COURSE: Law 348 Managing Intellectual Property
UNIT VALUE 1.5 Units
INSTRUCTOR Robert Howell (Coordinator); Practitioners with specialist expertise
TERM OFFERED Spring 2019
CLASS TIMES Detailed scheduling information is included in this PCIS. Subject to change.
HAS PREREQUISITES/COREQUISITES? Law 347 Intellectual Property is a required prerequisite for Law 348 MIP

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, tradsecrets 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 in a multi-national business; 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.

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 by March 22, 2019. There will be five segments evaluated as: 10%, 25%, 25%, 20% and 20%.
5. Tentative Schedule (not yet finalized):
   a. Thursday, January 10: 6.00 to 9.00 pm
   b. Friday, January 11: 10.00 am to noon – take home assignment (10%) - due Wednesday, January 16
   c. Thursday, January 17: 6.00 to 10.00 pm
   d. Friday, January 18: 8.30 am to 12.30 pm – assignment (25%) handed out - due Friday, January 25
   e. Thursday, January 31: 6.00 to 10.00 pm
   f. Friday, February 1: 8.30 am to 12.30 pm - assignment (25%) handed out - due Friday, February 8
   g. Reading Break: Monday, February 18 to Friday, February 22
   h. Thursday, February 28: 6.00 to 10.00 pm
   i. Friday, March 1: 8.30 am to 12.30 pm – assignment (20%) handed out - due Friday, March 8
   j. Thursday, March 14: 6.00 to 10.00 pm
   k. Friday, March 15: 8.30 to 10.30 am – assignment (20%) handed out - due Friday, March 22

May 2018

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, the Associate Dean.