

Intellectual property rights – how to unlock the untapped economic potential for European cultural heritage and cultural tourism

May 16th, 2022, 14 h – 16.30 h



LEARN-IP – the European initiative on intellectual property rights and Geographical Indication training for cultural heritage and cultural tourism invites you to a workshop for actors in cultural heritage management and cultural tourism. During the [European Vocational Skills Week](#) (May 16th – 20th, 2022) the German LEARN-IP coordinator [Kultur und Arbeit e.V.](#) and the law firm [Tergau & Walkenhorst](#) offer an information and training session on the management of intellectual property rights (IPR). IPRs are not only important to secure rights to property, but can also provide cultural heritage managers and cultural tourism actors with a so-called “freedom to operate” and even with additional income.

AGENDA

Please use this Zoom-link for participation:

<https://us02web.zoom.us/j/83850131172?pwd=dVNWWVpQOVU4MFINb1QvWnNKM3NGUT09>

	Welcome and introduction to the session by hosts
14 h	Dr. Karin Drda-Kühn LEARN-IP coordinator / Kultur und Arbeit e.V., Berlin - Bad Mergentheim Dr. Thomas Bürvenich LEARN-IP partner /Tergau & Walkenhorst, Frankfurt
14.15 h	Introduction to the LEARN-IP initiative Why should cultural heritage managers and cultural tourism actors know more about IPR?
14 h – 15 h	Share your questions about IPR: Any special issues or topics you would like to discuss? Note them in the chat! Your hosts will come back on them in the second part of the session

14.35 h	Top & flop 4 European good & bad practices in using IPR
15.05 h	Break
15.15 h	Trademarks, designs, copyrights, patents, and geographical indications What are they and how can you benefit from using them?
15.45 h	The LEARN-IP training Have a look at the training modules and the training platform
16.05 h	Questions & answers
16.30 h	End of session

Registration:

You may register by e-mail: learn-ip@kultur-und-arbeit-de . Shortly before the event you will get a reminder with the Zoom link to the meeting.

You may also [register digitally by the LEARN-IP web page](#).

Language: English

The workshop is offered for free.



We are proud partner of the European Vocational Skills Week 2022

More about LEARN-IP

LEARN-IP - Intellectual Property Rights and Geographical Indication Training for Cultural Heritage and Cultural Tourism” (2020 – 2022) is an initiative cofinanced by the European ERASMUS+ programme. It is implemented by six EU partners with expertise in vocational training, intellectual property right (IPR), cultural heritage, cultural tourism, and digital technologies. They develop an online training programme that supports cultural heritage site managers and cultural tourism actors with the effective use of digital technologies to check for compliance with intellectual property (IR) regulations. The training programme will raise awareness of the many IP regulations to check their relevance for products and services.

Learn more: <https://learn-ip.eu/>

Like us on Facebook: <https://www.facebook.com/learn.ipr.project>



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