



ADDING VALUE TO YOUR IP



IP training

Develop your knowledge of

INTELLECTUAL PROPERTY

Understand what IP and intangible assets are and learn how to protect them, manage them and grow their value

- ▶ IP identification, commercialisation and finance
- ▶ One-2-one, group sessions and masterclasses
- ▶ In person or online
- ▶ Event and conference speaking

Learn how to manage and leverage your IP

Inngot's IP training covers a multitude of topics and real-world applied case studies relating to Intellectual property and intangibles. Training can be delivered on one-2-one basis or as group sessions, either in person or online, via virtual classrooms, training events, forums, conferences, or webinars.

All companies have IP and intangible assets and will have built up a significant bank of intellectual property that is rarely identified or fully exploited. IP is complex and comes in many forms; understanding what IP is and how it drives value is critical in identifying commercialisation opportunities and creating an IP strategy to better protect and grow your existing and future IP and intangibles.

Inngot's dedicated experts have 100+ years of combined experience, with expertise in business support, IP management, protection, and commercialisation gained from scaling IP rich businesses. Our IP training can give you or your team a general overview of IP and intangibles, or can be tailored to focus on topics directly relevant to your organisation and its current challenges or goals.

Inngot has delivered training for banks, business advisors, law firms, NGOs, national and international IP offices and innovation agencies, including the UKIPO, IPOS, EUIPO, Innovate UK EDGE, universities, and national and international companies.

Inngot experts also frequently speak at events and conferences.

In person

The biggest opportunity that in person training presents is the ability to discuss, collaborate, practice and role play, all live and with guidance from an Inngot expert on hand. Being part of a group and participating are powerful learning tools.



Training can be conducted in a one-2-one, group, or conference setting depending on your requirements, with a dedicated Inngot expert to co-ordinate and deliver the session.

Online

Online training can be useful for many reasons, including facilitating attendees in multiple locations, ease of organisation, reduced costs and the ability to record sessions for review.

Our training and masterclasses can be delivered as webinars, online forums, online events, virtual classrooms and online conferences.

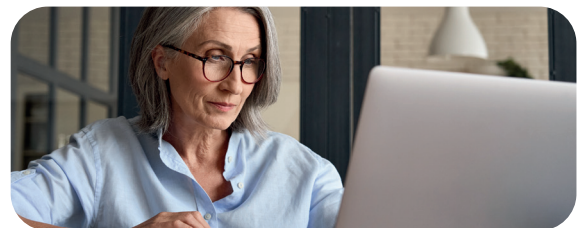


Inngot's team has over

100 years

combined experience in IP management

We can accommodate most virtual software packages including Microsoft Teams, Zoom, GoTo webinar and Google, or we can provide training using your in house platform.



Guest speaking

Inngot team members have delivered content at major international IP conferences and events including the High-Growth Technology Business conference, Singapore IP Week, Confederation of Indian Industry conferences, WIPO panels, Intellectual Property Finance Forum in Korea, as well as online for Enterprise Europe Network, Knowledge Transfer Network and many more.





IP Identification

Most companies don't know the full extent of the intellectual property and intangible assets they own; some assume they don't have any IP, because they don't own any patents or trade marks. But IP is about far more than just registered rights like patents – it also covers 'know how' like trade secrets, processes, market knowledge, customer lists, and much more.

Our training helps companies and organisations identify and catalogue all their IP. With that knowledge, they can move on to working out which IP delivers value to the company, how that value can be developed and leveraged, and how best to protect it.

IP Commercialisation

You need to know what your IP has cost you to create, and what it's worth – both to you as a business, and to others. That's where Inngot's expertise in IP valuation and commercialisation comes in. We do more than just help you identify the value your IP delivers to your business on an ongoing basis, or how much it could be sold for. We can also advise on other ways you could exploit your IP – perhaps by licensing it to companies in countries where you don't operate, or non-competing companies serving different industry sectors. Plus, shareholders, investors and lenders all want to know what your IP value is and how you are leveraging it.



IP Finance

Traditionally, companies wanting to get funding had to have physical assets like buildings and machinery. But in today's knowledge-driven economy, intangible assets are now driving company value. Inngot is a thought-leader in the use of IP as collateral in raising finance, and works with NGOs, government agencies and global banks to develop the new IP-based finance system. We can deliver training to help IP-rich companies understand how to use their IP as collateral to get the funds they need to grow, whether that involves developing new IP by investing in R&D, adding to their production capacity, or even buying IP from others.

How we deliver our IP training

One-2-one training

Our one-2-one training is tailored to your goals. Key team members get the undivided attention of an Inngot expert, who will focus on your requirements. This can be particularly useful in working through specific challenges or objectives relating to your IP and intangibles. Content can cover business support, IP management, protection, strategy and commercialisation.

Group sessions

Training everyone at once, or dividing delegates into groups, reduces the time and cost needed to get everyone up to speed. Group training can be customised, can last anywhere from a few hours to a full week and can cover broad IP topics or specific circumstances and challenges your organisation or team are

working on. Group sessions allow participants to discuss, collaborate, practice and role play, all live and with guidance from an Inngot expert.

Masterclasses

Masterclasses focus on understanding IP and intangibles, what IP actually is, how IP can be used and valued, providing interactive examples and practical walkthroughs to show its potential and value. Delegates can be from a range of different organisations or companies. Masterclasses can be delivered online and in person across a range of platforms. Inngot has delivered masterclasses with the EUIPO, UKIPO, UK Department of International Trade, APC, Innovate UK EDGE and more.