



COURSE

Protecting Intellectual Property (IP)

1st Edition

Ethics



Protecting What Makes Us Unique

In today's innovation-driven world, intellectual property (IP) is the lifeblood of our organization. It's what sets us apart, fuels creativity, and gives us a competitive edge. But protecting IP isn't just the company's responsibility—it's yours too.

Course Description:

This course empowers you with the knowledge to recognize, respect, and safeguard intellectual property. Whether you're a researcher, marketer, software developer, or part of the administrative team, understanding IP ensures we can all contribute to protecting the assets that drive our success.

Key Concepts:

- The four main types of intellectual property: patents, trademarks, copyrights, and trade secrets
- Your role in protecting company IP and why it matters
- How to recognize potential IP issues in everyday work
- When and how to report IP-related concerns

Why It Matters

IP issues can surface in unexpected ways—sharing an idea too early, using unlicensed content, or missing red flags in contracts. By learning how to spot and address risks, you'll help safeguard our innovations and strengthen our long-term success.

Course Features

- Access to our Anonymous Ask the Expert tool

- 50+ Machine Translation Options

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- Rich video scenarios based on real-world events
- Built-in employee sentiment surveys
- Optional program timer
- Policy acknowledgement tool
- Extensive customization options

Lessons

What is Intellectual Property?

An essential introduction to intellectual property fundamentals, detailing the specific types of company IP, the legal safeguards for each, and the significance of effectively protecting and maximizing this core business value.

Patents

This lesson defines what a patent is, explains the key differences between utility and design patents, and details the process for identifying and protecting patentable inventions.

Trademarks

This lesson defines trademarks as key brand identifiers, explaining their function in the marketplace, and providing practical guidance on how employees can prevent infringement in their communication and product activities.

Copyrights

Help learners understand copyrights and how they function — what original works they protect, the "work made for hire" doctrine, and guidelines to ensure compliance and avoid infringement.

Trade Secrets

Review what confidential information qualifies as a trade secret, as well as the necessary steps for proper protection (like implementing "need-to-know" access controls), and the critical role of NDAs safeguarding this vital company asset.

The Impact of Artificial Intelligence (AI) on IP

Learn how AI tools intersect with — and potentially compromise intellectual property, focusing on key data security and confidentiality risks, the appropriate use of approved software/tools, and best practices for avoiding third-party infringement.

Confidentiality and Public Disclosures

This lesson stresses the importance of maintaining confidentiality to protect sensitive company information and obtaining appropriate clearance before disclosing any information that may destroy patent or trade secret rights.

Our Policies, Procedures, and Ways to Report

Review company IP policies and procedures — including invention disclosures and confidentiality — and the importance of promptly reporting any suspected IP concerns through the protected, no-retaliation channels.

Protecting IP is a Collective Responsibility

This conclusion lesson reinforces the importance of protecting company IP and respecting the IP rights of others, and the active, daily commitment to uphold confidentiality and follow established policies.

PILLAR

[Ethics \(https://emtrain.com/products/ethics/\)](https://emtrain.com/products/ethics/)

VERSIONS

All Employees (30 min)

WHAT'S COVERED

- Accountability
- Artificial Intelligence (AI)
- Confidentiality
- Copyright
- Intellectual Property (IP)
- Patents
- Trade Secrets
- Trademarks