



PROTECTING INNOVATION

CERTIFICATE PROGRAM IN INTELLECTUAL PROPERTY

OFFERED BY GEORGIA STATE UNIVERSITY AND EXECUTIVE IP

**EARN A DIGITAL
CERTIFICATE IN
INTELLECTUAL
PROPERTY**

**OR REGISTER
FOR INDIVIDUAL
IP COURSES**

IP Fundamentals
Patent Fundamentals
Trademarks/Copyrights
Trade Secrets
Social Media IP

CORPORATE PARTNER:



executiveip.com

ACADEMIC PARTNER:



execed.gsu.edu

To be in business today, leaders at all levels need to speak the language of IP. We need to better understand patents, copyrights, trademarks, trade secrets, and the many other forms of intellectual property that can help us protect ideas and innovations. This online program is offered as a partnership between the Georgia State University Robinson College of Business and the experts at Executive IP.

The program features:

- Online modules that quickly present what you need to know about IP
- A web-based system to track your progress
- High-quality video and audio production with engaging multi-media
- Presenters with both technical expertise and high energy
- Option of earning a GSU Robinson Digital Certificate in Intellectual Property or just registering for individual courses and modules

The program faculty:



THOMAS COLSON, ESQ, LEAD INSTRUCTOR

An intellectual property lawyer, inventor, and business leader with decades of experience in engaging and motivating audiences all over the world. He is the founder and former CEO of IP.com. Tom's expertise focuses on both the business and technical aspects of IP.

The faculty advisors:



PERRY Z. BINDER, J.D.

Clinical Associate Professor of Legal Studies, Georgia State University, Robinson College of Business



JOHN D. THIELMAN, J.D.

Associate Director, Center for the Economic Analysis of Risk, Georgia State University, Robinson College of Business

The reverse side of this brochure provides program information and registration details.

COURSES AND MODULES

Course 1: IP Fundamentals

Includes 11 Online Modules

- ✓ What is a patent?
- ✓ What is patent infringement?
- ✓ What are patent trolls and why is it important to be prepared for them?
- ✓ Confidentiality and Trade Secrets can be life or death to a business
- ✓ How can publishing destroy competitive patent portfolios?
- ✓ What is Prior Art and why is it important to my business?
- ✓ Patent Assignment and Licensing Basics
- ✓ Who owns the IP rights in connection with business relationships?
- ✓ There are a few things you need to know about contracts
- ✓ What is a Trademark?
- ✓ What is a Copyright?



A Self-Paced Online Certification Program

Course 2: Patent Fundamentals

Includes 11 Online Modules

- ✓ What is a patent?
- ✓ What is patent infringement?
- ✓ How can you protect a patent and still not be able to make your patented product?
- ✓ What is a Patent Fence and why should you be concerned about it?
- ✓ What are Patent Trolls and why is it important to be prepared for them?
- ✓ What is Prior Art and why is it important to my business?
- ✓ Patent Assignment and Licensing Basics
- ✓ Who owns the IP rights in connection with business relationships?
- ✓ What is a Design Patent?
- ✓ What is "Inventorship" and who are the real inventors on your patent?
- ✓ What is the most effective way to interact with patent counsel?

Price Options

IP Fundamentals—\$199
Patent Fundamentals—\$199
Trademarks & Copyright
Fundamentals—\$99
Trade Secrets—\$99
IP & Social Media, Risk and
Fundamentals—\$99

Purchase all of the above for
\$490 and receive a Digital
Certificate in Intellectual Property
from Georgia State University,
Robinson College of Business

Course 3: Trademarks/Copyrights

Includes 5 Online Modules

- ✓ What is a Trademark?
- ✓ Is your Trademark inherently distinctive?
- ✓ Is your trademark Actually distinctive?
- ✓ What is Trademark infringement?
- ✓ What is a Copyright?

Course 4: Trade Secrets

Includes 4 Online Modules

- ✓ What is a Trade Secret?
- ✓ How are Trade Secrets lost and what are the consequences?
- ✓ Considerations for Trade Secret Decisions and Disclosures
- ✓ Trade Secret Nondisclosure Agreements and Enforcement

Course 5: IP & Social Media—Risks and Fundamentals

Includes 9 Online Modules

- ✓ What is a Patent?
- ✓ Confidentiality and Trade Secrets can be life or death to a business
- ✓ How can publishing destroy competitive patent portfolios?
- ✓ What is a Trademark
- ✓ What is a Copyright?
- ✓ IP in Social Media
- ✓ Social Media Risks
- ✓ Social Media Risk Reduction
- ✓ IP Risks from Others in Social Media

Other IP Courses Available from Executive IP

Marking of Technical Data under U.S. Government Contracts ■ Intellectual Property (IP)—The Movie

The Registration Details

You can access full program details and register online at
<http://execed.robinson.gsu.edu/eip>

For More Information, Contact:

GSU Robinson Executive Education Center at 404-413-7300 or via email at execed@gsu.edu