

Seminar

Dr. Gerhard Auer

Patents in Real Life

When and Where?

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Goal

This course points out the strategic impact of patents in real life (university and industry). The participants will learn to identify chances and risks of patents and achieve competence in raising the really relevant questions in the field of patents. Basic knowledge and fundamentals of patent law are covered as far as required.

Objectives

- Refreshing knowledge on patents (basic principles, patentability, filing process, and related issues)
- What's the purpose of a patent? (a question anything else than trivial!)
- And how this purpose can get achieved?
- Why? - Why? - Why? – Oh, now I understand! – The tremendous role of the self-confident and competent „patent amateur“
- Good claims – bad claims: Common faults and how to avoid them
- Patents as a valuable source of information
- Non-disclosure agreements (optional)
- Exciting and promising career opportunities with relation to patents

Benefits for participants

- Competence in a highly relevant field for research and industry
- An eye-catching feature for job applications
- A valuable focus of attention in a (new) business environment

Lecturer

Dr. Gerhard Auer is chemist and has more than 25 years of experience in different companies of the chemical industry including large international corporations, mid-sized companies, US based corporations with German subsidiaries (including chapter 11 and insolvency).

Besides his responsibility for patents, he always had additional responsibilities for R&D and other departments and knows business environment not only from point of view of a patent expert, but also as inventor and senior manager.

He has given lectures on patent strategy for many years in industry and at universities.



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