

CHARTERED 
INSTITUTE OF PROFESSIONAL CERTIFICATIONS

AUSTRALIA DESIGN LAWS, INTELLECTUAL PROPERTY RIGHTS AND TRADEMARK PROTECTION

**Fully Accredited
By:**

Chartered Institute of
Professional Certifications

CPD
Certification Service

PROGRAM OVERVIEW



In 2022, the Australian Competition and Consumer Commission received **2,854 reports of Intellectual Property (IP) rights infringement, an increase of 33% from the previous year.** This surge highlights the need for robust design and intellectual property legal frameworks to safeguarding creators' rights and fostering innovation in Australia's competitive market.

This certified program will empower you to excel in the multifaceted world of IP rights, design, and trademark regulations. By combining legal knowledge with real-world scenarios, this intensive course will provide you with the knowledge and skills requisite to traverse Australia's intricate IP rights, design, and trademark rules. You'll be introduced to key topics, such as the structure of **Australian IP legislation, design and trademark laws, registration procedures, and key legislations impacting Australia's IP laws,** thereby providing you with a comprehensive understanding of the complexities of IP law.

Throughout the program, you will also learn to **pinpoint potential areas of non-compliance, understand the implications of legal violations, and devise effective strategies for IP, design, and trademark management and auditing.** This program will guide you on how to conduct **intellectual property audits, apply design laws, and understand the enforcement of copyright laws.** Furthermore, you'll delve into contemporary areas like **digital IP laws and policy and explore future trends in IP law.** During the program, you'll gain insights into the significance of compliance, the role of enforcement agencies like IP Australia, and the consequences of non-compliance, enabling you to identify potential issues and formulate strategies to ensure adherence to IP regulations.

Upon successful completion of the program, you will earn the **Certification in Australia Design and Intellectual Property Laws.** This certification will elevate your professional credentials and demonstrate your expertise of the critical knowledge in navigating Australia's legal landscape, particularly in design laws, trademarks, and IP rights, including knowledge of the latest industry best practices, tools, and technologies. This industry-recognized certification holds lifelong validity, offering a testament to your expertise and commitment to excellence in this industry.

ACCREDITATIONS



4.8



4.6



KEY SKILLS YOU WILL GAIN

From This Program



**AUSTRALIAN DESIGN LAWS
TRADEMARK ESSENTIALS
INTELLECTUAL PROPERTY RIGHTS
AUSTRALIA'S IP REGISTRATION**

**PROACTIVE IP RIGHTS ASSERTION
IP RIGHTS INFRINGEMENT PREVENTION
ALTERNATIVE IP DISPUTE RESOLUTION
CROSS-JURISDICTIONAL COMPLEXITY
MINIMIZATION**

**DESIGN REGISTRATION & REQUIREMENTS
LICENSING REGIMES COMPREHENSION
COPYRIGHT PROTECTION STRATEGIES
NICE CLASSIFICATION IN TRADEMARKS**

**TRIPS AGREEMENT
IP ISSUE MANAGEMENT
IP VALUATION TECHNIQUES
EMPLOYMENT VS CONTRACTOR DECISIONS
REGULATORY FRAMEWORK LIMITATIONS**

**EMPLOYMENT COPYRIGHT RELATIONSHIPS
TRADEMARK ESSENTIAL SKILLS**

YOUR FACULTY DIRECTOR



Timothy Whincop

Legal Expert and Professional Advisor

Timothy Whincop is a **highly accomplished legal expert and seasoned professional advisor with over 25 years of experience**. Currently serving as the **Principal Director of House Counsel Advisory law firm**, Timothy's appointment is a testament to his expertise in the legal field, with a specific focus on intellectual property. Renowned as **a mentor and leader within his field, Timothy remains at the forefront of intellectual property legal practices**, establishing himself as an authoritative figure and invaluable resource in the dynamic landscape of intellectual property law in Australia.

OUR PARTICIPANTS

Over 70% of FORTUNE 500 Companies Have Attended Our Accredited Programs Before



Goldman Sachs



SAMSUNG



ExxonMobil



BURBERRY



citi



IKEA



VOLVO



HYUNDAI



Pfizer

Life is our life's work



Nestlé®



PROGRAM AGENDA

MODULE 1: FOUNDATIONS OF INTELLECTUAL PROPERTY

- What Is IP?
- Designs
- Trademarks
- Copyright
- Other IP

MODULE 2: DESIGNS

- Nature Of Designs
- Overall Impression
- Australian Application
- Period Of Protection
- Registration (Including Grace Period)
- Prior Use Exemption To Infringement
- Enforcement

MODULE 3: DESIGNS 2

- Functional Restrictions In Certain Territories
- European And Major Trading Partner Approaches To Design Law And How To Navigate Inconsistencies
- Historical Context
- Potential Future Issues

MODULE 4: PASSING OFF & TRADE SECRETS

- Passing Off: Goodwill, Misrepresentation And Damage
- Consumer Deception And Misleading And Deceptive Conduct
- Origin Of Goods Or Services
- False Indications Of Geographical Origin In Connection With Goods
- Australian Position In Contrast With Other Countries

MODULE 5: TRADEMARKS

- Nature Of Trademark
- Types Of Trademarks
- Territorial Right And Class System
- Period Of Protection
- Distinctiveness (Registerable 'Sign')
- Deception
- Choosing The Brand
- Registration Process
- Provisional Refusals



PROGRAM AGENDA

MODULE 6: TRADEMARKS 2

- Value Of Trademark
- International Application
- Trademark Specific Dispute Resolution
- Domain Names
- Enforcement Mechanisms

MODULE 7: COPYRIGHT

- Nature Of Copyright
- Various Elements Of Copyright
- Exclusive Rights
- Infringement
- Fair Dealing
- Employees And Copyright
- Single Words And Slogans

MODULE 8: COPYRIGHT 2

- International Framework
- Licensing In An International Context
- Growing Concerns Regarding Need For Reform In Fast Technological Environment
- Willful Infringement

MODULE 9: PATENTS

- Concept Of Patent
- Inventions And How To Balance Progress With Propriety Interest
- New Areas Of Technology
- Period Of Patent Maximum Term

MODULE 10: ALTERNATIVE DISPUTE RESOLUTION

- Mediation
- Arbitration
- UDRP Disputes

YOUR CHARTER DESIGNATION



Chartered Institute of Professional Certification's programs are unique as they provide you with professional charter designation and mark that can be used across your lifetime once you have completed our programs.

Upon successful completion of this program, you will be awarded the **Certification in Australia Design and Intellectual Property Laws** that can be used in your resume, CV and other professional credentials. Globally demanded and recognized, this designation will help you distinguish your skillsets and that you have attained expertise and critical knowledge in navigating the complexities of Australian design laws and complying with the trademark and intellectual property regulations.

This program is developed by **Chartered Institute of Professional Certifications** and the content of this program has been certified by **CPD Certification Service** as conforming to highest standards in continuing professional principals.

ABOUT US

49,525

Business Leaders Have
Attained Their Chartered
Certifications Since 2009

390

Certified and Fully
Accredited Programs

87%

Chartered Leaders Have
Reported Career Promotions
and Enhancements

Chartered Institute of Professional Certifications

All of Chartered Institute of Professional Certifications program are fully accredited programs. The professional charter and designations are trademarked credentials that can only be used by professionals who have completed and passed our accredited program. It is also independently accredited by CPD as adhering to the highest standards of continuing professional principles.

CHARTERED
INSTITUTE OF PROFESSIONAL CERTIFICATIONS



OUR FACULTY DIRECTORS

We Collaborate With
Instructors From
Renowned Institutions



HARVARD
UNIVERSITY



Wharton
UNIVERSITY of PENNSYLVANIA



Stanford University



UNIVERSITY OF MICHIGAN



**THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE**



**Columbia
Business
School**

**London
Business
School**



CONTACT US TODAY

We Thank You for Your Ongoing Support
of Our Programs

Singapore and Asia Pacific Enquiries

Email: advisor@charteredcertifications.com
Phone: +65 6716 9980
Address: Chartered Institute of Professional Certifications
1 Gateway Drive
#20-04 Westgate Tower
Singapore 608531

Australia and New Zealand Enquiries

Email: advisor@charteredcertifications.com
Phone: +61 3 9909 7310
Address: Chartered Institute of Professional Certifications
530 Little Collins Street, Level 1
Melbourne VIC 3000, Australia

UK, Europe and Middle East Enquiries

Email: advisor@charteredcertifications.com
Phone: +44 (020) 335 57898
Address: Chartered Institute of Professional Certifications
86-90 Paul Street
London, EC2A 4NE

USA Enquiries

Email: advisor@charteredcertifications.com
Phone: +1 888 745 8875
Address: Chartered Institute of Professional Certifications
99 Wall Street #3936
New York, NY 10005