

Postgraduate Certificate Protection of Creative and Intangible Products

INTELLECTUAL
PROPERTY



Postgraduate Certificate Protection of Creative and Intangible Products

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/in/design/postgraduate-certificate/protection-creative-intangible-products

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01

Introduction

Intellectual Property protection is a challenging and constantly evolving field of work. In today's digital world, intellectual works are especially vulnerable, so professionals who can adapt to the new market realities and know how to protect different artistic works from being copied, reproduced or imitated without the express permission of the author(s) are increasingly required. This TECH program prepares the student to face all these difficulties and to stand out in a field that is increasingly necessary in the digital environment, where works require special protection.



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Become a key ally for artists and creative businesses by learning how to protect their intellectual creations”

Intellectual Property is especially important for creative companies, as increased digitalization necessitates timely protection of all manner all works that could be infringed or that are particularly vulnerable.

There are many works requiring special protection, including inventions, literary and artistic works, symbols or names and images commonly used in commerce. All of them not only have a monetary value, but are also imbued with human spirit and creative character, making them unique and irreplaceable.

Therefore, with this program students will learn about all the ways to protect the works of creative companies. Both Intellectual Property and Industrial Property Law will be studied, with the applicable regulations in both cases and practical examples which will show how to apply the knowledge acquired to real cases. Moreover, as this is a constantly evolving market, students will also acquire the necessary skills to develop and enhance their professional profile and know how to adapt to future opportunities.

A 100% online Postgraduate Certificate that will give students the necessary flexibility to combine their studies with other activities, eliminating the need to travel to a physical center and having the option of accessing all the teaching material at any time.

This **Postgraduate Certificate in Protection of Creative and Intangible Products** contains the most complete and up-to-date program on the market. The most important features include:

- ◆ Study of the legal protection of intangible assets and the different tools that can be used for this purpose: intellectual property, industrial property and advertising law
- ◆ Methodology that promotes the acquisition of skills in the field of market research, law, strategic vision, digital and co-creation tools
- ◆ Case studies for each field in which to see, in a realistic way, how to apply the acquired knowledge
- ◆ Study of the applicable regulations in force for the correct management of intellectual property protection for different works
- ◆ Understanding and analysis of the responsible management entities to be worked with in the future in the work environment
- ◆ Access to content at all times, 100% online, flexible and adaptable to each particular schedule



Your expertise will mark the difference and enable you to evolve and adapt in an increasingly sought-after field of knowledge”



A program created to train professionals to excel in an increasingly important and in-demand sector”

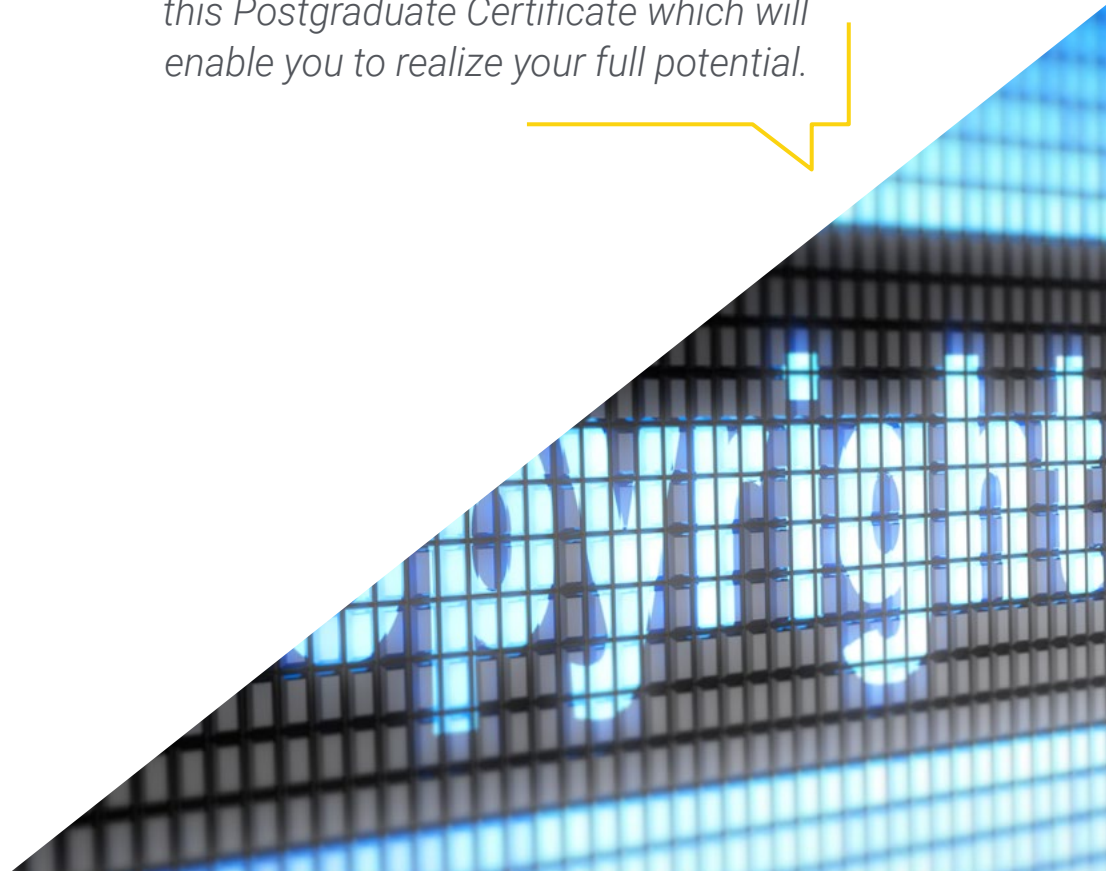
Acquire the necessary skills to become the legal point of contact for artists and creative companies on intellectual property protection issues.

You can count on the advice, counsel and studies of the experts in intellectual property protection who have designed this Postgraduate Certificate which will enable you to realize your full potential.

The program includes, in its teaching staff, professionals from the sector who bring to this education the experience of their work, in addition to recognized specialists from prestigious reference societies and universities.

Its multimedia content, developed with the latest educational technology, will allow the professional a situated and contextual learning. In other words, a simulated environment that will provide immersive education programmed to prepare for real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.



02 Objectives

The Postgraduate Certificate in Protection of Creative and Intangible Products is aimed at creating professionals capable of operating in a unique and high-demand professional environment, that requires effective advice on the protection of creative and intangible assets, tailored to an increasingly digital environment. Students will finish this program with enhanced employment prospects and the necessary tools to adapt to a constantly changing market.





General Objectives

- ◆ Obtain useful knowledge and skills for the development and application of original ideas in personal and professional work
- ◆ Understand how creativity and innovation have become the drivers of the economy
- ◆ Solve problems in innovative environments and interdisciplinary contexts within the ambit of creativity management
- ◆ Integrate one's own knowledge with that of others, making informed judgments and reasoning on the basis of the information available in each case
- ◆ Know how to manage the process of creation and implementation of novel ideas on a given topic
- ◆ Acquire specific knowledge for the management of companies and organizations in the new context of the Creative Industries
- ◆ Progressive and constant updating in autonomous training environments
- ◆ Possess the tools to analyze the economic, social and cultural realities in which the creative industries develop and transform today
- ◆ Help students acquire the necessary skills to develop and evolve their professional profile in both business and entrepreneurial environments
- ◆ Use new information and communication technologies as tools for training and exchange of experiences in the field of study
- ◆ Develop communication skills, both written and oral, as well as the ability to make effective professional presentations in daily practice
- ◆ Acquire market research skills, strategic vision, digital and co-creation methodologies





Specific Objectives

- ◆ Explore the importance of intellectual property in the creative field
- ◆ Differentiate and learn how to use the legal tools to protect intellectual works
- ◆ Apply the knowledge acquired in real practical cases
- ◆ Know the relevant entities in the field of intellectual protection

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Achieve your career goals by enrolling on this comprehensive TECH program to specialize in intellectual property protection”

03

Course Management

This Postgraduate Certificate in Protection of Creative and Intangible Products has a team of expert professionals, guaranteeing students that they will acquire the most comprehensive and effective knowledge on the market. This group of professionals has extensive experience in the field of Intellectual Property Protection with an up-to-date teaching methodology making use of new technologies to ensure dynamic and valuable learning.





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Learn from the best professionals in the industry and specialize in the Protection of Creative and Intangible Products with TECH”

International Guest Director

S. Mark Young is an internationally renowned expert who has focused his research career on the Entertainment Industry. His results have received numerous awards, including the 2020 Lifetime Achievement Award in Accounting and Management from the American Accounting Association. He has also been honored three times for his contributions to the academic literature in these fields.

One of the most outstanding milestones of his career was the publication of the study “Narcissism and Celebrities”, together with Dr. Drew Pinsky. This text compiled direct data on famous personalities from Cinema or Television. In addition, in the article, which would later become a best-selling book, the expert analyzed the narcissistic behaviors of celluloid stars and how these have become normalized in the modern media. At the same time, he addressed the impact of these on contemporary youth.

Also throughout his professional life, Young has delved into organization and concentration in the film industry. Specifically, he has investigated models for predicting the box-office success of major motion pictures. He has also contributed to activity-based accounting and the design of control systems. In particular, he is recognized for his influence in the implementation of effective management based on Balanced Scorecard.

Likewise, academic work has also shaped his professional life, and he has been elected to lead the George Bozanic and Holman G. Hurt Research Chair in Sports and Entertainment Business. He has also lectured and participated in study programs related to Accounting, Journalism and Communications. At the same time, his undergraduate and graduate studies have linked him to prestigious American universities such as Pittsburgh and Ohio.



Dr. Young, S. Mark

- Director of the George Bozanic and Holman G. Hurt Chair in Sports and Entertainment Business
- Official Historian of the University of Southern California Men's Tennis Team
- Academic researcher specializing in the development of predictive models for the motion picture industry
- Co-author of book "Narcissism and Celebrities"
- Ph.D. in Accounting Science from the University of Pittsburgh
- M.S. in Accounting from The Ohio State University
- B.S. in Economics from Oberlin College
- Member of the Center for Excellence in Teaching

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Thanks to TECH, you will be able to learn with the best professionals in the world”

Management



Dr. Velar, Marga

- ♦ Corporate Marketing Manager at SGN Group (New York)
- ♦ Forefashion Lab Address
- ♦ Professor at Villanueva University Center, at ISEM Fashion Business School and at the School of Communication at the University of Navarra
- ♦ PhD. in Communication from Universidad Carlos III de Madrid
- ♦ Degree in Audiovisual Communication with a Postgraduate Certificate in Fashion Communication and Management from Villanueva University Center, Complutense University
- ♦ MBA in Fashion Business Management from ISEM Fashion Business School

Professors

Ms. Eyzaguirre Vilanova, Carolina

- ♦ Legal counsel to the CEO of Eley Hawk Company
- ♦ Professor at the Madrid Bar Association in the Master in Digital Law, Innovation and Emerging Technologies
- ♦ Legal advice in the field of advertising law for Autocontrol (Association for the Self-Regulation of Commercial Communication)
- ♦ Designer in multiple projects for companies such as Estudio Mariscal, RBA Ediciones (National Geographic and El Mueble magazines) or Laboratorios Echevarne
- ♦ Degree in Law and Design from Pompeu Fabra University, Barcelona
- ♦ Specialized in Intellectual Property with an Official Master's Degree from Universidad Pontificia Comillas (ICADE) in Madrid

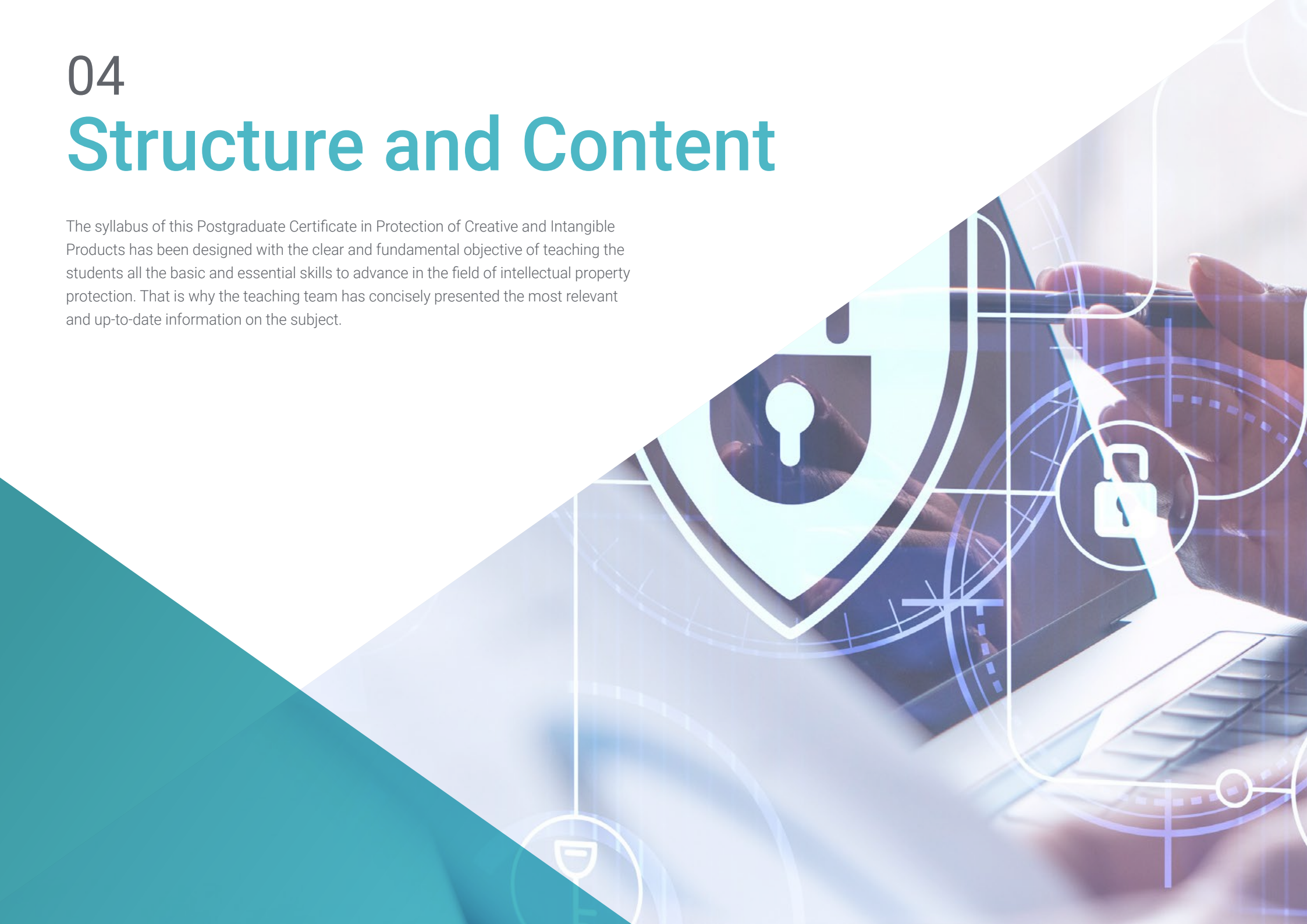
A close-up photograph of a wooden stamp with the word "COPYRIGHT" printed in bold black letters on its base. The stamp has a smooth, light-colored wooden handle with a silver-colored metal rivet. It is positioned on a light blue calculator. In the background, another wooden stamp with the word "LEGAL" is visible, along with a red stapler and a stack of papers.


COPYRIGHT

04

Structure and Content

The syllabus of this Postgraduate Certificate in Protection of Creative and Intangible Products has been designed with the clear and fundamental objective of teaching the students all the basic and essential skills to advance in the field of intellectual property protection. That is why the teaching team has concisely presented the most relevant and up-to-date information on the subject.





“With high-quality content written by the best professionals in the industry, you will be able to enhance your future career in the creativity industries”

Module 1. Protection of Creative and Intangible Products

- 1.1. Legal Protection of Intangible Assets
 - 1.1.1. Intellectual Property
 - 1.1.2. Industrial Property
 - 1.1.3. Advertising Law
- 1.2. Intellectual Property I
 - 1.2.1. Applicable Regulations
 - 1.2.2. Relevant Aspects and Issues
 - 1.2.3. Case Studies
- 1.3. Intellectual Property II
 - 1.3.1. Intellectual Property Registration
 - 1.3.2. Reservation of Rights Symbols and Other Means of Protection
 - 1.3.3. Licenses for Content Dissemination
- 1.4. Intellectual Property III
 - 1.4.1. Management Entities
 - 1.4.2. The Intellectual Property Commission
 - 1.4.3. Relevant Organizations
- 1.5. Industrial Property I: Branding
 - 1.5.1. Applicable Regulations
 - 1.5.2. Relevant Aspects and Issues
 - 1.5.3. Real Applications
- 1.6. Industrial Property II: Industrial Designs
 - 1.6.1. Applicable Regulations
 - 1.6.2. Relevant Aspects and Issues
 - 1.6.3. Legal practice
- 1.7. Industrial Property III: Patents and Utility Models
 - 1.7.1. Applicable Regulations
 - 1.7.2. Relevant Aspects and Issues
 - 1.7.3. Study Cases



- 1.8. Intellectual and Industrial Property: Practice
 - 1.8.1. Intellectual Property vs. Industrial Property (Comparative Law)
 - 1.8.2. Practical Issues in Conflict Resolution
 - 1.8.3. Case Study: Steps to Follow
- 1.9. Advertising Law I
 - 1.9.1. Applicable Regulations
 - 1.9.2. Relevant Aspects and Issues
 - 1.9.3. Jurisprudence in Advertising Matters
- 1.10. Advertising Law II
 - 1.10.1. Advertising Self-Regulation
 - 1.10.2. Self Control
 - 1.10.3. Advertising Jury



A program with which you will reach your professional goals thanks to detailed and comprehensive teaching material”

05 Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





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Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”



You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.



A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career”*

The student will learn to solve complex situations in real business environments through collaborative activities and real cases.

The case method is the most widely used learning system in the best faculties in the world. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

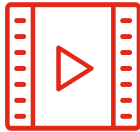
Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



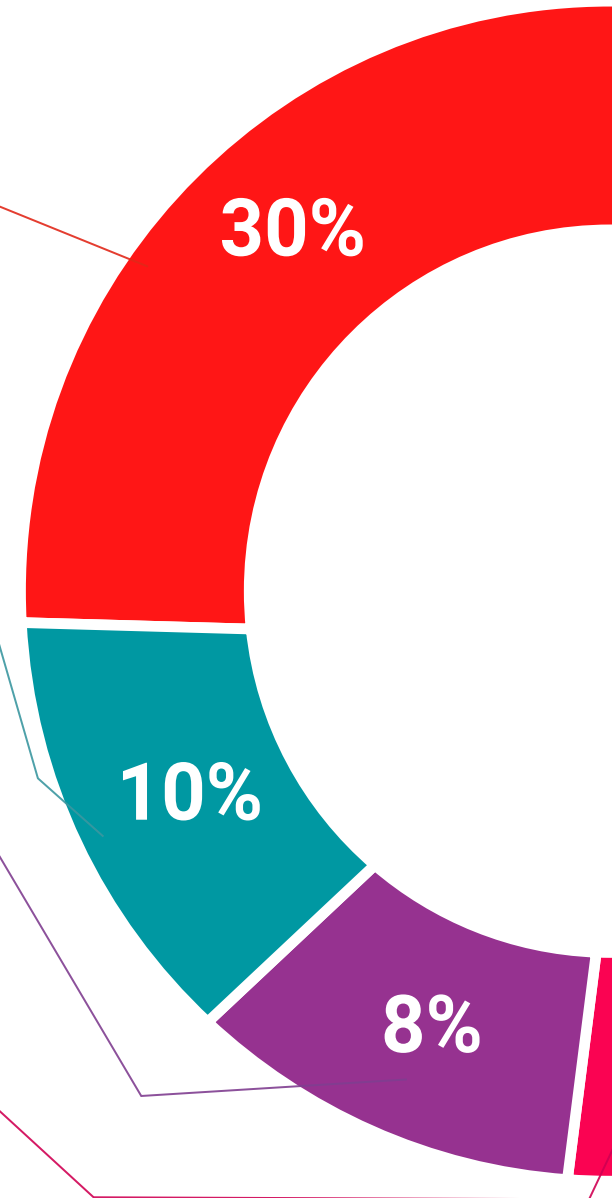
Practising Skills and Abilities

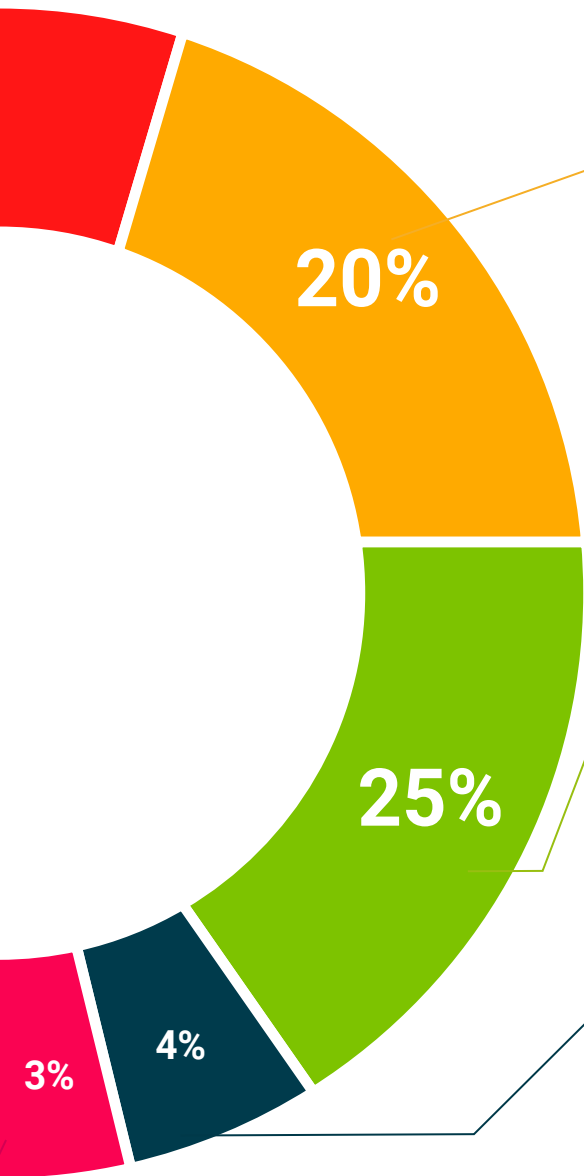
They will carry out activities to develop specific competencies and skills in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



06

Certificate

The Postgraduate Certificate in Protection of Creative and Intangible Products guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



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Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”

This **Postgraduate Certificate in Protection of Creative and Intangible Products** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Protection of Creative and Intangible Products**

Official N° of Hours: **150 h.**



*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

future
health confidence people
education information tutors
guarantee accreditation teaching
institutions technology learning
community commitment
personalized service innovation
knowledge present
development language
virtual classroom



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