

## HOW TO MAKE MONEY FROM YOUR IP?

<b>DATE</b>	THURSDAY, 18 MARCH AND FRIDAY, 19 MARCH 9.00 – 17.00
<b>LOCATION</b>	GMG, PROJECT NEXUS, LLANTHONY WAREHOUSE, THE DOCKS, GLOUCESTER,
<b>COST</b>	FULL COST NON-GMG MEMBERS £600+VAT FULL COST GMG MEMBERS £380+VAT (It's free to join: <a href="http://www.thegmg.org">www.thegmg.org</a> ) <b>WITH SKILLSET BURSARY £76 + VAT</b> (more info below) <b>WITH GMG EVOLVE FUNDING AND SKILLSET BURSARY £0.00</b> (more info below)

### COURSE DESCRIPTION

This course provides an intensely practical 2 day's training on the legal IP issues which matter in practice. This informative and stimulating course is run by leading experts in copyright. You will learn how to seize opportunities and maximise value; how to ensure rights are not lost and those created are protected. The interactive sessions ensure that delegates have an opportunity to consult some of the UK's leading intellectual property practitioner.

By the end you will have a better understanding of:

- Of the legal landscape in relation to IP issues
- Relevance of digital licensing schemes and how copyright fits within digitisation/broadcast workflow
- Strategies for clearing rights including documenting and communicating rights
- How to increase income through IP protection

### WHO IS IT FOR

All Media practitioners that make their living by creating content. Photographers, Producers, Designers, Multiplatform Project Managers, Directors, Filmmakers, Marketing Managers, Brand Managers and Advertising staff.

### DAY 1 – AM

- Introduction to Intellectual Property, its justifications and key areas
- *Copyright* – creation | ownership | the nature and duration of the rights | moral rights
- *Trade Marks* – Passing off and trade marks | trade mark registration | the rights arising from registration
- *Confidential Information* – How it arises | the obligation of confidence
- *Design Rights* – Introduction to registered and unregistered design protection | registered design protection in the United Kingdom and EU | rights arising from registration
- *Patents* – acquiring a patent | ownership | the rights of a patent owner
- *Exploiting IP* – Brief Discussion
- *Infringement of IP* | Defenses | Remedies

### SPEAKERS

*Edward Davies – Partner*

Edward is a former law lecturer at Leeds Metropolitan University and partner and member of the Company Commercial team at Rickerbys. He heads up the firm's intellectual property team and deals with non-contentious IP work such as licensing, acquiring and disposing of IP assets, research and development/collaboration agreements and advises on portfolio

management. Edward has postgraduate intellectual property law qualifications from Bristol University.

The independent legal directory Chambers & Partners recognises Edward as a Leader in the field of IP, whilst the Legal 500 rates the Rickerbys' team as "Excellent".

*Michael Nga – Associate Solicitor*

Michael is qualified as a lawyer in Malaysia, Australia and England & Wales. He joined Rickerbys from a large law firm in Kuala Lumpur. He specialises in information technology, e-commerce and intellectual property matters. Michael was educated at the University of Nottingham where he achieved a Honours law degree and went on to obtain a Masters law degree in computer and communications law from UCL.

**DAY 1 – PM**

This session will take a deeper look at contracts from a practical/business point of view:

- Contract Development process
- Difference between assignment and licensing
- Editorial Control
- Importance of editorial and technical specifications
- Change control
- Gross and Net receipts – what are they and how do you increase your share of them?

**SPEAKER**

*Corinna Fowler* worked as a Business Affairs Executive at Channel 4 where she was responsible for negotiating rights and contracts for the Big Brother series. She now works as a Freelance consultant helping businesses to de-mystify contracts and helping them to negotiate and secure their rights. She will be looking at typical clauses found in television/broadcast contracts as well as clauses found in multiplatform projects contracts and explain their true meaning.

**DAY 2 – AM**

Learn how to recognise your current and future IP rights and how to best protect and exploit them. Protecting your ideas and making sure you know what to do if someone does actually copy or make money from work that is rightfully yours is crucial. You will be working in groups looking at case studies/typical contracts from the a multiplatform and broadcast world. Additionally, you will be given a live multiplatform brief and tasked to identify how to best secure the IP for the project. This will give you an idea of what processes are necessary going forward to manage your rights cleverly to help you to grow your business.

**SPEAKER**

*Corinna*, see above for details. If you wish, you can bring your own contracts to this session and will have the opportunity to discuss any issues with Corinna.

**DAY 2 – PM**

How to increase your income from IP protection. Session run by Wiggin LLP, expert law firm specialising in the constantly evolving field of media law. Wiggin will take a deeper look at some recent work they have undertaken on big budget US film productions as well as some multiplatform projects to highlight the monetary gains in relation to IP protection. You will gain useful hints & tips on how to maximise your income in the short and long-term from securing your IP.

**SPEAKER**

*Guy Sheppard*

Guy is a senior assistant in the Film and TV group at Wiggin LLP. Guy acts for a number of international media businesses and he specialises in all aspects of film and television

financing and production from rights creation and acquisition through to development, finance, production and distribution.

Guy started his career as a banking lawyer in the City office of one of the world's largest law firms and so has a particular breadth of experience to offer his clients. In addition to this finance expertise, Guy has extensive experience of structuring films in order to take advantage of tax shelters and subsidies. He also regularly advises clients ranging from the Hollywood Studios to first-time independent producers on all aspects of production work, especially in concluding deals with writers and talent. Guy's recent work has included acting for Columbia Pictures as UK counsel on "The Da Vinci Code" and "The Holiday"; for DNA Films on "The Last King of Scotland" and "Notes on a Scandal"; and on the high-profile financial structuring of "Venus" and "The History Boys".

**HOW TO APPLY FOR THE SKILLSET BURSARY (REDUCE COURSE COST TO £76 +VAT):**

IF YOU MEET THE SKILLSET CRITERIA, YOU MAY BE ELIGIBLE TO RECEIVE FUNDING OF UP TO 80% OF THE COURSE AND TRAVEL COSTS UP TO £800 THROUGH THE MULTIPLATFORM BURSARY SCHEME. PLEASE NOTE THAT BURSARY APPLICATIONS CAN TAKE UP TO 4 WEEKS TO PROCESS AND ALTHOUGH APPLICATIONS CAN BE MADE 5 WORKING DAYS BEFORE THE COURSE DATE THERE IS NO GUARANTEE THAT THE APPLICATION WILL BE SUCCESSFUL. APPLICATIONS CANNOT BE CONSIDERED RETROSPECTIVELY.

WE RECOMMEND YOU APPLY FOR A BURSARY AS SOON AS POSSIBLE TO AVOID ANY DISAPPOINTMENT.

FUNDS ARE LIMITED, AND MIGHT NOT BE AVAILABLE FOR A LONG AMOUNT OF TIME.

TO SEE IF YOU ARE ELIGIBLE TO APPLY FOR A BURSARY, PLEASE GO TO [www.skillset.org/multiplatformbursaries](http://www.skillset.org/multiplatformbursaries).

**ADDITIONALLY**, IF YOU ARE AGED 19+, CURRENTLY WORKING (FREELANCE OR EMPLOYED) AND LIVE OR WORK IN GLOUCESTERSHIRE, THE GMG CAN PAY YOUR CASH CONTRIBUTION OF £76 TOWARDS THE COST OF THIS COURSE. YOU WILL NEED TO COMPLETE A BRIEF SKILLS ANALYSIS PRIOR TO COURSE COMMENCEMENT.

CONTACT HOLLY ON [holly@thegmg.org](mailto:holly@thegmg.org) OR PHONE 01242 542 712 TO BOOK A PLACE AND/OR TO ASK ANY QUESTIONS THAT YOU MIGHT HAVE.