

FACULTY OF LAW, UNIVERSITY OF VICTORIA
SUMMER 2024 COURSE REGISTRATION - PRELIMINARY COURSE INFORMATION (PCIS)¹

COURSE :	LAW 348 Managing Intellectual Property
UNIT VALUE	1.5 Units (Condensed schedule: 8 hours per week)
INSTRUCTOR	Robert Howell (Coordinator)
TERM OFFERED	Summer 2024
CLASS TIMES	See Schedule (Special Session May 8 to May 31)
PREREQUISITES/COREQUISITES?	LAW 347 Intellectual Property is a recommended but not required prerequisite for LAW 348

Important Registration Note: Read this section if you're planning to register for this course

- LAW 348 MIP is coded in the Banner registration system as having a required prerequisite of LAW 347 Intellectual Property.
- LAW 347 is **NOT** a required prerequisite for LAW 348 in summer 2024.
- However, the coding means that you will be blocked from registering in LAW 348 unless you have completed LAW 347 prior to summer 2024.
- There isn't a way for us to remove this coding from Banner prior to summer registration on March 12.
- However, we can do individual student overrides prior to March 12.
- **If you plan to register in this course, and you have not completed LAW 347 prior to summer 2024, please email law.studentservices@uvic.ca to request the prerequisite override.**

COURSE OBJECTIVES / BRIEF COURSE DESCRIPTION

(a) Objective

To provide *experiential* learning exposure in the managing and marketing of selected intellectual property rights (IPRs), in particular:

- (a) Industrially related items covered primarily by trademarks, patents, trade secrets and (for computer related technologies) copyright; and
- (b) Entertainment related matters in the film and music industries within primarily the IPR of copyright.

In addition, to provide:

- (a) *Practical* instruction as to the managing of an IPR portfolio; and
- (b) *Academic* instruction as to the legal infrastructure within which the experiential and practical instruction is to be provided.

(b) Course Description

A consideration of legal and business strategies in protecting, managing and marketing of technologies of global significance under the rubric of intellectual property. Attention is given to: first, industrially related items, including computer software in the context of trademark, patent, copyright and trade secret law, including confidentiality and non-competition agreements in the market place; and, second, entertainment related matters in the film and music industries in an age of digitized communications.

Continues on next page

¹ The information in this document is provided for course registration purposes only and is **subject to change**. More detailed course information about course content and evaluation will be provided upon the commencement of the course. Students seeking additional information about the course prior to its commencement may contact the instructor or, if no instructor is listed, law.studentservices@uvic.ca

TEACHING METHODOLOGY AND EVALUATION

1. Professor Howell will coordinate the course and will provide academic instruction in establishing the legal framework of the course.
2. Specialist legal practitioners will provide the *experiential* learning in intensive block segments, involving preparation of documents and related material.
3. Students will then complete a similar exercise (“takehome”) for evaluation purposes after the completion of each segment.
4. The course will progress at a timetable to be advised and will be completed at a later date. There will be four segments scheduled and evaluated as follows:

Introduction

Professor Howell
Wednesday May 8th

Trademark Component (30%)

Clint Lee and Paulina Wisniewska
Thursday May 9th and Friday May 10th, Assignment due Thursday May 16th

Entertainment and Regulation Components (40%)

Brad Danks and Jeff Young

- These two components will cover entertainment law concerning music and film, and regulatory matters concerning broadcasting and telecommunications in the context of entertainment.
- Component 1: Thursday May 16th and Friday May 17th, Assignment due Thursday May 23rd
- Component 2: Thursday May 23rd and Friday May 24th, Assignment due Thursday, May 30th

Licensing and Strategies (30%)

Ted Sum
Thursday May 30th and Friday May 31st, Assignment due Thursday June 7th

February 15, 2024