



UNLOCKING VALUE FROM YOUR INTELLECTUAL PROPERTY
Conference launching significant funding awards for investing in IP
21 June 2007

- 96% of UK businesses do not know the value of their Intellectual Property Rights
- Only 11% of UK businesses know that disclosure of an invention before filing will invalidate a patent.
- 74% of UK businesses could not correctly identify the owner of copyright when using a subcontractor
- Only 4% of UK businesses have an Intellectual Property policy program

On 21st June 2007 at the Technocentre in Coventry *Fillip* The West Midlands Intellectual Property Forum is holding a one day seminar where SME's can hear keynote speakers and learn how to apply for funding.

You will learn how to

- *Identify*
- *Commercialise*
- *Exploit your Intellectual Property*

PLUS

*How you can benefit from a valuable programme that provides:
Expert Training and grants for IP Exploitation.*

Fillip raises awareness of the importance of Intellectual Property and provides training on how to commercialise it. It also provides a Forum for IP professionals. The programme is accessible to all SME's in the West Midlands. The Seminar will provide you with the information and the tools to apply for a grant from *Fillip*, which can cover 90% of IP audit costs and 80% of commercialisation costs. for selected companies. Following the seminar, companies will be invited to apply for funding to exploit their IP.

SME'S attending the seminar will receive the following benefits:

- Training on the issues involved in Commercialising IP
- Examples of how others have successfully exploited their IP
- An opportunity to enter a competition to secure funding to protect and commercialise their company's IP

WHAT IS IP?

Intellectual Property (IP) is not just about patents. It also includes trade marks, registered designs and copyright. Know how, skills, processes, branding and reputation all also add value to your IP.

Successful exploitation and commercialisation of this IP can increase the value of your business and generate additional, long-term income streams.

Keynote speakers

David Foster Head of Intellectual Property, Cadburys Schweppes plc

Mandy Haberman inventor of the Anywayup Cup - Inventor of the Year 2000

Christopher Morcom QC Hogarth Chambers, a leading trade mark Barrister

Simon Roberts Head of Patents, British Telecom Plc

Bruce Renny ROK Group, a leading West Midlands innovator in mobile phone technology

TO REGISTER FOR THE SEMINARS:

Please email events.team@cad.coventry.ac.uk Tel 02476 236377

The events start at 9:30am and finish at approximately 4:30pm and will include a buffet lunch and refreshments.

Directions will be sent to you before the event

Registration Charges: £30 +VAT (£5.25).

