



Professional Development Workshop
Sponsored and staged in collaboration with intellectual property specialists,
Spruson & Ferguson, authors of Biotechnology IP Management Manual

Tuesday 27 October 2009 – Melbourne

AusBiotech 2009 Satellite Event - Places are unfortunately limited so please book early.

Event title:

Smart IP management – putting the IP Manual into practice

Event Information:

Intellectual Property comprises a valuable strategic and financial asset for every organisation, especially for organisations in the biotechnology sector. Proper intellectual property management is core to the successful commercialisation of research and development at each step toward increasingly value added products.

Following on from the successful collaboration between AusBiotech and Spruson & Ferguson (one of Australia's leading intellectual property firms) in delivering the Biotechnology IP Management Manual, AusBiotech and Spruson & Ferguson will deliver these highly practical and interactive workshops to the Australian biotechnology industry, to help you operationalise the IP Manual.

The workshop will assist users of the IP Manual to gain a better understanding of the materials presented in the Manual in an engaging and hands on manner. All participants will also receive a free copy of the IP Manual.

Through the generous support of Spruson & Ferguson, we are able to bring you this full day course for a very nominal fee. Our pricing of the workshop is intended to assist those particularly travelling from interstate to attend the AusBiotech 2009 Conference.

Event Details

City: Melbourne

Date: Tuesday 27 October 2009

Time: 8.30am for 9.00am to 4.30pm

Venue: Melbourne Convention Centre (new Convention Centre – Hilton South Wharf entrance),
1 Convention Centre Place, Melbourne.

What this workshop covers:

Materials covered in the Workshop will follow closely with the following chapters of the IP Manual.

Chapter 2: What everyone should know.

Chapter 4: What researchers must know.

Chapter 5: What managers making IP protection decisions must know

Please book online at www.ausbiotech.org *Visa/ MasterCard/ AMEX accepted. For more information telephone the Events Department at AusBiotech on 03 9828 1400

Event Timeline:

Smart IP Management - Putting the IP Manual into Practice	
8:30 am – 9:00 am	Registration
9:00 am – 9:30 am	Overview of Intellectual Property <ul style="list-style-type: none">• What is IP?• Why does IP matter?• Why is IP management necessary?
9:30 am – 10:30 am	IP Basics <ul style="list-style-type: none">• Patents• Copyright• Registered designs• Plant breeder's rights• Confidential information• Trade Marks• Domain Names
10:30 am – 11:00 am	Morning Tea Break
11:00 am – 12: 00 noon	Making IP protection decisions <ul style="list-style-type: none">• Identify subject matter that may need IP protection• Identify what forms of IP protection are available• Determine how to implement IP protection for the subject matter
12:00 noon – 12:30 pm	Workshop Exercise - Making IP protection decisions
12:30 pm – 1:30 pm	Lunch
1:30 pm – 3:00 pm	Protecting inventions by patents <ul style="list-style-type: none">• Should the invention be patented?• Patents vs. trade secrets• When to file a patent application• Identifying inventive subject matter• Identifying the inventor• Biotechnology patent peculiarities• Obtaining foreign protection• Patent prosecution at a glance
3:00 pm – 3:30 pm	Afternoon tea break
3:30 pm – 4:30 pm	What researchers must know <ul style="list-style-type: none">• Research planning• Reducing the risk of infringement• Managing IP in research practices

Certificates are issued for all AusBiotech Professional Development Courses

Professional Development Course Fee (Course Reference SIM090501) 1 Day Course	
AusBiotech Members – early bird rate (before 9 October)	\$550
Non Members	\$770
AusBiotech Members – after early bird rate (AFTER 9 October)	\$660
AusBiotech Member interstate rate	\$550

- All fees include 10% GST.
- **Out of pocket costs:** Please note that any flights, travel, transfers, accommodation or parking are the responsibility of the course participant.
- **Cancellation Policy:** Cancellations are to be received in writing no later than three (3) clear working days prior to the event for a refund to be processed. All cancellations will incur a 20% administration fee.