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Good ideas are everywhere

Managing IP from idea to market

Every research project generates Intellectual Property (IP) and this is at the heart of creating impactful outcomes. But not all IP is created equal. The key challenge lies in identifying which parts of your work are truly valuable and protectable. Without this understanding, you risk missing opportunities for protection, delays in publication, and reducing the impact of your research. This webinar will guide you through how IP emerges at different stages of the research lifecycle—from the initial idea to research proposals, reports, and final outputs. You'll learn how to recognize valuable and protectable IP and apply strategies to maximize research impact.

Learning Objectives

- Understand how intellectual property develops throughout the research lifecycle, from idea to final outputs.
- Learn to distinguish between valuable, protectable IP from other research outputs.
- Explore key concepts such as creativity, novelty, distinctiveness, and utility in assessing IP potential. Develop strategies to balance publishing and protecting to enhance commercial and academic impact.

Who should attend?

For faculty and research students engaged in commercialization, with a basic understanding of IP.

Presenter: Brooke Martin, Eidotic

Brooke is an award-winning commercialisation expert, experienced investment committee member, and a Registered Technology Transfer Professional (RTTP). She started her career as a commercial lawyer, specialising in intellectual property law, before moving into the world of deep tech commercialisation and venture capital investment.



22 May

1:30pm EST
10:30am PST

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