

looking out for business



An introduction to Intellectual Property (IP) Management Plans for Indigenous Enterprise.

Indigenous intellectual property specialist, Ms Terri Janke, is presenting a half-day workshop in Sydney on Tuesday 20 April 2010 .

Much of the growth in the Australian business sector has been due to the increasing importance of Intellectual Property (IP) assets. However, while more and more business owners are becoming more concerned about their IP rights, a substantial number of Indigenous businesses are not taking full strategic advantage of their IP assets to establish competitive advantage, protect cultural integrity and increase corporate profits.



Who should attend?

You should attend if you manage a private business, land council or Indigenous enterprise. Or if you are a lawyer, in business or you are responsible for managing intellectual property assets.

Why you should attend?

Intellectual Property is an asset, just like real estate. It's your property and is valuable for your economic future. But how are you managing it? What plans can you take to protect your ideas and know-how with copyright, trade marks and designs? To create a plan, an Intellectual Property (IP) Management Plan is more than just a pre-cautionary measure, it's to clarify the present with a vision to the future.

What you get?

An afternoon with one of Australia's leading Indigenous Intellectual Property specialists. Practical advice, networking opportunities and course materials. Registration and prior payment is essential to attend the event. Places will be limited.

Cost

\$99 includes GST.

About your Presenter – Terri Janke BA.LLB

Ms Terri Janke is a successful Indigenous solicitor, published author and experienced businesswoman.

Her Sydney based law firm has been advising Indigenous business owners in the management of their intellectual property for almost a decade. In 2001, Terri was awarded 1st place "Evolving Business" NSW Aboriginal Employment and Business Awards.

In 2007, Terri Janke was accepted by Indigenous Business Australia (IBA) as a Preferred Service Provider (PSP).

SYDNEY: TUESDAY 20 APRIL 2010.

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The afternoon program includes:

- 1.45pm Welcome, settle-in, meet your peers.
- 2.00pm Start of Workshop
- What is an Intellectual Property (IP) Management Plan and how does it differ from a Business Plan?
Who needs an IP Management Plan?
Why an IP management plan is so important for Indigenous people in business, corporations and land councils.
- 2.30pm An overview of an IP audit, what is included, listing all IP owned or used, evidence of ownership, rights of use.
Examining products, websites, domain names, trade marks, letterheads, brochures and employment and sub-contractor contracts.
Case Studies discussed.
- 3.00pm How to strengthen your unique brand and plan strategies for IP recognition and protection.
How to protect your IP with statements, registers and databases.
What does it cost \$\$.
Common pitfalls and how to identify and avoid them.
- 3.45pm Where to go for help and further assistance.
- 4.00pm Discussion, Question & Answer
- 4.30pm Close of workshop

(Please note that the program is subject to change)

Registration Form:

Please complete and post to:

Terri Janke & Company Pty Ltd
PO Box 780
ROSEBERY NSW 1445

Yes, I would like to attend the "Looking out for Business" Workshop on Tuesday 20 April 2010.

Venue: Terri Janke and Company, Rosebery

Name	<input type="text"/>
Organisation	<input type="text"/>
Address	<input type="text"/>
Email	<input type="text"/>
Phone/Mobile	<input type="text"/>

Please find attached payment of \$99
(Cheque, money order or bank cheque)
made out to:

Terri Janke and Company Pty Ltd
ABN27098848723

Note: Tax Invoices provided for all payments
and purchase orders.

For more information, please contact the
Workshop Coordinator:

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Tel: 02 9693 2577
Fax: 02 9693 2566
email: lan@terrijanke.com.au

