

Course outline

MBE5303: Intellectual Property and Technology Transfer

Tutor: Dr K. SIDERI

Academic Rationale

Business management requires understanding Intellectual Property (IP) rights both as a value creation mechanism and as part of a good risk management plan. The course offers an understanding of the ways patents, copyright, trademarks and designs can be used as a strategic tool according to the market and the technology in question. The student is introduced to ways of calculating the business value of IP, and understand the main information in a patent, trademark and design document. They are expected to understand when and why a business may seek IP protection, how the existence of third party IP may affect business plans, and how to structure IP business deals. The course is taught through case studies and students are expected to engage in interactive presentations.

Learning Outcomes:

- **Identify** the main legal characteristics of patents, copyright, trademarks, designs.
- **Understand** what assets are protected by patents, copyright, trademarks, designs.
- **Recognize** the strategic value of patents, copyright, trademarks, designs.
- **Learn how** to structure IP deals.
- **Become aware of** what IP litigation means for business.
- **Appreciate** how third party IP may affect business plans
- **Familiarize** with important legal provisions with regard to registration, renewal, revocation, and what they mean in practice for business.
- **Conduct** individual assignments and perform effectively in a group environment by demonstrating leadership and team-building qualities
- **Communicate and present** complex arguments in oral and written form with clarity and succinctness.

Key skills:

To provide appropriate theoretical and analytical tools to facilitate an understanding of the strategic value of intellectual property in local and global markets and its importance for good risk management planning.

Teaching and Learning Hours Total	36hours
Contact Hours	
Module duration (weeks, if applicable)	6 x 4-hour lectures/tutorials over 1 week

Bibliography

- Michael Gollin. *Driving Innovation: Intellectual Property Strategies for a Dynamic World* (Cambridge University Press: 2008).
- Palfrey, *Intellectual Property Strategy* (Cambridge, MA: MIT Press, 2011)
- IP teaching kit available for free at the site of the European Patent office <http://www.epo.org/learning-events/materials/kit/download.html>

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Further Reading

IP Handbook of Best Practices (University of Hampshire, School of Law) online publication at http://ipmall.info/hosted_resources/IP_handbook.asp

Examination and Assessment Type of assessment	Length	%weighting
Examinations or Presentations	2 Hours	60%
Class Participation		20%
Group assignment		20%

Seminar One: Basics of managing IP in organizations

Intellectual property dynamics

Basics of IP: copyright, patents, trademarks, trade secrets, designs, geographical indications, plant variety rights, utility models.

Reading

- Gollin, Part I (chapters 1 -3)
- IP Basics teaching kit (EPO) (especially the different kinds of IP) available through <http://www.epo.org/learning-events/materials/kit/download.html>

Seminar Two: IP advanced

Basics of IP: copyright, patents, trademarks, trade secrets, designs, geographical indications, plant variety rights, utility models

Practical examples of IP

Basic requirements for IP

Patent Search

Searching for other forms of IP

Reading

- EPO slides IP advanced I and II (also)
- EPO slides Patent search

Further Reading

- US perspective-A Patent System for the 21st Century, Merrill & Elliott, <http://www.nap.edu/html/patentsystem/143-154.pdf>
- Overview of patent application process: <http://www.ipwatchdog.com/2011/07/31/anoverview-of-the-u-s-patent-process/id=18460>
- USPTO flowchart of application process: <http://www.uspto.gov/patents/process/index.jsp>
- International Patent Protection: <http://www.youtube.com/watch?v=qifUxzCcLs4>

ALSO STUDENTS should print AND BRING TO CLASS Model Patent Agreement sent by email (pdf FILE)

Further Reading

University technology transfer, see University Licensing: an Introduction to Licensing Technology from Universities: http://www.fenwick.com/FenwickDocuments/university_licensing.pdf

Seminar Three: IP strategy I

Becoming Strategic

A Menu of Strategy Options

Policies and Practices for Managing IP

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Reading

Gollin Part III Chapters 8-9

Seminar Four: IP Strategy II /organization specific strategies

A Menu of Strategy Options

Organization-Specific Strategies

Evaluating Internal Resources and the External Environment

Agreements

Reading

Chapter 10-11 and 16

Further Reading

- Fisher William W. Fisher III Felix Oberholzer-Gee Strategic Management of Intellectual Property. An Integrated Approach *California Management Review* 55/4 (2013) available at http://www.hbs.edu/faculty/Publication%20Files/CMR5504_10_Fisher_III_7bbf941f-fe1b-4069-a609-9c6cd9a8783b.pdf and see his diagrams
- J. Palfrey, Intellectual Property Strategy (Cambridge, MA: MIT Press, 2011) chapters 1-6
- https://www.law.berkeley.edu/files/Tesla_Motors_IP_Open_Innovation_and_the_Carbon_Crisis_-_Matthew_Rimmer.pdf

Seminar Five (Assessing, acquiring transferring protecting IP)

Assessing Innovations of Others

Acquiring and Policing Intellectual Property Rights

Doing Innovation Deals

Reading

Gollin 13, 14, 15