



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 Rights and Value Advocacy

Business, Commerce and Management Studies / Marketing

Unit Standard 252445 · NQF Level 5 · 8 Credits · 5 Days

COURSE OVERVIEW

This course equips learners with the knowledge and skills to advocate for intellectual property rights and understand their value in organisational contexts. Participants will learn to identify, protect, and promote intellectual property assets, fostering a culture of respect for IP rights within their teams and organisations.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	252445
Accreditation	SAQA Accredited · NQF Level 5 · 8 Credits
Duration	5 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply principles of intellectual property law to identify and classify IP assets within an organisation.
- Analyze the value of intellectual property and its impact on organisational strategy and competitiveness.
- Evaluate potential infringements and recommend appropriate protection measures.
- Design advocacy strategies to promote respect for IP rights among stakeholders.
- Implement procedures for IP registration, licensing, and enforcement.
- Demonstrate the ability to advise on IP-related risks and opportunities.

WHO SHOULD ATTEND

- This course is designed for managers, team leaders, legal advisors, and professionals responsible for protecting and advocating intellectual property in corporate, government, or non-profit settings.

COURSE OUTLINE

Day 1: Introduction to Intellectual Property Rights

- What is intellectual property?
- Overview of IP categories: patents, trademarks, copyright, designs, trade secrets
- South African IP legislation and SAQA alignment
- Economic importance of IP rights
- IP as an asset: valuation basics
- Case studies of IP in various industries

Day 2: Patents, Trademarks, and Designs

- Patentability criteria: novelty, inventive step, industrial applicability
- Patent application procedure in South Africa
- Trademark types and registration process
- Trademark infringement and passing off
- Registered and unregistered designs
- Practical examples of IP protection strategies

Day 3: Copyright, Trade Secrets, and Licensing

- Copyright: original works, economic and moral rights
- Copyright exceptions and limitations
- Trade secrets: definition and protection measures
- Non-disclosure agreements (NDAs)
- IP licensing: types, royalties, and negotiation
- Case studies on licensing disputes

Day 4: IP Enforcement and Value Advocacy

- IP infringement: civil and criminal remedies
- IP litigation and alternative dispute resolution
- Role of IP in competitive advantage
- Advocacy: communicating IP value to stakeholders
- Building an IP culture in the workplace
- Developing an IP strategy for a business

Day 5: Practical Integration and Case Studies

- IP audit methodology
- Risk assessment for IP assets
- Drafting an IP policy
- Group case study: IP strategy for a start-up
- Presentation and feedback
- Future trends in IP: digital economy and AI

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 **8 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 24,200.00	R 24,200.00
1	In-House	R 31,400.00	R 31,400.00
1	On-Campus (Pretoria)	R 36,200.00	R 36,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	14 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Abu Dhabi, UAE
10 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	14 Aug 2026	On-Campus	Cape Town, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Mauritius
17 Aug 2026	21 Aug 2026	On-Campus	Dubai, UAE
17 Aug 2026	21 Aug 2026	On-Campus	Pretoria, 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 252445) 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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