

## **Introduction to Intellectual Property**

### **Units: 1**

#### **Course Description:**

This course introduces students to the basics of intellectual property law. The course is designed for the non-law student who wants to gain a general understanding of the different types of intellectual property and the subject matter that each protects. Current case examples will be explored to illustrate the application and relevance of each form to different industries.

#### **Learning Objectives:**

At the end of this course, students should be able to do the following:

1. Demonstrate an understanding of the different categories of intellectual property.
2. Identify the requirements that make an invention eligible for patent protection.
3. List the creative works that are eligible for copyright protection.
4. Outline the benefits of trademark protection.
5. Analyze the criteria for establishing trade secret protection and the significance of the secrecy requirement.

#### **Student Learning Outcomes:**

1. Given a set of facts, students will be able to identify which works are eligible for copyright protection.
2. Presented with a hypothetical fact pattern, students will be able to align different types of subject matter with the appropriate form of intellectual property protection.
3. Students will be able to demonstrate a level of engagement in the subject matter that reveals their understanding of the value of the course content beyond the task itself, specifically as it relates to linking the relevance of course content to careers in business and their personal lives.

#### **Textbook Information:**

**Textbook:** *The Intangible Advantage: Understanding Intellectual Property in the New Economy*, by David Kline, The Michelson 20MM Foundation, Inc. 2016.

**Methods of Evaluation:**

Assignments/Assessments	Points (percentage of grade)
Exam #1	200 (20%)
Exam #2	200 (20%)
Exam #3	200 (20%)
Homework Essay #1	150 (15%)
Homework Essay #2	150 (15%)
Participation	100 (10%)
Total	1,000 points

**Grading Scale:** (out of 1,000 points)

**Homework Essay Assignments:**

Students will complete two short essays this semester. The essays must be a minimum of two pages and a maximum of three pages in length, single spaced. The essays must be typed in 12 pt. Times New Roman.

Essay #1: You will research a news article about a case involving an intellectual property dispute. In the paper, please identify the type(s) of IP law implicated and summarize the pertinent facts giving rise to the dispute, the legal concepts at issue and the outcome of the dispute. In addition to providing a review of the case, please explain why this case is important for students and professionals.

Essay #2: The United States Patent and Trademark Office (USPTO) website contains valuable information concerning many aspects of patents and trademarks. For example, the website contains information on the patent application process. Please research this website and provide a detailed summary of the informational resources the website provides. Conclude with an analysis of how this information may be utilized by students and professionals.

**Methods of Presentation:**

Generally, class meetings will consist of lecture and discussion, PowerPoint presentations and case studies.

### **Examinations:**

Exams may consist of multiple choice, essay and short answer.

### **Course Content**

<u>% of course</u>	<u>Topic</u>
15%	<u>Introductory Concepts</u> <ul style="list-style-type: none"> <li>• What is intellectual property (IP)?</li> <li>• Relationship between IP and the economy</li> <li>• Categories of IP</li> <li>• Resources for Entrepreneurs</li> </ul>
25%	<u>Patent Basics</u> <ul style="list-style-type: none"> <li>• Introduction to patents</li> <li>• Foundations of patent protections</li> <li>• Eligibility requirements</li> <li>• Overview of patent application process</li> <li>• Enforcing patent rights</li> <li>• Infringement and potential consequences</li> </ul>
20%	<u>Copyright Basics</u> <ul style="list-style-type: none"> <li>• Introduction to copyright protection</li> <li>• Works eligible for copyright protection</li> <li>• Copyright in the courts</li> <li>• Copyright and new technology</li> <li>• Alternatives to copyright</li> </ul>
25%	<u>Trademark Basics</u> <ul style="list-style-type: none"> <li>• Introduction to trademarks</li> <li>• Types of trademarks</li> <li>• Trademark subject matter and eligibility</li> <li>• Benefits of trademark protection</li> <li>• Infringement and potential consequences</li> </ul>
15%	<u>Trade Secret Basics</u> <ul style="list-style-type: none"> <li>• Introduction to trade secrets</li> <li>• Foundations of trade secret protection</li> <li>• Misappropriation and potential remedies</li> </ul>
100%	Total