc GST, each workshop- per Person
Morning /afternoon tea supplied. Free Wi-Fi

Private Consultation and FREE Information Session also available!

FREE Information Session

WA INNOVATOR OF YEAR AWARDS

Learn about this valuable initiative which provides support to innovators and entrepreneurs across WA.

Tuesday MARCH 14, 12.30pm to 1.00pm
Lotteries House, Forest Street ESPERANCE

Private Consultation (One-on-One)

Mark Pullen (Patent & Trade Marks Attorney)

- IP advice/ solutions tailored to your business.
- Practical assistance with commercialisation

BY APPOINTMENT ONLY – Ph 9071 3377

Cost per 45 minute consultation - **\$88** inc GST

Wednesday MARCH 15, on-site or BDC office