THE FUNDAMENTALS OF TECHNOLOGY & INTELLECTUAL
PROPERTY LAW
(Course includes iPad & Interactive eBook on Technology and IP Law)

Date 23 & 24 November 2018 and 18 & 19 January 2019
Time 2:00pm to 6.00pm (Fridays) & 9:30am to 4:30pm (Saturdays)
Venue Law Society of Ireland
Fee €1200 per person (fee includes an iPad)
Discounted* Fee €1100 per person* (fee includes an iPad)
CPD Hours 10 Hours General CPD (by Group Study) in 2018 and
10 Hours General CPD (by Group Study) in 2019
Event Code F1801

Why is this Course for you?
Solicitors, Barristers, IT Professionals & Marketing & Communications Professionals &
ICT Entrepreneurs

Technology and intellectual property law is a thriving area of practice that brings with it a
rare and interesting mix of work. As employees, consumers and indeed citizens, technology
and intellectual property law affects us all on a daily basis. Equally, few businesses (large
or small) can afford to ignore the shift in the way the world does business and its growing
importance in every area of commercial life.

This intensive introductory course is therefore relevant to solicitors, barristers, IT
professionals and marketing and communications professionals both in the private and
public sector. As one of the fastest growing areas of practice, knowledge of technology and
intellectual property law is key to internationalising the skills and expertise of Irish
professionals.

Method of Delivery:
iPad and Interactive E-Book accessed via iTunesU course & Interactive Onsite
Lectures and Workshops

This course will be delivered over a period of two half-days and two full-days. As well as
independent learning, the course will incorporate the use of iPads in interactive lectures and
workshops. The iPad is an invaluable educational tool which will provide you with quick and
easy access to all course materials via iTunes U. Participants will also be provided with an
interactive, multi-touch e-book on Technology and Intellectual Property Law which will
complement and support learners.
Outcomes:
Improved Competitiveness & Reduced Risk Exposure

The course is designed to equip participants with the necessary skills, knowledge and competencies to advise both their firm/employer and clients on the law relating to technology and intellectual property law and its consequential impact on day-to-day business.

Topics and Issues to be Covered

**Patents and Confidential Information**
- Applying for patent protection in Ireland and the EU.
- Overview of the rights conferred by ownership of a patent.
- Revocation, Renewal and Infringement of patents.
- Analysis of the law relating to the unauthorised use of information and concepts which do not benefit from patent protection.

**Trade Marks and Passing off**
- Applying for a trade mark in Ireland.
- European trade marks.
- The Madrid Protocol.
- Revocation and acquiescence.
- Remedies available for infringement.
- Licensing trade marks.
- Overview of the common law concept of passing off.

**Copyright**
- Nature of copyright.
- Works protected by copyright.
- Rights of owner.
- Relevance of WIPO agreements and EU developments.

**Applied Copyright**
- Protection of databases under EU and Irish law.
- Relationship between copyright and the database right.
- Industrial design protection.
- Distinction between a registered design and copyright.
Ecommerce
- Overview of the legal rules concerning electronic communications, documents and contracts.
- Overview of the rights and obligations of businesses and consumers with regards to online sales.

IT Contracts
- Overview of the legal principles which underpin software licensing.
- Key components of a software licence agreement.

Data Protection
- The General Data Protection Regulation
- Managing the legal risks associated with data protection
- International data transfers

Social Media
- Issues in the work place
- Ownership of accounts
- Potential liability risks

Speakers
Our lecturers are distinguished legal experts in Technology and IP law and provide legal services and advice to all sectors of industry both nationally and internationally. Their significant experience will be shared through the interactive manner in which all lectures and workshops will be delivered.

Numbers are strictly limited – Early Booking advised.

*Law Society Finuas Skillnet members

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Awarded for Excellence & Innovation in Training & Development