



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Intellectual Property Protection Tactics

Business, Commerce and Management Studies / Marketing

Unit Standard 252443 · NQF Level 5 · 15 Credits · 12 Days

COURSE OVERVIEW

This course equips learners with practical tactics to identify, protect, and enforce intellectual property (IP) rights within a corporate environment. Participants will learn to assess IP risks, implement protection strategies, and respond to infringements, ensuring their organisation's intangible assets are safeguarded.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	252443
Accreditation	SAQA Accredited · NQF Level 5 · 15 Credits
Duration	12 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyse the types of intellectual property relevant to a business context.
- Evaluate risks and vulnerabilities in an organisation's IP portfolio.
- Design a tailored IP protection plan incorporating legal and practical measures.
- Implement tactics to prevent IP infringement and misappropriation.
- Demonstrate procedures for enforcing IP rights in case of violation.

WHO SHOULD ATTEND

- Managers, legal advisors, and business owners responsible for IP management, as well as entrepreneurs and innovators seeking to protect their creations in the South African context.

COURSE OUTLINE

Day 1: Introduction to Intellectual Property

- What is Intellectual Property?
- Types of IP: patents, trademarks, copyright, trade secrets
- Economic and strategic value of IP
- Overview of South African IP law and international treaties

Day 2: Patent Protection

- Novelty, inventive step, and industrial applicability
- Patent search and prior art
- Filing a patent application in South Africa
- Patent prosecution and grant
- Patent infringement and remedies

Day 3: Trademark Protection

- Types of marks: word, logo, shape, sound
- Trademark search and clearance
- Filing and registration process
- Trademark maintenance and renewal
- Infringement, passing off, and remedies

Day 4: Copyright Protection

- Subject matter: literary, musical, artistic, film, etc.
- Originality and fixation
- Ownership and moral rights
- Duration of copyright
- Infringement and fair dealing exceptions

Day 5: Trade Secrets and Confidential Information

- What constitutes a trade secret
- Protection through NDAs and employment contracts
- Security measures for confidential info
- Misappropriation and legal recourse
- Comparison with patents

Day 6: IP Strategy and Portfolio Management

- Aligning IP with business strategy
- IP portfolio creation and maintenance
- IP audits: identifying and valuing IP assets
- IP valuation methods
- IP commercialization options

Day 7: IP Licensing and Technology Transfer

- Types of licenses: exclusive, non-exclusive, sole
- Key clauses: royalty, territory, duration
- Negotiation strategies
- Technology transfer from research to market
- University-industry collaborations

Day 8: IP Enforcement and Litigation

- Cease and desist letters
- Civil litigation: pleadings, discovery, trial
- Preliminary injunctions
- Alternative dispute resolution: mediation, arbitration
- Criminal enforcement for counterfeiting

Day 9: International IP Protection

- Paris Convention, TRIPS, PCT
- Madrid System for trademarks
- Hague System for designs
- Regional systems: ARIPO, OAPI
- Global filing strategies

Day 10: IP in the Digital Age

- Copyright in the digital environment
- Software patents and open source
- Data ownership and protection
- AI-generated works and inventorship
- DRM and anti-circumvention laws

Day 11: IP Risk Management and Compliance

- IP risk assessment
- Freedom-to-operate analysis
- IP due diligence in transactions
- Employee and contractor IP policies
- Record-keeping and documentation

Day 12: Practical Integration and Case Studies

- Comprehensive case study analysis
- Developing an IP protection plan
- Group presentations and peer review
- Ethical considerations in IP
- Course wrap-up and assessment

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **15 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 43,000.00	R 43,000.00
1	In-House	R 56,000.00	R 56,000.00
1	On-Campus (Pretoria)	R 64,600.00	R 64,600.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	25 Aug 2026	On-Campus	Pretoria, South Africa
11 Aug 2026	26 Aug 2026	On-Campus	Abu Dhabi, UAE
12 Aug 2026	27 Aug 2026	On-Campus	Durban, South Africa
12 Aug 2026	27 Aug 2026	On-Campus	Mauritius
13 Aug 2026	28 Aug 2026	On-Campus	Cape Town, South Africa
14 Aug 2026	31 Aug 2026	On-Campus	Dubai, UAE
17 Aug 2026	01 Sep 2026	On-Campus	Abu Dhabi, UAE
18 Aug 2026	02 Sep 2026	On-Campus	Durban, South Africa

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

- 1. Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 252443) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
- 2. Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
- 3. Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
- 4. Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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