



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 Process Management

Business, Commerce and Management Studies / Marketing

Unit Standard 252448 · NQF Level 5 · 10 Credits · 7 Days

COURSE OVERVIEW

This course equips learners with the competence to maintain intellectual property processes within an organisation. It covers the identification, protection, and management of intellectual property assets to ensure compliance with relevant legislation and organisational policies.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	252448
Accreditation	SAQA Accredited · NQF Level 5 · 10 Credits
Duration	7 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply procedures to identify and protect intellectual property assets within the organisation.
- Analyze legal and regulatory requirements to ensure compliance in intellectual property management.
- Evaluate existing intellectual property processes and recommend improvements.
- Implement monitoring systems to track intellectual property rights and renewals.
- Demonstrate the ability to maintain accurate records and documentation for intellectual property assets.
- Design strategies to mitigate risks related to intellectual property infringement.

WHO SHOULD ATTEND

- This course is intended for managers, legal advisors, and professionals responsible for overseeing intellectual property portfolios or processes in corporate or legal environments.

COURSE OUTLINE

Day 1: Introduction to Intellectual Property and the IP Process

- Definition and scope of intellectual property.
- Overview of IP types: patents, trademarks, copyright, industrial designs, trade secrets.
- The role of IP in the knowledge economy.
- Key stakeholders in IP management: creators, owners, attorneys, regulators.
- Introduction to the IP process: creation, protection, exploitation, enforcement.
- Ethical considerations and confidentiality in IP management.

Day 2: Legal Framework and IP Registration Processes

- South African IP legislation: Patents Act, Trade Marks Act, Copyright Act, Designs Act.
- The registration process: filing, examination, publication, opposition, grant.
- Patentability criteria: novelty, inventive step, industrial applicability.
- Trademark registration: distinctiveness, classification, search.
- Copyright: automatic protection, duration, and fair use.
- International frameworks: Paris Convention, PCT, Berne Convention.
- Role of CIPC and IP offices.
- Practical steps for filing an IP application.

Day 3: IP Strategy and Portfolio Management

- Components of an IP strategy: creation, protection, exploitation.
- IP portfolio management: acquisition, maintenance, divestiture.
- IP audits: scope, process, reporting.
- IP valuation methods: cost, market, income approaches.
- Licensing agreements: types, negotiation, royalty structures.
- Technology transfer and commercialisation.
- Risk management: infringement, invalidity, opposition.
- Case studies of successful IP strategies.

Day 4: IP Enforcement and Dispute Resolution

- IP infringement: types, evidence gathering.
- Civil remedies: interdicts, damages, delivery up.
- Criminal enforcement: search and seizure, prosecution.
- Alternative dispute resolution: mediation, arbitration.
- Role of the South African Police Service and customs.
- Anti-counterfeiting strategies: technology, collaboration.
- Online enforcement: takedown notices, domain name disputes.
- Case law examples.

Day 5: IP Management in the Digital Age

- Copyright in digital works: software, multimedia, databases.
- Open source licensing: GPL, MIT, Apache.
- Creative Commons and public domain.
- Digital rights management (DRM).
- IP issues in social media: user-generated content, brand protection.
- E-commerce and trademark use online.
- Data protection and IP: trade secrets, personal data.

- Blockchain and IP management.

Day 6: IP Process Management Systems and Best Practices

- IP management software: features, selection, implementation.
- Documenting IP: invention disclosures, registration records.
- IP policies for organisations: ownership, confidentiality, employee agreements.
- Best practices for IP process management.
- Record keeping and auditing.
- Compliance with regulatory requirements.
- Integration with other business processes (R&D, legal, marketing).
- Continuous improvement of IP processes.

Day 7: Capstone Project and Course Review

- Capstone project brief: develop an IP strategy and process for a given case.
- Group work and presentations.
- Peer and facilitator feedback.
- Review of key concepts from days 1–6.
- Assessment preparation: unit standard 252448 requirements.
- Final assessment (written and/or oral).
- Course evaluation and certification.

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 **10 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 29,600.00	R 29,600.00
1	In-House	R 38,500.00	R 38,500.00
1	On-Campus (Pretoria)	R 44,400.00	R 44,400.00

UPCOMING SESSIONS

Start	End	Method	Venue
07 Aug 2026	17 Aug 2026	On-Campus	Cape Town, South Africa
10 Aug 2026	18 Aug 2026	On-Campus	Pretoria, South Africa
11 Aug 2026	19 Aug 2026	On-Campus	Abu Dhabi, UAE
12 Aug 2026	20 Aug 2026	On-Campus	Durban, South Africa
12 Aug 2026	20 Aug 2026	On-Campus	Mauritius
13 Aug 2026	21 Aug 2026	On-Campus	Cape Town, South Africa
14 Aug 2026	24 Aug 2026	On-Campus	Dubai, UAE
17 Aug 2026	25 Aug 2026	On-Campus	Abu Dhabi, UAE

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 252448) 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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