COURSE OUTLINE

Title: Comprehensive Training on Trademark & Patent Procedures

Duration: 7 hours Training

Target Audience: IP Practitioners, IP Managers, Academicians, Researchers, Administrative Staff, and Students

Objective: To equip participants with foundational and practical knowledge of trademark and patent laws, focusing on application procedures, legal enforcement, and global strategies for intellectual property management.

TRAINING AGENDA

Ice-Breaking Session (15 Minutes)

- **Objective**: Introduce participants and foster a collaborative environment.
- **Activities**:
    - Quick introductions: Name, role, and expectations.
    - Icebreaker game related to trademarks or patents.

Session 1: Introduction to Trademark Law (1.5 Hour)

- **Topics**:
    1. Definition of Trademarks (Section 3(1) TMA).
    2. Types of Trademarks: Traditional (e.g., logos, slogans) and Non-traditional (e.g., sound, motion).
    3. Importance of Trademarks in Business and Law.
- **Learning Outcomes**:
    - Understand what trademarks are and their significance.
    - Identify various types of trademarks.
- **Activities**:
    - Group discussion on examples of trademarks.

Tea Break (15 Minutes)

Session 2: Trademark Application Process and Grounds for Refusal (1.5 Hours)

- **Topics**:
    1. Steps to File a Trademark Application in Malaysia.
    2. Grounds for Refusal (Distinctiveness, Similarity, Public Interest).
    3. Expedited Examination and Renewal Processes.
- **Learning Outcomes**:
    - Understand the trademark application process and common grounds for refusal.
    - Recognize the importance of distinctiveness in trademarks.
- **Activities**:
    - Case study: Analyze real-life trademark disputes.
    - Mock trademark application exercise.

Tea Break (15 Minutes)

Session 3: Legal Remedies and Enforcement in Trademark Law (1.5 Hours)

- **Topics**:
    1. Legal Remedies: Injunctions, Damages, Destruction Orders.
    2. Trademark Offences: Counterfeiting, False Application of Trademarks.
    3. Enforcement Authorities and Their Roles.
- **Learning Outcomes**:
    - Understand remedies for trademark infringement and the penalties involved.
    - Learn about enforcement mechanisms under the Malaysian Trademark Act.
- **Activities**:
    - Discussion: Infringement scenarios and remedies.

Lunch Break (1 Hour)

Session 4: Introduction to Patent Law (1 Hour)

- **Topics**:
    1. Definition and Criteria for Patentability (Novelty, Inventive Step, Industrial Applicability).
    2. Non-Patentable Inventions.
- **Learning Outcomes**:
    - Explain the principles of patent law.
    - Distinguish between patentable and non-patentable inventions.
- **Activities**:
    - Interactive discussion on patentable ideas.

Session 5: Navigating Patent Procedures (1.5 Hours)

- **Topics**:
    1. Overview of National, Regional, and International Patent Filing.
    2. Global Filing Strategies: Paris Convention, PCT, Patent Prosecution Highway.
    3. Patent Maintenance and Renewal.
- **Learning Outcomes**:
    - Learn the steps to file patents nationally and internationally.
    - Develop strategies for maintaining and renewing patents.
- **Activities**:
    - Draft a simple patent application.
    - Case study on global filing strategies.

CLOSING SESSION: WRAP-UP AND FEEDBACK (30 MINUTES)

- **Topics**:
    1. Summary of Key Learning Points.
    2. Open Q&A.
    3. Participant Feedback.
- **Learning Outcomes**:
    - Reinforce understanding of key concepts covered.
    - Address participant queries.
- **Activities**:
    - Distribute certificates of completion.