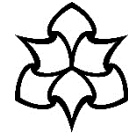


ALLIANCE
FOR INTELLECTUAL PROPERTY



**Creative.
Industries.
Federation.**



Kindly hosted by:

**Manchester
Metropolitan
University**

Creative Industries and the Business of IP

Manchester School of Art, Manchester Metropolitan University, Benzie Building, Boundary St W, Manchester, M15 6BR

Thursday 2nd February 2017, 15:30 for 16:00 until 18:15, drinks reception until 19:30

Intellectual Property is what drives the UK economy. In 2014, firms in the UK market sector invested an estimated £133 billion in knowledge assets, compared to £121 billion in tangible assets and 53% (£70 billion) of knowledge investment in the UK market sector was protected by Intellectual Property Rights (IPRs).

This unique event that we are co-ordinating with the Creative Industries Federation is aimed squarely at SMEs and should be of interest to anyone running a business and wanting to know more about intellectual property (IP). Creators, artists and designers, whether established or new, are equally welcome and will gain from attending.

Research shows that many businesses either don't know they have IP or how to value that IP and thus secure finance to grow. The other concern for SMEs is how to protect that IP.

Following introductions by John Kampfner and Eddy Leviten there will be keynote addresses by the Minister for IP (awaiting confirmation), Alliance Chair, Bill Bush, and Sally Britton from Mischcon De Reya, there will be two practical break-out sessions that will explain how to protect IP rights and how to unlock the value in IP to grow a business:

Session 1: Protecting your IP

Speakers: Iain Spinks-Gillen (FACT), Gavin Terry (Trading Standards), Alison Statham (ACG)

The aim of this session is to assist creators, SMEs and anyone involved in the creation, distribution or ownership of IP in knowing where their content or products are being traded illicitly and to give some advice on how to deal with the problem.

Topics that will be covered within this session will include:

- How to search and check which platforms are selling your pirated and counterfeit goods
- How to protect yourself from malware and viruses whilst searching
- What systems are in place online to counter the selling of pirated and counterfeit goods on marketplaces and search engines
- Where creators and SMEs can take their evidence

Session 2: Valuing your IP

Speakers: Simon Harris (PWC), Nick Kounoupias (ACID), Tony Pluckrose (Boulton Wade Tennant)

The aim of this session is to assist creators, SMEs and anyone involved in the creation, distribution or ownership of IP in determining how to value their intellectual property so that it can be used positively to maximise growth opportunities such as licensing, funding, creative collaborations, responding to tenders etc.

Topics that will be covered within this session will include:

- Simple guidelines of intellectual property and how it relates to your business
- How creators and SMEs can value their IP
- How you can create a proactive and practical IP strategy
- Which Government resources are available to help you in terms of IP awareness and education, growth schemes, export schemes and tax breaks

The event will close with Marianne Grant of the MPA discussing the 'Get it Right from a Genuine Site' education initiative to combat IP infringement online.

This event in Manchester is complimentary and open to all. Networking drinks follow. If you are interested in attending this exciting and hands on event, please email Chloe at chloe@allianceforip.co.uk.