

## Foundations of Intellectual Property

Date

Thursday April 22, 2021 9:30am to 11:30am

Location

Online

### Description

Bring your creations to life. Learn why intellectual property matters.

Innovation starts with an idea—your idea. Are you developing your idea into something tangible such as building a brand for your business or creating a product to sell? If so, then you need to know about intellectual property (IP). This seminar will introduce you to trademarks, patents, trade secrets, industrial designs and copyright, and explain how protecting your creations through IP rights can give you an advantage over your competition.

[Register for the Event](#)

For more information [Email Event Support Team](#).

### About the Speaker: Caroline Lefebvre

Caroline Lefebvre is an Intellectual property advisor for the Canadian Intellectual Property Office (CIPO) since 2007. As such, she raises awareness, informs, and trains various groups, such as entrepreneurs, inventors, professors and students, on the importance of adequate intellectual protection.

She is a Political Sciences graduate from the University of Ottawa, and has also worked in various sectors of the federal government. Her experience led her to promote, among other issues, Canadian expertise in sustainable development in emerging countries, foreign investments in Canada, and the importance of the quality of web content.

Throughout her career, Caroline has developed strong expertise in project and event management, building strategic partnerships, marketing and providing training.

Alert Classifications **Category:**

Workshops and Events

#### **Disciplines:**

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## **Foundations of Intellectual Property**

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