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QUALITY INSTRUCTION
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Copyright, Trademark, Patent and Licensing For Engineers

June 9-10, 2005
Mississauga, ON

Managing and Leading Technical People In Changing Times

June 9-10, 2005
Mississauga, ON

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Copyright, Trademark, Patent and Licensing For Engineers

1.4 CEUs / 14 PDHs

Description

You need to protect your own “intellectual property” as well as be aware of the rights that others have on their “intellectual property.” An understanding of how you can use trademark to protect your intellectual property and products will go a long way to protect your company’s valuable assets. Also, in view of the climbing costs of research and development and the increasingly faster pace of new product introductions in the global markets it is imperative for business to protect research and development. Through patents, business may exclude competitors or may generate revenue through licensing. Development costs may also be reduced by licensing the technology of others. After participating in this seminar you will be better able to protect your own intellectual material and enhance your awareness of the rights of others, use your trademark to protect your assets as well as commercialize your own inventions, avoid infringing on others’ patents, and conclude beneficial technology license agreements with others.

Objective

To provide an understanding of when copyright and trademark should be obtained and when patent protection should be considered, the procedure to acquire a patent, licensing agreements, trade secrets and patent infringement.

Who Should Attend

Managers of intellectual property, entrepreneurs, inventors, engineers, scientists, technology transfer specialists, product managers, licensing executives, and research and development managers in industry, government research organizations, and educational institutions who are interested in the nature and extent of copyright, trademarks, patent rights, procedure to acquire them, how they may and may not be used as well as in licensing technology.

Program Outline

Day I

8:00 Registration and Coffee

8:20 Welcome and Introduction

8:30 Copyright

Jill Jarvis-Tonus, Bereskin & Parr

- Definition
- What can be copyrighted
- How to obtain and maintain copyright protection
- How and when copyright protection is lost

9:30 Stretch Break

9:40 Copyright: Applications And Licensing

Neil Henderson, Bereskin & Parr

- Application of copyright and patent protection to computer programs
- Computer Software Licensing
- Benefiting by licensing copyrighted materials
- Protection of integrated circuits

10:40 Refreshments and Networking

10:50 Trademark

Stephen Beney, Bereskin & Parr

- Definition: trademark, service mark, trade name, generic name
- What to expect from a trademark
- How can you create a trademark
- How can you obtain and maintain trademark protection

12:00 Lunch

12:40 Trademark Application And Use

Stephen Beney

- How to use your trademark to your advantage
- Benefiting by licensing trademarked products

1:20 Understanding Patents

Sheldon Burshtein, Blake, Cassels and Graydon LLP

- What constitutes a patentable subject matter
- The difference between patents and trade secrets
- Rights conferred by patents
- What you give up to obtain a patent
- Who can acquire a patent - definition of an inventor
- Risks and benefits of trade secrets
- How to take advantage of both
- Assessing the value of technology

2:20 Refreshments and Networking

2:40 The Power of Patents

Anthony Prenol, Blake, Cassels and Graydon LLP

- Who may sue
- What remedies are available
- What constitutes infringement
- What are the defences to a patent infringement claim
- What are the steps in a patent infringement action
- How and when do you settle

3:30 Obtaining A Patent (Filing Your Patent Application)

Sheldon Burshtein

- Process timetable and cost of a patent application
- Matters to discuss with your patent agent
- Importance and benefits of searching patent literature

4:30 Adjournment

Day II

8:30 Obtaining A Patent (Procedure)

Santosh Chari, Blake, Cassels and Graydon LLP

- Step-by-step guide to what occurs after filing patent applications through receipt of issued patent
- Interaction of invention and patent agent with the patent examiner

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9:40 Procedures To Protect Your Research

Anthony Prenol

- Research records
- Laboratory notebooks
- Employee agreements
- Secrecy agreements

10:40 Refreshments and Networking

11:00 International Patent Protection

Santosh Chari

- Interrelationship of US Patent Laws to worldwide protection

12:00 Lunch

12:40 Benefitting From Technology By Commercializing - Forming Your Strategy

Sam Frost, Bereskin & Parr

- Setting objectives
- Assessing the value of technology
- Technology
- Recognizing opportunities in a competitive market
- How to find a customer
- Direct sale
- Measuring achievements

1:20 The Licensing and Commercialization of Patent

Scott Pundsack, Bereskin & Parr

- Key provisions
- Terms and conditions of the license
- Grant
- Sole/exclusive license
- Fees and royalties
- Quality
- Use and marketing
- Warranty and indemnification
- Validity
- Termination
- Infringement
- Conflict of laws
- Assignments and sub-licenses
- ADR and arbitration clauses
- Ownership
- Improvements
- Warranties
- Trade secrets
- Dos and don'ts

2:40 Refreshments and Networking

3:00 How To License Technology

Neil Henderson

- Arm's length and subsidiary licensing
- Joint ventures
- Partnerships
- Patent Pools
- Standards bodies
- Competition law concerns
- Tax concerns

3:30 The Process of Negotiating Agreements

Neil Henderson and Scott Pundsack

- Negotiating procedure
- Win/Win agreements
- When and how to involve the lawyers
- Re-evaluating your strategy

4:30 Concluding Remarks and Final Adjournment

Achieve The Learning Outcomes To:

become familiar with licensing in and licensing out technology
analyze licensing agreements
appreciate the "Know-How" and make the best use of your corporate knowledge
gain an understanding of the concepts of patent protection so as to be able to communicate and work effectively with your patent attorney or agent
learn what is covered by copyright or industrial design
strengthen your methods of safeguarding confidential information and trade secrets from your competitors
discover what is considered a trade mark
replenish your repertoire of techniques to enforce the various forms of intellectual property rights for your organization

Instructors:

Sheldon Burshtein is a Partner of Blake, Cassels & Graydon LLP. He practises in the Intellectual Property and Information Technology Groups in the Toronto office. Sheldon received his B.Eng. (Civil) from McGill University and is a Registered Professional Engineer in the Province of Ontario. He received B.C.L. and LL.B. degrees from McGill University. He is a member of the Law Society of Upper Canada and is a registered Patent and Trade Mark Agent in Canada. Sheldon has been certified by the Law Society of Upper Canada as a Specialist in Intellectual Property (Patent, Trade-mark and Copyright) Law. He is also registered to practice before the United States Patent and Trademark Office on behalf of Canadian applicants.

Anthony Prenol is a Co-Chair of Blake, Cassels & Graydon LLP's Intellectual Property Group and practises in their Toronto office. He is a lawyer, patent agent and trade-mark agent. Anthony obtained a mathematics degree from the University of Waterloo and his law degree from the University of Toronto. His practice focuses on IP litigation. Anthony is a member of the advisory board for IP Litigator magazine. He is also a member of the editorial board for the Trademark Reporter and is a co-editor of the most recent edition of Intellectual Property World Desk Reference: A Guide to Practice by Country, State, and Province. He has served on the International Trademark Association's Alternative Dispute Resolution Committee and the Intellectual Property Institute of Canada's Litigation Committee and Intellectual Property Trade Policy Committee.

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Santosh K. Chari holds degrees in Biochemistry and Chemical Engineering from the University of Ottawa and is a licensed Professional Engineer in the Province of Ontario. He entered the patent profession in 1989 and is a registered Patent Agent before the Canadian Patent Office and the United States Patent and Trademark Office. Santosh regularly advises clients on the practical aspects of intellectual property protection. Santosh is a Fellow of the Intellectual Property Institute of Canada (IPIC) and is a member of the Institute's committees on Biotechnology Patenting, Biotechnology Legislation, and the Patent Cooperation Treaty (PCT).

Scott Pundsack is a partner with Bereskin & Parr and practices out of the firm's Mississauga office. He is a registered patent agent in both Canada and the United States. Scott graduated with Honours from the Department of Civil Engineering at the University of Toronto and is a registered professional engineer (P.Eng.). After graduating from the Faculty of Law at the University of Toronto, Scott spent his articling term at Bereskin & Parr and also trained for the Canadian patent agency exams. Scott's patent practice is focused on environmental, building sciences, and general mechanical inventions. Scott also negotiates and drafts technology transfer agreements, advises on IP portfolio management issues and is an active member of the Intellectual Property Institute of Canada's Licensing Committee.

Sam Frost is a partner with Bereskin & Parr and practices out of the firm's Mississauga office. Sam is a chartered patent agent in the United Kingdom and a registered patent and trade mark agent in Canada, where he won the J. Edward Maybee Memorial Prize for the patent agents examination and the Educational Foundation Prize for the trade mark agents examination.

Sam serves a wide range of clients with his patent expertise in software, electrical and mechanical inventions, including fuel cell and mass spectrometry technologies. Sam has published papers on the various intellectual property aspects of protecting inventions. He has also contributed extensively to patent agent training, having previously been a member of the Canadian Patent Agents Examination Board.

Neil Henderson is a senior associate lawyer with Bereskin & Parr and practices out of the firm's Waterloo office. Neil earned his engineering science degree from the University of Toronto, and his law degree from the University of Western Ontario. Neil is a registered Canadian and United States patent agent, and a Canadian trade mark agent.

Prior to joining Bereskin & Parr, Neil practiced intellectual property law at both a national IP boutique and at a large national law firm. Neil also spent four years in Japan where he worked as a technical consultant at a patent firm and as a patent and legal advisor to a private company. As such, Neil has a depth of experience in Canadian, U.S. and international IP practice from both the Canadian and Japanese perspectives. Neil's practice focuses on strategic IP portfolio creation and management including advising on patent and trade mark prosecution, providing opinions on patentability, validity and infringement, and handling the IP aspects of all types of business transactions. Particular technologies of interest include the mechanical, optical, electro-mechanical, medical, communications, software and Internet areas. Neil also advises clients on IT/copyright law, including software licensing, distribution and outsourcing.

Stephen Beney is a partner with Bereskin & Parr and practices out of the firm's Mississauga office. Stephen completed a Specialist Programme in physics at the University of Toronto, receiving his B.Sc. in 1982. Stephen serves a wide range of clients. His practice includes the preparation and prosecution of patent applications in the mechanical, electro-mechanical, electrical, software, and electronics fields. His advice extends to intellectual property management and strategic planning; what to patent and where to patent. He has also prepared many patentability opinions, as well as infringement and validity opinions. Stephen is very active with the Intellectual Property Institute of Canada (IPIC) and has contributed extensively to patent education in Canada. Stephen has been a lecturer and a tutor since 2001 for the annual IPIC/McGill University Patent Course, and was Assistant Programme Director for the 2001 edition of the course and Programme Director for the 2002 edition of the course. Stephen has also served as a tutor from 2000 to 2003 with the IPIC Committee that provides annual patent agent training sessions. Stephen is currently a Member of the Patent Agents Examining Board.

Jill Jarvis-Tonus is a partner with Bereskin & Parr. Jill's practice focuses on copyright and trade mark matters, including trade mark and copyright registration, trade mark oppositions, assignments of rights, due diligence work, and licensing, particularly in the entertainment, publishing and software industries. She also handles opinions, litigation support and the review of and advice on copyright policy and legislative change. In recent years, Jill has increasingly worked on copyright and trade mark matters relating to new media products and internet services, including the drafting of website agreements and other internet related contracts, the selection and protection of domain names, advising on the infringement of copyrights and trade marks on the internet and privacy law concerns. She is a member of the Copyright Legislation Committee of the Intellectual Property Institute of Canada ("IPIC") and has written several papers on copyright as it applies to the use of photographs, archival materials and third party content on the internet, and the creation of multimedia products and internet services. She is a frequent speaker at legal conferences on copyright law and reforms and has lectured at the McGill Copyright course offered through the IPIC.

Managing and Leading Technical People In Changing Times

1.4 CEUs / 14 PDHs

Description

Managing, leading, inspiring and motivating technical people is always a challenge. Do we have management and leadership abilities? By strengthening management skills, we can increase productivity, improve cooperation, lower employee resistance and gain the support of our colleagues and employees. This course focuses on the functions and roles of lead-managers and the skills required to fulfil these roles. How to motivate others is emphasized. You will change and improve the ways you work and lead others, increasing both your own productivity and theirs. By investing two days to enhance your awareness of the challenges of today leading and managing, you will learn ways to meet these challenges and enormously reduce the time required to become effective in leading technical people.

Objectives

To identify and strengthen skills needed to lead technical people.

To demonstrate through case histories practical skills that can be applied in leading technical people.

Who Should Attend

Technical people contemplating a transition from the exclusively technical to the supervisory or managerial role and technical supervisors facing advancement to the managerial positions.

Managers of technical people who are seeking to upgrade or refresh their management skills, as well as those who have been recently appointed in such a position and want to make the right start.

Program Outline

Faculty: Lorraine Elliott, NEXCareer, Toronto and Jan Jekielek, Program Director, EPIC

Day I

8:00 Registration and Coffee

8:20 Welcome and Introduction

8:30 Review of The Course: A Manager, Leader Or Facilitator?

- Understand the difference between a manager, leader, and facilitator
- Establish the tasks and skills required for each

9:30 Break

9:35 Technical Expertise Versus People Skills

- Provide the basis for determining and measuring quality when the output is a management service rather than a product

10:35 Refreshments and Networking

10:50 Communication That Gets Results

- Review of the effectiveness and pitfalls of different means of communication
- Outline verbal and non-verbal communication
- Effective presentation and listening skills

12:05 Lunch

12:45 Leadership and Management Styles

- Define and describe leadership and management styles
- Leadership workshop

2:00 Break

2:05 Performance Appraisal

- A five-step process for employee appraisal
- Addressing special situations
- How to present and receive evaluations

3:00 Refreshments and Networking

3:15 The Fine Art of Delegation

- Delegating effectively
- Delegation vs. abdication
- The seven levels of delegation

4:30 Adjournment

Day II

8:30 Negotiating Skills And Building Consensus

- Basic negotiation skills and how to use them effectively
- Establishing processes for consensus building
- Avoiding pitfalls of consensus building

10:00 Refreshments and Networking

10:15 Motivating Yourself, Individuals and Teams

- Setting goals and creating a vision
- Incentives and Motivators

11:45 Lunch

12:30 Working With Difficult People and Dealing With Stress

- How to deal with problem co-workers, supervisors and employees
- How to deal with confrontations
- Recognize and manage sources of stress in the workplace
- Three simple ways to deal with 90% of workplace stress

1:30 Refreshments and Networking

1:45 Mentoring And Benefits Of Reverse Mentoring

- Introduction to a formalized system of mentoring where younger employees and more experienced employees mentor one another for mutual benefit

2:45 Refreshments and Networking

3:00 Management and Leadership Challenges: Diversity and Generational Gaps

- Managing and leading cultural and gender diversity
- An overview of generational changes in the workplace and what the youngest proportion of technical employees need in order to be satisfied and retained by corporation
- Younger managers leading entrenched employees

4:30 Concluding Remarks and Final Adjournment

Managing and Leading Technical People In Changing Times

1.4 CEUs / 14 PDHs

Achieve The Learning Outcomes To:

understand your leadership and management styles and their impact on getting results

expand your team's capabilities and skill base

set objectives that are realistic, measurable and meaningful

identify three areas of skills that are crucial to leading people

recognize what motivates people to action

conduct a productive meeting with technical people

learn what to avoid as a leader or manager

assist others by tactfully giving them feedback about performance

increase your own productivity as well as that of others

add to your skills of oral and written communications

achieve better time management (both for yourself and for your team)

understand your style of leadership and how to improve it

read others and know how to motivate them to action

develop strategies to help staff achieve their full potential

use your new skills to anticipate problems and to develop preventive action plans

create a work environment to optimize the output of your high performance team

Instructors:

Lorraine Elliott is a Career Management Coach with many years experience recruiting, managing and coaching talented technical employees. She brings a unique and first-hand perspective to managing technical teams and individuals and ensuring that technical people are given support and leadership in a way that inspires them to be aligned with the values and vision of their employer, and therefore to be both productive and retained. Lori holds a B.Sc. from the University of Toronto as well as post-graduate teaching qualifications in Adult Education. She is presently a Career Management Coach with NEXCareer in Toronto as well as a recruiting and organizational development consultant in her own practice.

Jan Jekielek is EPIC Program Director with over 30 years experience in engineering and management. During his career he worked in research and development, design, construction, commissioning, operation and management, as well as lecturing on technical and business topics. His broad experience in engineering and business consulting led to authoring over 60 technical and business papers and publications at national and international conferences and journals. Jan holds a M.Sc. Electrical Engineering degree from the AGH University of Science and Technology. He is a Professional Engineer in Ontario, the member of the Institute of Electrical and Electronics Engineers active in the education and communications societies, and the senior member of the Instrumentation, Systems and Automation Society ISA, active in the management division.

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COURSE LOCATION

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Yes, Sign Me Up For:

Copyright, Trademark, Patent and Licensing For Engineers

June 9-10, 2005

Mississauga, ON

Course code: 96-0627-1608

Fee: \$795 + GST (*increases to \$895 + GST after May 6, 2005*)

Managing and Leading Technical People In Changing Times

June 9-10, 2005

Mississauga, ON

Course code: 96-0628-1608

Fee: \$995 + GST (*increases to \$1,135 + GST after May 13, 2005*)

GROUP DISCOUNTS AND WITHDRAWALS

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