

Module No.	M 4.10		
Title	Digital Technology: Intellectual Property Rights		
Applicability	For all Master's programmes with a business administration orientation		
Module type	Compulsory Module		
Language of Instruction	English		
Teaching Methods	Seminar; (SU) Interactive workshop techniques with presentations by 3 lecturers representing different fields of IP and different legal systems, student presentations, discussion phases	Frequency	weekly
Semester	2		
CHW	4		
ECTS-Credits	5	Workload*	48/28/34/40
1 st examiner	Dr. Carl-Richard Haarmann, Dr. Volker Schmitz-Fohrmann, Dr. Andreas Lucke		
2 nd examiner	Prof. Dr. Weiden		
Lecturer	Dr. Carl-Richard Haarmann, Dr. Volker Schmitz-Fohrmann, Dr. Andreas Lucke		
Corresponding Courses		Prerequisites	Good academic and business English, basic knowledge of English language legal terms
Assessment Method	ModA	Study aids to be used	-

*Workload in hours: presence in lectures / Preparation and follow-up of lectures / self-study / revision for assessments

Intended Learning Outcomes (Skills, Knowledge, Attitude)

Upon completion of the class, students should

- understand the different types of Intellectual Property rights such as patents and related technical IP rights, trademarks, company name rights, design rights, and copyright
- have a basic knowledge of how different IP rights are obtained and protected
- understand the economical and strategical value of IP rights as company assets and IP related costs
- know how to encourage and collect inventions inside a company structure
- know how to transform inventions into patents
- understand how trademarks and designs are protected
- obtain an insight into international IP strategy and portfolio structure
- have knowledge of different organizational approaches for companies' internal IP departments and the working methods used in obtaining and enforcing IP rights
- have a basic understanding of IP enforcement and litigation both on a national and international level
- understand the international aspect of IP for business entities of all sizes and at all stages of development
- know about the necessity to collect, create and protect various types of IP rights for both start up companies and established businesses

The students work with case studies and discuss in small groups about opportunities or solutions. With this module students recognize the necessity of an adequate treatment of Intellectual Property.

Contents

The module provides an insight into the world of Intellectual Property rights, their value and importance of companies in various sizes, business fields and at different stages of development. The example of a newly established Start-up company focusing on the manufacturing and sale of inventive technology through digital distribution channels is utilized to demonstrate the skills and knowledge required to successfully establish valuable assets and lay the foundation of long lasting entrepreneurial success.

- Overview of IPRs
- Employees' inventions
- How to protect IP in different legal environments?

- Patent portfolio structure and strategies for obtaining IPRs
- Trademark portfolio management in companies of various sizes
- Structures and working methods in an IP department
- Interplay between various IP rights
- Enforcement of IP rights on national and international level
- Value and evaluation of IPRs

Applied methods in Economics and Business administration

- ☐ **Analysis models and methods (research and analysis models):**
 - Analysis of organisations
 - Structures and methods in an IP department
- ☐ **Quantitative empirical methods (comparative – statistical, mathematical methods, data analysis):**
 - Data analysis
- ☐ **Qualitative and interpretative methods (expert interviews, polls, standardised surveys):**
 - Expert interviews

Teaching and learning styles

The class is delivered by a total number of 3 lecturers, 2 IP lawyers, 1 German and European Patent Attorney from Germany working as a team to cover all aspects of IP both on a national and international level. Lectures and case studies will be delivered focusing on the practical aspects of IP law, students will be invited to discuss, develop and present their own strategies and concepts in small teams.

Literature

- Klett / Sonntag / Wilske „Intellectual Property Law in Germany - Protection, enforcement and dispute resolution“, Verlag C.H. Beck, 2008
- GRUR / Dreier “European Intellectual Property Law: Texts, Cases and Materials“, Verlag Edward Elgar Publishing Ltd, 2013
- Lorna Brazell: “Intellectual Property Law Handbook“, Verlag The Law Society, 2013