Working with the IP Teaching Kit

How to use it
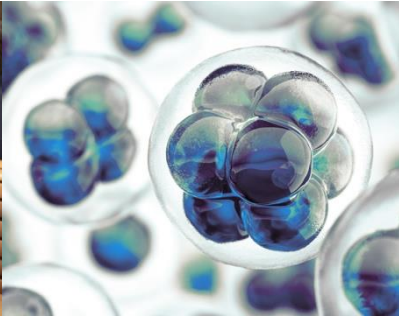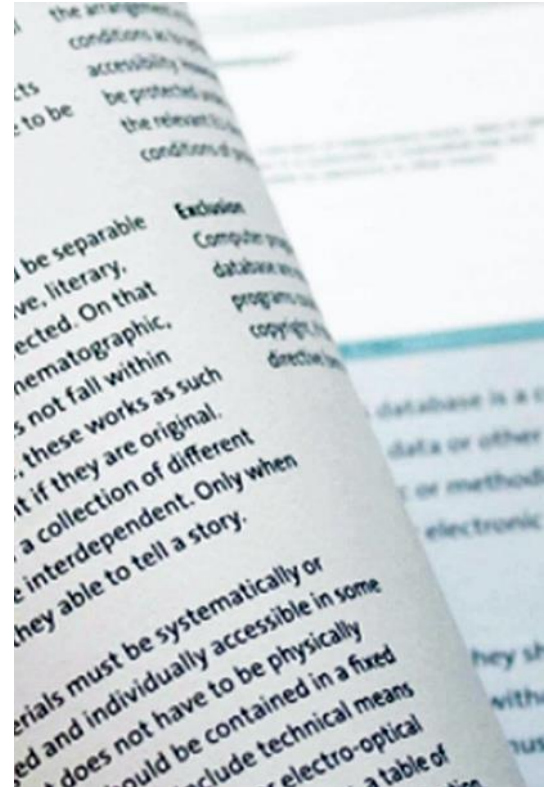
What this tutorial can do for you (1/2)

The Intellectual Property Teaching Kit (IPTK) is a comprehensive collection of teaching resources for lectures on IP-related topics.
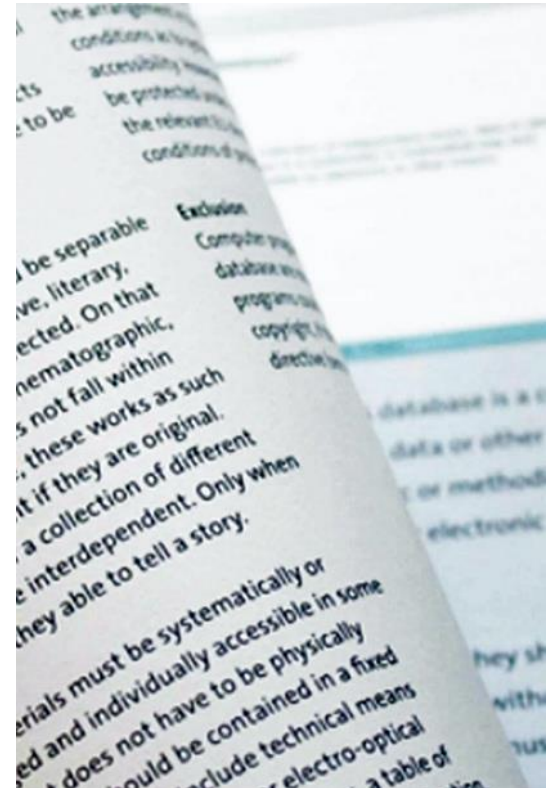
The purpose of this tutorial is to show you what the IPTK is all about and how you can use it.

What this tutorial can do for you (2/2)

We will look at:

- **How the IP teaching kit is structured**, including the contents and materials.

- **How you can use the kit most effectively**, and what you should bear in mind when planning your lectures.

Structure of the IPTK: topics (1/3)

The IPTK is divided into three core parts which cover a wide range of IP-related topics.

The core parts are:

- **IP Basics:** A short introduction to the different IP rights, combined with a classroom exercise demonstrating the practical use of IP.

Structure of the IPTK: topics (2/3)

- **IP Advanced**: A more in-depth look at the different types of **IP rights** and their use, as well as insights into **IP management**.

- **IP Search Tools**: The **tools section** covers Espacenet, the European Patent Register, TMview, TMclass, DesignView, eSearch plus, eSearch Case Law, EuroLocarno and the EUIPO Registry.

Structure of the IPTK: topics (3/3)

The materials have been designed to allow you to tailor your lecture to the level of background knowledge of your audience, their learning objectives and the time available.

IP rights in IP Advanced

- The presentations included in this section of the kit take a more in-depth look at the different types of IP rights, what they protect, how to obtain them and how they can be used.

- For each IP right, there is a theory part. Most of them also include a case study and practical exercises.

IP Management

- The section on IP management deals with the practical aspects of managing IP.

- It looks at patenting strategies for IP developers and how companies use IP strategies to commercialise IP. It includes information on "good practice" tools and procedures that can be used to capture, document and protect IP.

IP Search Tools

The section on IP search tools deals with the tools used to search for information about patents, trade marks and designs, how to access them and which search options are available for retrieving the documents you are interested in.

Structure of the IPTK: materials (1/2)

The first part of the IPTK provides a basic introduction to different IP rights, which are then explained in greater depth in the following parts of the kit.

Structure of the IPTK: materials (2/2)

Most of the topics include:

- a **theory part**
- a **case study** and
- **practical exercises** (putting the knowledge acquired into a real-life context).

Recommendations for further reading and online resources are provided where appropriate.

How to find your way around the IPTK

A typical IPTK page includes:

- a picture of the **slide** in question
- **speaker's notes** below the slide
- **background information** on the left

The information available varies depending on the scop and difficulty of the topic.

Selecting the right materials

Here you will see how to select the right elements for your lecture or presentation, based on the aspects we looked at earlier.

You can start from whichever end you prefer (learning objective or preferred method) and the system will recommend the most relevant parts.