

THE MICELSON INSTITUTE FOR INTELLECTUAL PROPERTY

PARTNER, PLUG-IN, PIONEER:

Success in IP Education through Community College Partnership

In partnership with The National Association for Community College Entrepreneurship (NACCE), Michelson IP has spearheaded a program to provide a first-of-its-kind IP curriculum to community colleges nationwide. The program aims to build stronger literacy in IP, in support of the campus entrepreneurship ecosystem.

3 ECOSYSTEM CHALLENGES

Despite IP's importance in today's intangible economy, few undergraduate institutions teach the basics of patents, copyrights, trademarks and trade secrets.

1

Intellectual property curriculum has traditionally been developed for law students and IP practitioners, not for general audiences with little understanding of "legalese".

2

The lack of modular IP curriculum for plug and play faculty use across a wide range of academic disciplines.

3

5 PARTNERSHIP GOALS

- 1) Advance IP education across NACCE member colleges and increase students' foundational understanding of intellectual property
- 2) Develop a modular curriculum to infuse into a broad range of topic areas and sample syllabi to support faculty in teaching IP
- 3) Launch campus-specific efforts to support the continued integration of IP content into for-credit courses
- 4) Lead a strong community of practice for IP education
- 5) Collect robust impact metrics to inform future content development

7 "IP PIONEER" COLLEGES



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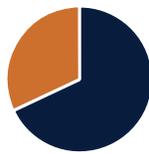
OUTCOMES AND IMPACT

- Modular build-out of an undergraduate IP curriculum in a master course shell for ease of faculty customization and LMS integration.
- Michelson IP Educator Portal, where educators can access a comprehensive library of free IP learning materials online.
- Curriculum and materials designed to offer valuable foundational education on patents, copyrights, trademarks, and trade secrets for a range of academic disciplines, including business, marketing, computer science, and art.



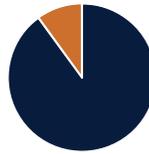
1,579

students reached during initial pilot year



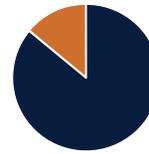
68%

of students exposed to the topic of IP for the first time



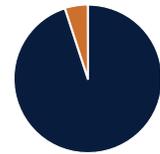
90%

of students had a better understanding of IP after the course



86%

of students said they believe learning about IP had been useful to them



95%

of students believe learning about IP is valuable for entrepreneurs

TESTIMONIALS

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Understanding the basics of intellectual property and its value and role in science, business and arts professions is a vital component in the education of the many would-be entrepreneurs studying at community colleges. To leave IP out of the undergraduate curriculum would be a disservice to the entire student body.



Rebecca Corbin
President and CEO,
NACCE

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If IP has been a struggle to teach because students find it complex, confusing or boring – know that your students will do an about face with Michelson IP as suddenly IP law is not only palatable but fun. The clever animated videos are a snap to use and there is absolutely no need for you to have a J.D. It's easy-peasy!



Nancy Willet
Co-chair, Business &
Information Systems
Department, College of Marin

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I encourage professors of all disciplines to consider imparting Michelson's IP material as part of their standard lesson plans. The effort on our part is minimal yet it stands to reinforce whatever subjects we teach and empower students with a tool they will find useful for the rest of their professional lives.



Rafael Cardona
Adjunct Instructor of Business
Administration, Glendale
Community College

MICHELSON IP CURRICULUM IS CURRENTLY IN USE AT OVER 60 NACCE MEMBER COLLEGES!

To access our IP toolkit, sign up for the Educator Portal today at michelsonip.com/teachip