



Intellectual Assets Centre
realising Scotland's potential



Introduction to Intellectual Asset Management

Intellectual Asset Management (IAM) is the term used to describe the process of both capturing and managing knowledge, and fully exploiting it for commercial gain.

A company's Intellectual Assets (IA) may include its Brand, Patents, Trademarks, Design Rights, Copyright, Database rights, Trade Secrets, Technical Info, Contracts, People, Contacts, Accreditation & Show How.

If you would like to learn more about IA, or if you think your business or organisation has potential to increase the value it derives from IA, come along to this free evening seminar.

The seminar will take the following format:

- Talk by Gillian Ramsay - 'Shetland Fudge Company 1, ASDA 0'
- Presentation - 'An introduction to Intellectual Asset Management'
- Confidential, one-to-one sessions to help identify areas where IA value can be maximised for your business or organisation.

Where: A B Associates, Kirk Business Centre, Scalloway

When: 17 June 2010

Time: 5pm for a 5.30pm start - 7.30pm

A Buffet tea will be provided.

To register, please contact A B Associates on 01595 880 852 or e-mail lizzie@abassociatesltd.com. Limited space available.