**Wednesday 6th March 2019**

**MORNING: IP & Commercialisation**
This course aims to provide you with a basic understanding of how to develop, commercialise and manage IP. We will review how to go about working with others from the IP perspective, including the use of contracts and confidentiality agreements, how to build an IP strategy, prepare an IP policy, and IP matters relating to employees. The training will provide a framework for establishing a robust practice in house. The course should appeal to those embarking on the commercialisation of IP through licencing, sale, or joint venture activities, and also those who may want to review their own procedures.

**AFTERNOON: Core Patent Search Skills**
The afternoon class covers the core essential skills needed for successful patent searching. Join us to learn some essential subject search skills, find out about patent families, and how to approach company name and inventor name searches. We teach the background and theory of how to use the IPC and CPC patent classification systems, and how to use forward and backward patent citations to broaden and narrow your search results. Please bring a laptop to participate in two practical sessions. The course is aimed at those with less than two years patent searching, those who only search patents occasionally and/or those who want to update their knowledge of patent information and search skills.

**Thursday 7th March 2019**

**MORNING: Commercial Patent Search and Analysis**
Often called patent landscaping or IP analytics, this class provides an overview of search and analysis techniques for business decision making. Attendees will gain an understanding of how to construct and perform business focussed patent searches and how to analyse the results for reporting. We will cover areas such as technology, market landscape and competitor landscaping. Each type of business question will require a particular dataset. In this course we show how to select sources for the search, how to work within budget and timeframes whilst providing reasonable answers, and how to report on the scope and risks associated with the results without detracting from the answers generated.

**AFTERNOON: Freedom to Operate Search & Analysis**
Companies, large and small, all need to take care to ensure that, as far as possible, their potential product, or process, will not infringe any existing products or patents. In this class we will review how to prepare for FTO searching, how to stage FTO exercises according to the product development stage, and what you can do when your budget is limited. The training will also cover how to analyse the results, and how best to report your findings.

*Attendees will be limited to a maximum of 15 so there will be plenty of opportunity to ask questions and consider specific topics in more detail. We encourage attendees to join us for lunch on the day they attend, giving further opportunity to discuss IP and commercialisation issues with the experts and to learn from each other’s experiences.*
Practicalities

Cost: Early bird price for each course: £150 + VAT per half day, which includes lunch. There is a cost reduction for full-day attendance.

Venue: Homerton College Conference Centre, Cambridge

Bring your laptop or tablet to take part in the practical sessions

Register @: https://www.ciipm.co.uk/training for more information and to book your place through Eventbrite.

Programme delivered by: Jane List (Extract Information), and Stuart Newbold (PSIM)

These training days are supported by:

The Cambridge Information and Intellectual Property Meeting (CIIPM) was founded by Jane List of Extract Information and Stuart Newbold of Patent Search & Information Management in 2015. The CIIPM summer meeting takes place in July to provide an opportunity for knowledge sharing for those engaged with the commercialisation of technologies using intellectual property, and those needing information to make legal and commercial decisions. CIIPM half-day training courses in IP Matters, Commercialisation, and Patent Searching for Legal and Commercial Insights take place in October and March each year at Homerton College Conference Centre in Cambridge. CIIPM can provide bespoke in-house courses too. www.ciipm.co.uk

Jane List founded Extract Information in 2013 to provide search, training and consultancy services for her clients. Prior to this Jane worked for 10 years in product development roles at DataStar, ProQuest and LHIP, and in IP Analyst roles at The Technology Partnership (TTP). Jane has provided training throughout her career, at DataStar, EMBL, TTP and Xaar. As well as providing training in patent searching for CIIPM she trains for Management Forum. Jane has been Editor in Chief of World Patent Information since 2014, and is a regular speaker at international conferences. Jane has qualifications in chemistry, information science and intellectual property law. www.extractinfo.info

Stuart Newbold has worked for over 25 years in the information industry and, like Jane, founded his company, Patent Search & Information Management Limited (PSIM) in 2013. Stuart was a trainer and searcher working on patent and scientific literature databases at Thomson-Reuters and the Royal Society of Chemistry, and went on to become Head of Information at Astex Pharmaceuticals (now part of Otsuka) from 2003. Stuart is an active member of the search and chemical information community and has qualifications in chemistry and business. http://www.psandim.com/

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