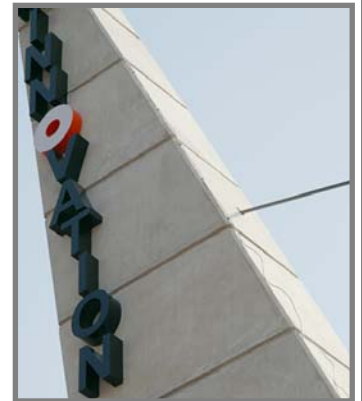


Informal Intellectual Property Protection for SME Managers and Consultants

How to better protect your Intellectual Capital and know-how to safely open up to more business & alliances

Entrepreneurs! If you want to...

- ▶ anticipate your growth
- ▶ keep your technological advance;
- ▶ protect your invention before or without patenting;
- ▶ have reliable efficient networks and alliances;
- ▶ easily adapt to any change in your organization;
- ▶ get your staff at all levels aware of Intellectual Property (IP) management;
- ▶ master tools and methods for informal protection of your IP;
- ▶ ...



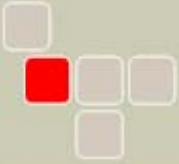
Trainers & Consultants! If you want to...

- ▶ use interactive tools (DVD, CD, e-learning, website)...
- ▶ benefit from filmed and subtitled real case studies:
 - based on interviews of SMEs Managers
 - from different European countries/cultures
 - covering various sectors and types of SMEs
 - presenting the whole environment of each SME
 - illustrating each of the key themes via short sequences.
- ▶ and customize your training using the set of slides...

MAC-SSIIM training and support solution...

... the answer to your questions on IP management.





Towards Knowledge Growth[©]



MAC-SSIIM Training and Support Solution is the result of a real pan European network of resources focused on Intellectual Property (IP) Management and Protection.

This network is regrouped in the MAC-Team International non-profit association.

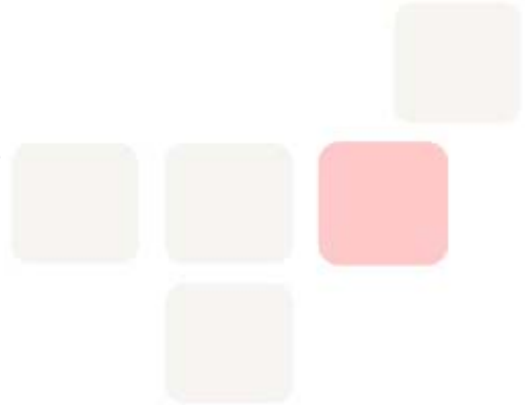
- ▶ **MAC** stands for Multi Actors Cooperation and includes as well: SMEs, bigger companies, Individuals, Universities, Training centres, Research centres, Professional bodies, Public and social development representatives, trade-unions, Relay centres....
- ▶ **SSIIM** stands for Sustainable SMEs through Informal Intellectual property Management training.

The global objective of the MAC-SSIIM Training and Support Solution is to enable SMEs and their accompanying actors (eg. Consultants) to better protect IP assets using not only formal protection ways but also informal ones.

The key idea for SMEs is how to better protect to safely open up to business and more alliances.

The training modules are dealing with **five Key Themes all connected to IP management:**

- ▶ Intellectual Capital & Knowledge Management
- ▶ Business Networking in a knowledge based economy
- ▶ Innovation Management
- ▶ Change Management, Learning Organisation & SMEs
- ▶ IP Protection, Formal and Informal approaches.



Leonardo da Vinci
Pilot projects

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On www.mac-ssiim.com you can find more and updated information on all the modules, the various tools and the e-learning platform.

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