

# IPR in Media & Entertainment: Legal Essentials for Success

*Pulau Ujong (Singapore)*

*5 - 9 April 2027*

UK Training

# PARTNER



## IPR in Media & Entertainment: Legal Essentials for Success

Code: EL32 From: 5 - 9 April 2027 City: Pulau Ujong (Singapore) Fees: 5400 Pound

### Introduction

In today's digital-first entertainment landscape, intellectual property rights IPR are at the core of value creation, brand protection, and revenue generation. From streaming platforms and digital content to AI-generated media and NFTs, legal complexity continues to expand across the industry.

This intensive 5-day program provides a structured and practical understanding of intellectual property law within the media and entertainment sector. Participants will explore copyright, trademarks, licensing structures, contract drafting, and international protection frameworks, while addressing emerging legal challenges in digital distribution and new technologies.

Through case studies, real-world examples, and interactive discussions, attendees will develop the practical competence required to manage and mitigate intellectual property risks effectively.

### Course Objectives

By the end of this program, participants will be able to:

- Understand core principles of copyright and trademark law in media and entertainment
- Analyze and draft essential clauses in entertainment contracts and licensing agreements
- Navigate legal challenges related to digital content creation, distribution, and monetization
- Identify and mitigate intellectual property risks in media productions
- Understand global IP protection frameworks and enforcement mechanisms
- Stay informed about emerging trends such as AI, blockchain, and digital assets

### Target Audience

- Media & Entertainment Executives
- Legal Advisors and In-house Counsel
- Content Producers and Creative Directors
- Licensing & Distribution Managers
- Digital Platform Operators
- Media Entrepreneurs

### Course Structure

#### Day 1: Foundations of Intellectual Property in Media & Entertainment

- Introduction to Intellectual Property Rights IPR
- Copyright fundamentals for creative works
- Trademark protection in entertainment branding
- Fair use and public domain considerations

The logo for UK Training Partner features the words 'UK Training' in a small, black, sans-serif font, with the word 'PARTNER' in a large, bold, black, sans-serif font below it. The background of the logo is a stylized chessboard with a king piece and a pawn piece.

- Ownership structures in creative productions

## Day 2: Entertainment Contracts & Licensing Frameworks

- Key components of entertainment contracts
- Licensing agreements for music, film, and television
- Rights acquisition and clearance procedures
- Contract negotiation strategies
- Revenue-sharing and royalty models

## Day 3: Digital Media & Emerging Technologies

- Legal considerations in social media and user-generated content
- Streaming platforms and digital distribution rights
- Intellectual property issues in virtual and augmented reality
- Blockchain technology and NFTs in entertainment
- Risk management in digital ecosystems

## Day 4: International IP Protection & Enforcement

- Global copyright and trademark regulations
- Cross-border licensing and distribution agreements
- Combating piracy and infringement
- Enforcement mechanisms and litigation strategies
- Alternative dispute resolution in entertainment

## Day 5: Future Trends & Practical Applications

- Artificial intelligence and IP ownership challenges
- Data privacy and content protection regulations
- Adapting legal strategies to new content formats
- Case studies and scenario-based problem solving
- Practical frameworks for IP risk assessment

## Why Attend This Program?

### Strategic Gains

- Stronger ability to detect and prevent IP risks
- Enhanced contract drafting and negotiation capabilities
- Clear strategies for protecting and monetizing creative assets
- Improved compliance in digital content environments
- Greater confidence in managing cross-border IP issues

### Business Impact

- Reduced legal exposure and financial risk

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles and the text 'UK Training PARTNER'.

- Improved asset valuation and revenue protection
- Stronger brand and intellectual property positioning
- Increased organizational readiness for digital transformation

## Conclusion

Intellectual property is not merely a legal matter – it is a strategic business asset in the media and entertainment industry.

This program equips professionals with the legal insight, contractual competence, and strategic awareness required to protect, manage, and monetize creative assets in an increasingly digital and globalized environment.

Participants will leave with practical tools and forward-looking knowledge essential for navigating the evolving IP landscape with confidence and clarity.

## Blackbird Training Clients

|                                                                                                                                                                                 |                                                                                                                                                       |                                                                                                                                                 |                                                                                                                                                     |                                                                                                                                                             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <br><b>MANNAI CORPORATION</b><br>MANNAI Trading Company WLL, Qatar                             | <br><b>GAC</b><br>UNE FILIALE D'EGA<br>Alumina Corporation<br>Guinea | <br><b>Booking.com</b><br>Booking.com<br>Netherlands           | <br><b>OXFAM</b><br>Oxfam GB International Organization, Yemen   | <br><b>Capital Markets Authority</b><br>Kuwait                           |
| <br><b>Waltersmith</b><br>Waltersmith Petroman Oil Limited<br>Nigeria                          | <br><b>QNB</b><br>Qatar National Bank (QNB), Qatar                   | <br><b>Qatar Foundation</b><br>Qatar                           | <br><b>AFRICAN UNION ADVISORY BOARD ON CORRUPTION</b><br>Tanzania | <br><b>KFAS</b><br>KFS<br>Kuwait                                         |
| <br><b>Reserve Bank of Malawi</b><br>Malawi                                                   | <br><b>Central Bank of Nigeria</b><br>Nigeria                       | <br><b>Ministry of Interior Kingdom of Saudi Arabia</b><br>KSA | <br><b>Mabruk Oil Company</b><br>Libya                          | <br><b>Saudi Electricity Company</b><br>KSA                             |
| <br><b>BPKH</b><br>Badan Pengelola Keuangan Haji<br>BADAN PENGELOLA KEUANGAN Haji, Indonesia | <br><b>NATO Italy</b>                                              | <br><b>ENI</b><br>ENI CORPORATE UNIVERSITY, Italy            | <br><b>GULF BANK</b><br>Gulf Bank<br>Kuwait                     | <br><b>General Organization for Social Insurance</b><br>KSA            |
| <br><b>Defence Space Administration</b><br>Nigeria                                           | <br><b>National Industries Group (Holding),</b><br>Kuwait          | <br><b>Hamad Medical Corporation</b><br>Qatar                | <br><b>USAID</b><br>Pakistan                                    | <br><b>STC</b><br>STC Solutions, KSA                                   |
| <br><b>North Oil Company</b><br>North Oil company,                                           | <br><b>EKO Electricity</b><br>EKO Electricity                      | <br><b>OMAN BROADBAND</b><br>Oman Broadband                  | <br><b>UNITED NATIONS</b><br>UN.                               | <br><b>Authority for Electricity Regulation, Oman</b><br>Authority for |

UK Training  
**PARTNER**

## Blackbird Training Categories

### Management & Admin

Entertainment & Leisure  
Professional Skills  
Finance, Accounting, Budgeting  
Media & Public Relations  
Project Management  
Human Resources  
Audit & Quality Assurance  
Marketing, Sales, Customer Service  
Secretary & Admin  
Supply Chain & Logistics  
Management & Leadership  
Agile and Elevation

### Technical Courses

Artificial Intelligence (AI)  
Sustainability, ESG & Corporate Responsibility  
Advanced Courses  
Hospital Management  
Public Sector  
Special Workshops  
Oil & Gas Engineering  
Telecom Engineering  
IT & IT Engineering  
Health & Safety  
Law and Contract Management  
Customs & Safety  
Aviation  
C-Suite Training