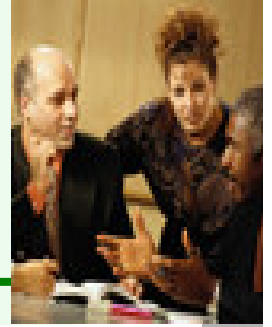
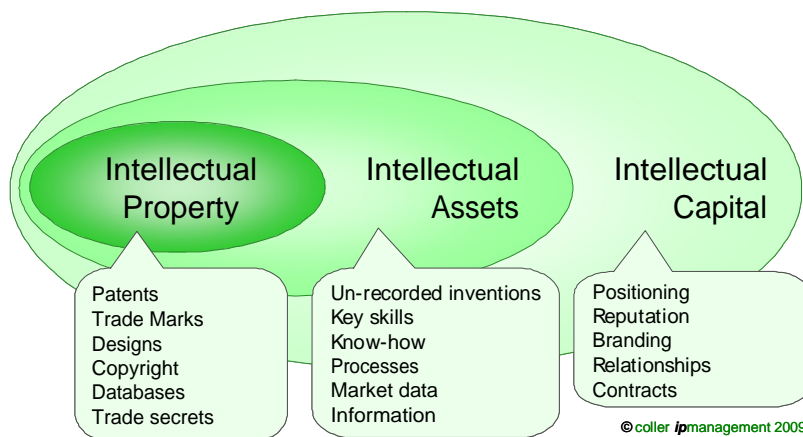


Getting Up to Speed with Intellectual Capital



All businesses have Intellectual Capital, but few appreciate its value or the risks of losing it. A survey of top UK companies, highlighted many areas in which there is alarming lack of awareness of the very basics of intellectual capital, the key issues and how these can be managed in a strategic business environment.

In a successful business, all key decision makers understand the importance of intellectual capital and use their knowledge in day-to-day operations. We provide business awareness training, aimed at professionals, ranging from technologists, through business unit and business development managers to commercial teams.



We deliver on-site structured training modules for client teams that cover:

- A simple introduction to the basic terms and meaning of Intellectual Capital.
- Intellectual Property management
- Patents, Trade Marks, Copyright, Trade Secrets
- How IP registration works
- How to protect know-how and other intellectual assets
- Business Positioning, Relationships, Reputation
- The significance of Intellectual Capital in business
- How to approach an IC strategy that aligns with business objectives
- How the client team can put an IC strategy into practice

For further information on how **Coller IP** can help your business please contact:

Dr Jackie Maguire

Tel: +44 870 402 1616

e: jackie.maguire@collerip.com

www.collerip.com

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MANAGEMENT