

## LETSGROW hybrid training “Intellectual Property Rights” for university staff, researchers

Academic and non-academic staff, as well as scientists, researchers, and doctoral students are invited to participate in LETSGROW hybrid training “**Intellectual Property Rights**”, which will take place on **29 June – 1 July** at the University of Alicante in Spain. The training session will be delivered by lecturer **Robert Pocklington** from University of Alicante.

This intensive course aims to provide participants with an in-depth understanding of intellectual property rights (IPRs), what they protect, and the role they play in bringing innovations to market, with a focus on the agri-food sector. Sessions will include both presentations and interactive activities, allowing participants to apply the knowledge gained and ensuring a solid understanding of the concepts presented.

The training will be held in English. An invitation with the access link will be sent to all registered participants 2–4 days before the event, including details for both the on-site location (face-to-face) and the MS Teams link. The programme schedule will follow Central European Summer Time (CEST). You can convert it to your local time [here](#). The program of the training session and the registration link can be found below. Take advantage of this opportunity to further develop your competencies by registering for the training. [Registration](#) is open by **June 22**.

Date/Time	Training Program	Lecturer
<p><b>Date: 29 June – 1 July, 10:00-13:00 CEST.</b> The hybrid training will be held online (via MS TEAMS) and in person, at the University of Alicante in Spain (<a href="#">Av. de Ramón y Cajal, 4, 03001 Alicante</a>).</p> <p><b><u>REGISTRATION</u></b></p>	<p>&gt;&gt;&gt; <b>June 29, 10:00-13:00 CEST.</b></p> <p><b>Fundamentals of Intellectual Property Rights: An introduction to the different types of IPR, what they protect and how they can be enforced.</b></p> <p>By the end of this section, participants will understand:</p> <ul style="list-style-type: none"> <li>• the role of intellectual property rights in research and innovation (R&amp;I);</li> <li>• what constitutes an infringement of intellectual property rights and what does not;</li> <li>• which types of intellectual property rights are relevant to a specific business plan, innovation or situation.</li> </ul> <p>Duration: 1.5 hours of theory + 30-minute coffee break + 1 hour of sector-specific examples: Geographical</p>	<p><b>Robert Pocklington Vicente</b> – Senior IP Expert &amp; Stakeholders Manager at the Latin America IP SME Helpdesk. He is an Intellectual Property Consultant and Advisor at the Latin America IP SME Helpdesk since 2019. In the past, he has worked for the European Patent Institute (epi) and as a trainee at the EPO in Munich. In his current job, he is responsible for</p>

	<p>Indications for wine, spirits, agricultural products and foodstuffs in the EU, Sandía Fashion®, Choco Flakes vs. Galletas Choco Cereales.</p> <p>&gt;&gt;&gt; <b>June 30, 10:00-13:00 CEST.</b></p> <p><b>Management of intellectual property rights: How rights holders can use and capitalise on their intellectual property rights.</b></p> <p>Participants will learn about:</p> <ul style="list-style-type: none"> <li>• the internal mechanisms within an organisation or company necessary to manage intellectual property rights effectively;</li> <li>• how intellectual property rights can be used as business assets beyond their primary protective function;</li> <li>• the different strategies and tools available for knowledge transfer.</li> </ul> <p>Duration: 1.5 hours of theory + 30-minute coffee break + 1 hour of sector-specific examples: Nestlé, streamlining IP to stay on top.</p> <p>&gt;&gt;&gt; <b>July 1, 10:00-13:00 CEST.</b></p> <p><b>Real-life case study on variety protection in the agri-food sector: Practical case study on plant variety protection led by an Expert Breeder from multinational agro-food company (TBC).</b></p> <p>Participants will learn about:</p> <ul style="list-style-type: none"> <li>• A practical case study on vegetable variety protection from a leading multinational in the sector.</li> <li>• Examples of information sources, resources and useful links on IPR in the agri-food sector.</li> </ul> <p>Duration: 1.5 hours of practical case study (Kostantine and Kasiopea) + 30-minute coffee break + 1 hour on resources and sources, including closing remarks.</p>	<p>IP content creation and matchmaking events in Europe and Latin America, coordination, stakeholders' management, among other areas.</p>
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## **Project Funding Opportunities**

Travel and accommodation expenses for training participants may be covered for LETSGROW consortium partners. Please contact your university's project coordinator for more information.

For additional (logistical) questions, please contact the University of Alicante training coordinators: Elen Garcia, [elen.garcia@ua.es](mailto:elen.garcia@ua.es) and Nicolas Gutierrez, [nicolas.gutierrez@ua.es](mailto:nicolas.gutierrez@ua.es).