



Dec 2019

# Protecting & Exploiting Intellectual Property Assets

10am - 4pm: The Imperial War Museum, Central London

Who should attend?	This course will be of benefit to practitioners or business people who are looking for an essential and practical course to help them understand <b>how they can protect and optimise their IP assets.</b>
What will the course enable me to do?	<ul style="list-style-type: none"> <li>• Identify IP rights which can be exploited</li> <li>• Consider how you can protect your own rights</li> <li>• Understand how IP assets can be used to develop sustainable business models</li> <li>• Develop potential business models using IP assets</li> <li>• Discuss case studies as they apply to different situations which are discussed</li> <li>• Network and share ideas with other workshop delegates.</li> </ul>
What's included?	<ul style="list-style-type: none"> <li>• Lunch and refreshments on the day</li> <li>• Networking</li> <li>• Comprehensive training materials</li> <li>• Certification</li> <li>• Learn from Naomi Korn and Solicitor and General Counsel to the V&amp;A, Anthony Misquitta</li> </ul>

**This course is worth 5 CPD points**

**Course Trainer: Anthony Misquitta**

Anthony Misquitta is a solicitor with 20 years' experience advising business of all sizes, cultural institutions, artists and makers on the legal issues relating to art, brands and technology. He currently splits his time between the V&A where he is the General Counsel, Keystone Law where he is a consultant solicitor and the Centre for Commercial Law Studies (CCLS) at Queen Mary University of London, where he lectures on trade marks, art and copyright. He is also a trustee of the Association for Cultural Enterprises - a charity that promotes commercial best practice in the cultural and heritage sector, and the Sir Percival David Foundation of Chinese Art. Anthony is ranked as a commercial contract and brand management specialist in the Legal 500 directory and as an intellectual property specialist, in the UK's Chambers & Partners directory. Prior to embarking on his portfolio career Anthony was a partner at Farrer & Co solicitors. Anthony is particularly good at advising on copyright infringement issues for both claimants and defendants and drafting and negotiating complex IP licenses, often involving technology or overseas brand expansion.



## Course Trainer: Naomi Korn, Managing Director

Naomi Korn is one of the leading UK experts in copyright, compliance, rights and licensing. Naomi is the former Chair, Libraries and Archives Copyright Alliance (LACA) from 2013 – 2017. During this period, she led the reform of the UK’s copyright laws on behalf of the cultural heritage sector, which resulted in new UK exceptions to copyright in 2014. She has also regularly represented the interests of the sector to UK Government Ministers and she regularly sits on Government advisory groups. From 2015-17, Naomi was a Trustee of the Chartered Institute of Library and Information Professionals (CILIP), the second largest professional organisation for librarians in the world. Since 2012 Naomi has set the program and chaired the CILIP annual Copyright Conference. Naomi recently travelled to China for the British Council lecturing on copyright at the UK-China conference for Commercial Enterprise and Copyright Protection. Naomi is a visiting lecturer at City University, University College London and Kingston University. In November 2017, Naomi was appointed a CREATE Industry Fellow. Naomi established Naomi Korn Associates in 2003, after having overseen copyright at the Tate from 2000 – 2003.



## Booking

The fee for this course is £295 + VAT. We will send an invoice to your organisation and payment is due within 30 days upon receipt of invoice. [Discounts are available for multiple bookings!](#)

For the full course agenda or further details, please contact Patrick Ibbotson, Operations & Project Manager.

In order to make your booking, please call Patrick on 07792 206284 or you are welcome to fill out this form and email the details to: [patrick@naomikorn.com](mailto:patrick@naomikorn.com).

### Intellectual Property 05.12.19

Delegate Name/s:	
Delegate Job Title:	
Name of Organisation:	
Address of Organisation:	
Delegate Email Address:	
Accounts/ Finance Person:	
P.O Number:	

For more on who we are and what we do, please head to our website: [www.naomikorn.com](http://www.naomikorn.com)