

Course : Promote and protect your creations on the Internet, social networks and the metaverse

New intellectual property practices

Practical course - 2d - 14h00 - Ref. PPY

Price : 1360 € E.T.

While social networks can be an excellent platform for promoting and enhancing your creations and innovations, the distribution of content on the Internet has made it more difficult to protect them. This training course will help you to better protect and promote your content.



Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Identify the various intellectual property rights and the different legal regimes applicable.
- ✓ Understand the impact of industrial property on a company's wealth
- ✓ Master the concepts of invention, trademark and know-how
- ✓ Recognizing an infringement of rights
- ✓ Implement amicable and pre-litigation actions

Intended audience

Entrepreneurs and all support functions of innovative companies, authors, craftsmen, developers, influencers, content creators.

Prerequisites

No special knowledge required.

PARTICIPANTS

Entrepreneurs and all support functions of innovative companies, authors, craftsmen, developers, influencers, content creators.

PREREQUISITES

No special knowledge required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

Practical details

Hands-on work

Active, participative teaching methods. Alternating theory/practice with application via concrete case studies.

Teaching methods

Sharing experiences, case studies, collective reflection.

Course schedule

1 Introduction to intellectual property

- Definition and challenges of intellectual property.
- The various provisions for protecting intellectual property.
- Distinction between industrial property and literary or artistic property.

Storyboarding workshops

Collective reflection and examples on the challenges of intellectual property and the defense of a company's intangible assets.

2 Copyright

- Identify situations where copyright is applicable and appropriate.
- Understand the mechanisms of copyright.
- Identify the works covered by copyright.
- The different rights covered by the notion of copyright.
- Know who is entitled to copyright, particularly in the context of an employer/employee relationship.
- Exceptions in copyright law.
- This concept must be clearly distinguished from image rights.

Hands-on work

Group study of copyright licenses for commercial and non-commercial use.

3 Patent law: developing innovation

- Arbitrate on situations for which a patent application is appropriate.
- Know what elements can be protected by a patent.
- Focus on software and source code patents.
- The patent application process.
- Employee invention situations: on or off assignment, attributable or non-attributable.
- Patent protection and term of protection.

Hands-on work

Analyze a patent and identify key features.

4 Design law: how to make the most of your rights.

- Identify situations where design law is applicable and appropriate.
- Know what elements can be protected by a design.
- How to register a design.
- Design protection and term of protection.

Hands-on work

Practical examples and comparison with other intellectual property protection systems.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

5 Trademark law: protecting your company's assets

- Impact and commercial importance of trademark registration.
- Know what elements can be protected by a trademark.
- How to register a trademark.
- Trademark protection and duration of protection.
- Fighting counterfeiting.
- Domain name registration, protection and interest with regard to previous rights.

Hands-on work

Case study of a trademark registration dispute.

6 Protecting know-how

- Coping with the lack of a legal definition.
- Protecting know-how under a franchise agreement.
- Implementation of confidentiality clauses and the Non-Disclosure Agreement (NDA).
- Application of business secrecy and protection of confidential commercial information.
- Articulation with other legal protections (RGPD, whistleblower status, freedom of the press...)

Hands-on work

Case law analysis.

7 New practices in the digital age.

- Exploitation and distribution of creations and inventions on the Internet.
- E-commerce, internationalization and intellectual property.
- Risks and issues linked to social networks and metaverse perspectives.

Storyboarding workshops

Group discussion: case law examples and study of one or more individual cases depending on participants' activities and status.

8 Preventing risks and taking action in the event of an infringement of intellectual property rights

- An overview of contractual protection methods.
- Risks and protection associated with assignment and licensing contracts.
- Focus on R&D partnership and intellectual service contracts.
- Overview of legal proceedings.
- Distinction between provisional and conservatory measures.
- Characterization of the loss suffered: methods of proof and assessment.
- Terms and conditions of compensation.

Hands-on work

Group workshop Methodology: best practices and questions to ask before taking action.

Dates and locations

2026 : 19 Mar., 18 June, 1 Oct., 23 Nov.

2026 : 12 Mar., 11 June, 24 Sep., 16 Nov.