



IPI
Academy



Presented by
Management Forum

Creating and Implementing an IP Strategy for Start-Up and Upscaling Companies

15 October 2025

Understand how you can gain a competitive edge in your market by developing a successful IP strategy



Format:
Live online



CPD:
3 hours for your records



Certificate of completion

Course overview

As a start-up company or a company wanting to upscale your IP strategy the landscape and way forward can feel overwhelmingly complex. This course will give you a deep understanding of how to use IP strategy as a powerful business tool to gain a competitive edge in your market. By attending this course you will learn how to gain a strategic advantage by leveraging intellectual property to create barriers for competitors and protect your innovations.

The expert trainer will help you develop your ability to analyse your market using Porter's Five Forces, providing you with insights into the competitive landscape and how IP can be used to influence market dynamics.

By attending this course, you will benefit from understanding a commercially-driven approach to IP strategy, moving beyond traditional patent basics to focus on real-world applications that directly impact your business' bottom line.

The course takes you through the full spectrum of IP protection, including patents, trade secrets, trade marks, and design rights, and how each can be strategically employed to protect your business interests.

Learning the importance of brand protection through trade marks, and how to build a robust brand strategy will enable you to safeguard your company's reputation and market position.

The expert trainer has a wealth of experience, and she will give you practical insights into managing and protecting trade secrets within your organisation. This includes the creation of organisational frameworks that support an IP strategy reliant on trade secrets.

Attending this valuable course will allow you to acquire actionable knowledge on how to bring together various aspects of IP strategy and implement them effectively within your organisation. By creating an organisational culture that fosters innovation and maximises the value derived from your IP assets, you will build a successful IP strategy to benefit your business.

Key topics covered in this course include:

- Creating strategic advantage
- Market analysis skills
- Commercial focus
- Comprehensive IP protection
- Brand strategy
- Trade secrets management
- Strategy implementation skills

Benefits of attending

By attending this course you will:

- **Understand** how to leverage IP strategy to influence competitive forces in your market
- **Develop** skills in implementing a commercially focused IP strategy that aligns with your business objectives
- **Learn** how to protect your brand through effective trade mark strategy and design protection, enhancing your market position
- **Acquire** the knowledge to manage trade secrets effectively, ensuring your organisation's critical information remains secure
- **Gain** practical insights into the organisational changes needed to support a robust IP strategy
- **Explore** how to drive innovation and extract maximum value from your intellectual property
- **Learn** how to implement an IP strategy that not only protects your innovations but also actively contributes to your business's competitive advantage and long-term success

Who should attend?

This course has been specially designed for:

- Start-ups and entrepreneurs
- IP and legal professionals
- Innovation and R&D professionals
- C-suite business decision-makers and directors
- Government entities
- Technology accelerator directors

Programme

IP strategy

- Overview of your marketplace
- Analysis of competitive forces in your marketplace using Porter's Five Forces
- How to use IP strategy as a business tool to tip the balance of the competitive forces in your market place in your favour

Focus on patents

Focus on brand strategy and brand protection using trade marks

Focus on design protection

Focus on trade secrets

- Organisational frameworks for supporting an IP strategy relying on trade secrets

Bringing it all together and implementing an IP strategy

- Organisational framework for supporting IP strategy
- Changing organisational culture for driving innovation and extracting value from your IP

Presenter



Marie Walsh

Marie Walsh is a European Patent Attorney and Chartered (UK) Patent Attorney with over 25 years of experience in advising clients including start-ups and SME's to large corporations. She has worked across a number of technology areas and specialises in industrial chemistry, materials science, polymer chemistry, and pharmaceutical chemistry. Marie also has in-depth experience in obtaining Supplementary Protection Certificates (SPCs).

Marie has a strong focus on providing commercially relevant, pragmatic advice based on individual clients' goals. She has an MBA from the Open University which supports her commercially focused approach to advising on IP strategy.

Marie is based in Dublin, Ireland and has worked with clients across the globe, including firms in Ireland and the UK, as well as US and Chinese clients and her objective is on clear communication with the clients' commercial aims as the central focus. Marie has previously worked with another leading firm of patent attorneys in Ireland where she had the role of Director of Operations for China and Chief Representative of the local China office.

She also has extensive experience of providing opinions and advising in relation to freedom to operate (FTO). In addition, she has represented clients at Oppositions and Appeals at the EPO and achieved successful outcomes for clients.

Course date

15 October 2025

Live online

13:00-17:00 **UK (London)** (UTC+01)

Course code 15425

GBP **350** ~~400~~

EUR **490** ~~560~~

USD **562** ~~640~~

Until 10 Sep

How to book



Online:

ipi.academy/2949

Alternatively contact us to book, or if you have any queries:



Email:

info@ipiacademy.com



Phone:

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Discounts

- Booking more than one delegate on any one date qualifies for a **30% discount** on the second and subsequent places.
- Most events qualify for an **early booking discount** prior to 6 weeks before the course date. Be sure to check on our website, where the latest discounts will be shown.

Further information

Fee

The fee includes all meals and refreshments for the duration of the course (for venue-based courses) and a complete set of course materials (provided electronically). If you have any particular requirements, please advise customer services when booking.

Please note

IPI Academy (and our training partners) reserve the right to change the content and timing of the programme, the speakers, the date and venue due to reasons beyond their control. In the unlikely event that the course is cancelled, we will refund the registration fee and disclaim any further liability.

Terms and conditions

The rest of our terms, the event cancellation policy and the terms and conditions are on our website, please visit ipi.academy/content/terms-and-conditions

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IPI Academy is a training initiative of Falconbury and Management Forum; leading providers of industry training for over 30 years, based in the UK.

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