

# IP FORMALITIES MANAGEMENT

30 March 2009, Conf. No. H3-5209



## APPLICATION TO REGISTER

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## YOU MAY REGISTER BY:-

+44 (0) 1483 730008

Management Forum Ltd

www.management-forum.co.uk

E-mail: registrations@management-forum.co.uk

If you have NOT received confirmation seven days after registering, please contact Registration Department.

If you do not want to receive future mailings from Management Forum please contact nick@management-forum.co.uk

If you do not wish to receive selected third party mailings please contact nick@management-forum.co.uk

## REGISTRATION INFORMATION

### Dates

30 March 2009 Start: 09.30 - Finish: 17.00

### Registration & Coffee

30 March 2009 09.00

### Venue

The Rembrandt Hotel, 11 Thurloe Place, London SW7.

### Directions

Opposite V&A Museum.

Nearest Underground station: South Kensington.

Map available on Website under Hotels and Venues.

### Accommodation

A limited number of bedrooms have been reserved at The Rembrandt Hotel, 11 Thurloe Place, London SW7, at a special rate of £131.07 (Superior), £148.93

(Executive) both including English breakfast.

Excluding 15% VAT - subject to availability.

A special rate for Friday, Saturday and Sunday of £118.30

(Superior) including English breakfast

excluding 15% Vat - subject to availability when booked as additional nights.

Hotel Tel: +44(0)20 7589 8100.

Hotel Fax: +44(0)20 7225 3476.

Email: reservations\_rembbrandt@sarova.co.uk

**All bookings should be made directly with the hotel or online at [www.sarova.com/rembrandt](http://www.sarova.com/rembrandt), quoting promo code 'manforum'.**

### Fee

**£545 +15% VAT.** The fee includes course documentation as well as mid-session refreshments and lunch. Invoice and confirmation will be forwarded to you.

### Conference No. H3-5209

### Discounted Rates

Available on application for personnel from non-profit making organisations and registered charities.

**Group discount available on request.**

### Cancellation Policy:

Over 14 days prior to the Seminar: Cancellation fee of

£75. 7/14 days prior to the Seminar: 50% of the fee.

Fewer than 7 days or if no notification received:

Registrant liable to pay FULL seminar fee.

**NB: Cancellations must be received in writing by [lesley@management-forum.co.uk](mailto:lesley@management-forum.co.uk).**

In the event of circumstances beyond its control, Management Forum reserves the right to alter the programme, the speakers, the date or the venue.

# IP FORMALITIES MANAGEMENT

## Topics included in this seminar:

- Organising an effective IP department
- Building a cohesive team
- Training and motivating your team
- Efficient diary management
- Keeping your team abreast of legislative changes
- 'Best practice'
- Effective interaction with attorneys and senior management
- IP systems
- Planning for the future

Course Leaders:

**JoAnna Emery** Premier Foods

**Margaret Mackett** BAE Systems

Many of our courses can be tailored to your requirements and delivered in-house. For more information please contact [sarah.packham@management-forum.co.uk](mailto:sarah.packham@management-forum.co.uk)

Register on-line at [www.management-forum.co.uk](http://www.management-forum.co.uk) or telephone +44 (0) 1483 730071



30 March 2009  
The Rembrandt Hotel, London



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## WHY SHOULD YOU ATTEND?

- Improve how your team works on a day to day basis – save time, save money and reduce errors
- Increase your confidence when dealing with a number of commonly arising issues
- Gain practical tips and advice from two highly experienced speakers – both with experience of private practice and practising in industry
- Complete case studies to consolidate learning
- Compare experiences with delegates from across Europe

## WHO SHOULD ATTEND

- IP Formalities Managers
- Record Managers
- IP Supervisors
- Those aspiring to become an IP Formalities Manager
- PLEASE NOTE THIS SEMINAR IS FOR THOSE NEW TO IP FORMALITIES MANAGEMENT OR THOSE WISHING TO BECOME AN IP FORMALITIES MANAGER.

## ATTENDANCE IS LIMITED – EARLY BOOKING RECOMMENDED

This limitation, a unique feature of all MANAGEMENT FORUM seminars, will give participants the opportunity for a thorough discussion of the complex issues to be covered by the programme.

## ACCREDITATION

**This Course merits 6 hours under the UK Solicitors Regulation Authority self-accreditation scheme**

Ref: CJA/MAFO

This course is potentially relevant CPD for Fellows of CIPA.

## COURSE LEADERS

*Margaret Mackett* is Senior Counsel within the Group Intellectual Property Department of BAE SYSTEMS plc based in Farnborough UK, and has been the patent attorney responsible for the Formalities Group since 2002.

*JoAnna Emery* is the Trade Mark Manager for Premier Foods plc based in St Albans, UK and is responsible for the management of the company's trade marks and designs portfolio.

She has been in the intellectual property profession since 1995 and has worked as a paralegal in the US and London in both corporate and private practice firms.

## DOCUMENTATION

Delegates will receive a course material folder containing comprehensive documentation provided by the speakers, which will be a valuable source of reference for the future.

## FORTHCOMING EVENTS

For a full list of forthcoming conferences and seminars please visit our website at: [www.management-forum.co.uk](http://www.management-forum.co.uk). You may make a registration and request a brochure on-line.

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[www.management-forum.co.uk](http://www.management-forum.co.uk)  
or telephone +44 (0) 1483 730071

A Certificate of Attendance for Professional Development will be given to each participant who completes the course.

## PROGRAMME

### 09.30 ▶ Introduction and welcome

### 09.45 ▶ Organising your IP Department

- Defining responsibilities
- Effective procedures
- Procedure manuals
- Quality/backup procedures
- Internal processes
- Diary management

### 10.30 ▶ Coffee

### 10.45 ▶ Resource Management

- Recruitment and retention
- Management
- Training and development
- Motivating your team
- Personal development

### 11.30 ▶ Case study one – 'A formality error'

- Key learning points:
  - Effectively handling a staff error
  - Asserting yourself in your new role
  - Relationship management
  - Moving forward

### 12.45 ▶ Lunch

### 14.00 ▶ Effective Management

- Interaction with attorneys/management
- Reporting procedures
- Keeping abreast of legislative changes
- IP Systems
- Utilisation of new technology
- Future planning

### 14.45 ▶ Case study two – 'The attorney/formalities team divide'

- Key learning points:
  - Fostering productive relationships
  - Setting clear boundaries
  - Learning when to say 'no'
  - Identifying when to escalate an issue

### 15.30 ▶ Tea

### 15.45 ▶ Case study two continued

### 16.15 ▶ Trouble shooting session

- Delegates are invited to ask the course leaders questions to assist them with their day to day roles

### 17.00 ▶ Close of seminar