

INTELLECTUAL PROPERTY LAW ESSENTIALS CERTIFICATE

Program Description

Intellectual property is increasingly becoming a central feature of today's global economy. Business familiarity and comfort with this area of law can lay the foundation for a successful product, company, or career.

In this certificate program from Cornell Law School, you will explore the fundamental features of trademarks, copyrights, trade secrecy, and patents, emphasizing their particular strategic benefits and pitfalls. You will align specific applications of IP law with the goals of your business, organization, or team, and acquire strategies to protect your hard work. Through elective courses, you'll have opportunities to expand on these teachings in practical, relevant ways, such as anticipating potential issues with trademarks and copyrights or by promoting innovation in your organization. By immersing yourself in the terms and concepts of IP law, you will master best practices for partnering with legal professionals, allowing you to leverage these tools to advance your product, service line, or business. By the end of this certificate program, you'll have a solid foundation in IP law, making you an even greater asset to your team and organization.

Key Takeaways

- Assess what parts of your business might be covered by patents, trade secrets, trademarks, or copyrights
- Examine strategies for securing your intellectual property rights and for avoiding infringing on those of others
- Consider which protections might be best for your organization's needs
- Evaluate the efforts needed to establish IP protections
- Explore how intellectual property rights can be misused
- Protect your organization from having former employees divulge trade secrets
- Consider how the organizational structure in place fosters or inhibits innovation
- Establish organizational processes and systems that balance the risks and rewards of new ideas
- Create a due diligence project plan for an investment or opportunity

What You'll Earn

- Intellectual Property Law Essentials Certificate from Cornell Law School
- 56 Professional Development Hours (5.6 CEUs)
- 0-7 Professional Development Units (PDUs) toward PMI recertification
- 0-10 Professional Development Credits (PDCs) toward SHRM-CP and SHRM-SCP recertification
- 0-10 Credit hours towards HRCI recertification

Who Should Enroll

- Entrepreneurs
- People whose roles involve new product or service development

- Business development and marketing professionals
- R&D, engineering, and technology managers

Total Investment

2 months to complete the courses.

How to Enroll

For more information and to enroll, please visit Intellectual Property Law Essentials Certificate (<https://ecornell.cornell.edu/certificates/law/intellectual-property-law-essentials/>).

Code	Title	Hours
Core Courses		
eCornell LAW517	Trade Secrets and Patents	0
eCornell LAW518	Trademarks and Copyrights	0
Elective Courses		
Select two of the following:		
eCornell LAW519	Employee Duties and Promises	
eCornell LSM587	Leading for Creativity and Innovation	
eCornell CTECH505	Creating Advantage Through Entrepreneurial Thinking	
eCornell CREA505	Company Structure and Due Diligence	