



# **EU|BIC Intellectual Property Training Track**

# Training designed for a changing European innovation ecosystem and workforce

Since many years, EBN in collaboration with the EU|BIC community teaches a **series of training courses for business and innovation professionals interested in growing their contribution to innovation ecosystems in Europe.**

The goal of our hands-on learning journeys is to provide a step-by-step overview of the tools, resources and best-practices **boosting business continuity for executives and career growth for innovation professionals, business consultants, coaches and experts.**



## The benefits



### Best-of-class expertise

Learn from top experts within the EU|BIC community, EBN, and the global innovation ecosystem.



### Build new relationships

Connect with trusted peers, practitioners, and institutional actors enabling growth long after training completion.



### Ready-to-use content

Real-life cases enable easy implementation of the latest knowledge, tools and real-life practices.

# EU|BIC Training Tracks

EU|BIC Training Tracks is a training series, organised by EBN and the EU|BIC community. It empowers those who seek to **lead their organisation, participate in community-wide collaboration opportunities and stimulate the growth of innovative entrepreneurs**. The complete Training Track programme allows participants to build their skills and capacities in topics covering the full spectrum of the innovation incubation chain.

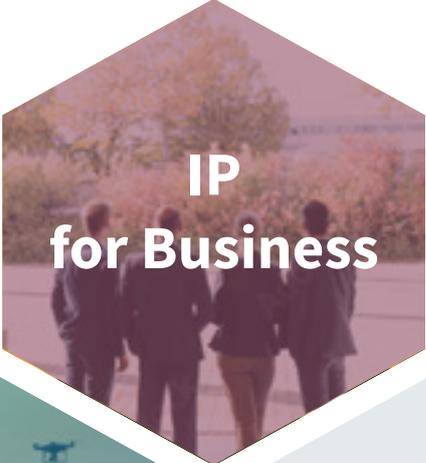
The training programme is designed for practitioners who want to find out more about the processes and values that underpin the global EU|BIC community, and who seek to access the foundational knowledge and resources necessary to **improve and expand your client service offering** portfolio.

Each track connects you with innovation ecosystem partners and focuses on increasing **capacity to deliver on what matters for your region, sector expertise and specialisation**.

## Training offer



EU|BIC  
Essentials



IP  
for Business



Extended Reality  
(VR/AR/XR)  
Solutions



Internatio-  
nalisation



## About EBN | Innovation Network

**We believe that in a world seeking to solve our global challenges, innovative entrepreneurs are the force for sustainable, economic development and greater wellbeing for Europe - and beyond.**

EBN (European Business and Innovation Centre Network) is the non-profit that facilitates this pan-European, global community of people using innovative business as a driver for regional (economic, sustainable, and social) development. EBN grants and manages the EU|BIC certification, leads and participates in EU project collaborations, connects executives, industry leaders and best-of-class innovators of all kinds, and offers many other innovation solutions for excellent business support actors like the EU|BICs.



# EU|BIC Intellectual Property Training Track

16 & 30 March 2023

**The hands-on, interactive training modules allow business support experts to interact closely with our trainers and fellow learners. Participants will ‘graduate’ from this training with key tools, knowledge and methods ready to be put into practice with their startup and SME clients.**

Following in the footsteps of hundreds of graduated EU|BIC training track participants, you will **gain the hands-on skills to better support your client startups and SMEs in turning intellectual property (IP) into a business asset.**

Our training experts are here to increase your understanding of how to identify and manage IP, such as trademarks, copyright, designs and patents.

Organised in collaboration with the EU Intellectual Property Office (EUIPO) and experienced professionals, the training focuses on assessing the innovation potential of business ideas. Upon completing the course you have gained **practical knowledge on how to protect, commercialise, and enforce innovation through IP.**



## Who is this course for?

**Business support advisors, coaches and experts, inventors, and those with the responsibility for managing an IP portfolio – and anyone in the EU|BIC community with an interest in IP.**

Participants will receive a **certificate of attendance** after completion of the course.

## Why learn with us?

Learn about intellectual property from the EU Intellectual Property Office experts who register and grant trademarks and designs, and advise governments and businesses on IP issues. 90% of past participants said they had a better understanding of IP after attending the training track.

The four short module course will enable you to develop a detailed understanding of all aspects of IP and its relationship with business and innovation. The training is designed so that you will develop sound practical skills you can apply to a startup and SME business environment.

# Training partner

We are proud to organise this course with the support of our key training partner the [European Union Intellectual Property Office \(EUIPO\)](#).



## Takeaways

- **Broaden your professional network** to work jointly with other EU|BIC members increasing your skills in protecting innovation and startup ideas from client companies and entrepreneurs.
- **Gain a concrete understanding of methodologies and services for entrepreneurs, startups and SMEs** helping them to scan, file, and protect innovative ideas, brands and inventions through IP.
- Access practical tools & best practices on how to **utilise the services and funding of European institutions to enhance your support in the startup growth journey** of your client companies.
- **Transform your technical knowledge into practical advice** by considering how to deploy your team's best values and practices within the broader organisation.

## Training schedule

**Module 1: Business Planning and IP**  
16 March 2023, 10.00 – 12.30 CET - online.

**Module 2: IP Commercialisation**  
30 March, 10.00 – 12.30 CET - online.

## Agenda

Learn more about the training days in the EU|BIC Intellectual Property (for Business) Training Track in the detailed course agenda, available for download [here](#).

## How to register

The course is brought to you by the EU|BIC Community, EBN, EUIPO and the generous support of our partners. Exceptionally, we offer the course to a restricted amount of participants, which also helps us to increase the interaction during the training. To **apply to the training free of cost, we advise you to register as soon as possible**.

To register for the online course please fill in and send the [registration form](#) here.

For further information please email [events@ebn.eu](mailto:events@ebn.eu) or [raffaele.buompane@ebn.eu](mailto:raffaele.buompane@ebn.eu).





**European Business and Innovation Centre Network (EBN)**

Avenue de Tervuren 168/B25, 1150 Brussels | Belgium

T +32 2 772 89 00 | [info@ebn.eu](mailto:info@ebn.eu) | [www.ebn.eu](http://www.ebn.eu)

