

# TECHNICAL SHEET

## Training Course: Intellectual Property and Trademark Protection

**Course Title:** Intellectual Property and Trademark Protection

**Field:** Intellectual Property

**Training Format:** In-person / Online

### Target Audience:

- Law and legal sciences students.
- Law graduates and researchers.
- Business owners and institutions.
- Entrepreneurs and trademark owners.
- Owners of online stores and e-commerce businesses.
- Anyone interested in intellectual property and the protection of innovations and trademarks.

### Course Modules

#### Module 01: Introduction to Intellectual Property

- Concept and importance of intellectual property.
- Types of intellectual property rights.

#### Module 02: Copyright and Related Rights

- Concept of copyright.
- Protected works and the rights arising from them.

#### Module 03: Trademarks

- Concept and functions of trademarks.
- Types of trademarks and conditions for their protection.

#### Module 04: Trademark Registration and Protection

- Trademark registration procedures.
- Duration of protection and renewal.
- Rights of the trademark owner.

#### Module 05: Patents and Innovations

- Concept of patents.
- Legal protection requirements.
- Rights of the patent holder.

#### Module 06: Infringement of Intellectual Property Rights

- Forms of infringement of trademarks and intellectual property rights.

- Legal liability and means of protection.

## **Module 07: Intellectual Property in Trade and Business**

- Protection of institutional identity and trademarks.
- Intellectual property in the digital environment and e-commerce.
- Importance of protecting a project's intangible assets.

### **Course Objectives**

- Understand the concept of intellectual property and its main types.
- Identify the legal framework governing trademark protection.
- Understand the conditions and procedures for registering and protecting a trademark.
- Understand the rights of trademark and innovation owners.
- Identify forms of infringement of intellectual property rights.
- Understand legal liability and available protection mechanisms.
- Develop legal awareness for protecting trademarks and innovations in business projects.
- Understand the importance of intellectual property in e-commerce and business.

**Expected Learning Outcome:** Participants will develop a practical understanding of intellectual property protection, with particular focus on trademarks, innovations, infringement, and their application in business and digital environments.