

# INTELLECTUAL PROPERTY RIGHTS

## ABOUT THE EVENT

The Intellectual Property Office of the Philippines (IPOP HL) conducts Basic Orientation Seminars on Intellectual Property Rights (IPR) to enhance an awareness on and appreciation of the intellectual property (IP) system.

The IP Seminar discusses its role in the technological and economic development of a country and to educate the general public on the different IP rights and assist them in identifying their own intellectual properties. It encourages the participants, particularly MSMEs, to integrate their intellectual properties in their business and marketing strategies. Further, it provides them with basic information and a practical guide on how to handle IP registration and protection process.

## TOPICS

This one-day seminar will discuss the following topics:

- Overview of the IP System
- Relevance of Intellectual Property to Economic Development
- Earning From Your Inventions, Innovations and Novel Designs: An Introduction to Patents, Utility Models and Designs Patents
- Distinguishing Your Business Through Trademarks: An Introduction to Trademarks
- Learning to Protect Your Creative and Artistic Works: An Introduction to Copyrights and Related Rights

## TARGET PARTICIPANTS

MSMEs, business groups, entrepreneurs, innovation managers, trade/industry chambers, the creative sectors, the general public.