

Academic Year: ( 2017 / 2018 )

Review date: 28-03-2017

Department assigned to the subject: Private Law Department

Coordinating teacher: RODRIGUEZ DE LAS HERAS BALLELL, TERESA

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 2

**REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)**

Prior completion of "Legal framework for the running of a business" is highly advisable

**OBJECTIVES**

Students will gain a full insight into the catalogue of available legal instruments aimed to protect those innovations basing, supporting or creating competitive advantages of a business project. To that end, intellectual property rules will be analysed for the purposes of protecting, commercializing and transferring technology.

Specific competences and skills:

- Capacity of understanding, analysing and solving complex problems related to the running of a business project
- Capacity of running a business project in consistency with the legal and institutional framework with the ability of identifying most relevant legal issues and most efficient solutions
- Ability to successfully manage problems stemming from expanding, developing and consolidating the newco
- Capacity of critically analyse public policies to foster entrepreneurship and efficiently resort to assistance mechanisms
- Ability to make decisions regarding the innovation process, promoting technological progress and maximizing the contribution of innovation to business results.

**DESCRIPTION OF CONTENTS: PROGRAMME**

Part I: Introduction: innovating entrepreneur: creativity, innovation and entrepreneurship

Protecting innovation

- Trade secret and know how
- Design of a Comprehensive Protection Strategy
- \* Key assets and competitive advantages
- \* Proposed protecting mechanisms

Part II: Protecting Innovation:

- Patents
  - Utility Models
  - Designs
- Distinctive signs
- Trademarks
  - Domain names
  - Other protection instruments

Part III

Software

Databases

**LEARNING ACTIVITIES AND METHODOLOGY**

Face-to-face activities

- a) Theoretical lectures
- b) Practical assignments
- c). Discussions

Students' work

- a). Practical cases
- b). Study

#### ASSESSMENT SYSTEM

Participation in class (50%)  
Practical assignments (50%)

<b>% end-of-term-examination:</b>	0
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	100

#### BASIC BIBLIOGRAPHY

- FERNÁNDEZ NOVOA, C. Tratado sobre derecho de marcas, Marcial Pons, 2004
- GÓMEZ SEGADE, J.A. La ley de patentes y modelos de utilidad, Civitas, 1988
- LENCE REIJA, C. La protección del diseño en el Derecho Español, Marcial Pons, 2004