

Academic Year: (2019 / 2020)

Review date: 21-05-2020

Department assigned to the subject: Private Law Department

Coordinating teacher: RAMOS HERRANZ, ISABEL AURELIA

Type: Electives ECTS Credits : 3.0

Year : Semester :

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

- "Contract Law".
- "Law of Obligations and Tort Law".

OBJECTIVES

This course, located in the legal and commercial training of future graduates, allow them to acquire:

- 1) Knowledge: Theoretical and practical, that enable learning.
- 2) Abilities
 - Increasing capacity to advise market participants, particularly companies.
 - Working individually or in groups.

DESCRIPTION OF CONTENTS: PROGRAMME

. Tema 1. Introduction to Industrial Property Law:

- 1.1. Concept. Intellectual and Industrial Property.
- 1.2. Industrial Property entities and organizations.

. Tema 2. The patent (I):

- 2.1. Concept and types. Positive and negatives patentability requirements.
- 2.2. Software patentability and computer-implemented inventions.
- 2.3. Patent processing and granting.
- 2.4. Patent holder rights and obligations .

. Tema 3. The patent (II):

- 3.1. Patent licensing.
- 3.2. Judicial patent protection
- 3.3. Utility models.

. Tema 4. The trademark (I):

- 4.1. Concept and types.
- 4.2. Absolute prohibitions and relative prohibitions.
- 4.3. Acquisition of the right on the trademark.
- 4.4. Trademark holder rights and obligations.

. Tema 5. The trademark (II):

- 5.1. Trademark versus Internet Domain Names.
- 5.2. Judicial trademark protection.
- 5.3. European Union trademark and international trademark registry.

.Tema 6. Trade names, geographical indications and names of origin, industrial designs and labels of establishment:

- 6.1. Trade names.
- 6.2. Geographical designations.
- 6.3. Industrial designs.
- 6.4. Labels of establishment.

.Tema 7. Advertising Law (I). Regulation:

- 7.1. Advertising rules of Positive Law.
- 7.2. Self-regulation. Asociación para la Autorregulación de la Comunicación Comercial, Autocontrol.

.Tema 8. Advertising Law (II). Concept and types of illegal advertising:

- 8.1. Concept.
- 8.2. Types of illegal advertising.
- 8.3. Women and advertising: Woman use as an object and appearance of women in stereotypical behaviors.
- 8.4. Misleading advertising.
- 8.5. Subliminal advertising and unfair advertising.

. Tema 9. Advertising Law (III). Advertising in the audiovisual sector.

- 9.1. Delimitation of the content of the term audiovisual advertising in the General Law on Audiovisual Communication.

9.2. Regulated self-regulation and other types of self-regulation in the audiovisual advertising..

9.3. Temporary limitations of audiovisual publicity events, parentheses and information programs on advertising activity.

9.4. Minors protections.

9.5. Alcoholic beverages advertising.

. Tema 10. Advertising on the Internet [Advertising Law (IV)].

10.1. Information about the advertising act. Sending of advertising not requested e-mails.

10.2. Big Data and cookies legal system.

10.3. Influencers and advertising.

LEARNING ACTIVITIES AND METHODOLOGY

Theoretical part: Explanation of the matters that appear in the program of the subject. Coordinating it with the practical part of the subject. There will be able to be analyzed relevant judgments or other documents related to the subject. This way, the formation of the students will nourish of the explanations of the Teacher, the analyzed documents, the experiences of the practical part of the subject, adding the exchange students-Teacher through the questions raised by the pupils (they will have to read before to that the class gives the bibliography corresponding to the topic about which it treats itself) and the debate that is generated.

Practical part: Solving practical cases, individually or in groups, drafting commercial contracts as well as the study and analysis of contracts and jurisprudence, in order to facilitate understanding of the subject and adjust the theoretical to the practical suppositions.

ASSESSMENT SYSTEM

The evaluation criteria are:

- Improvement through theoretical and practical examinations of the content of the subject. The exams are required.
- Attendance and participation in class.
- Continuous evaluation.

This evaluation aims to check whether students have met the learning objectives in the field legal and commercial:

. Percentage share of continuous assessment: 60%.

. Percentage share of final examn: 40%.

% end-of-term-examination:	40
% of continuous assessment (assignments, laboratory, practicals...):	60

BASIC BIBLIOGRAPHY

- BROSETA PONT, MANUEL Y MARTÍNEZ SANZ, FERNANDO MANUAL DE DERECHO MERCANTIL, TECNOS, ÚLTIMA EDICIÓN
- RAMOS HERRANZ, ISABEL LA PUBLICIDAD EN EL SECTOR AUDIOVISUAL, THOMSON REUTERS ARANZADI, 2015
- SEE "CONTENIDO DETALLADO O TFM" /, /.

ADDITIONAL BIBLIOGRAPHY

- SEE. "CONTENIDO DETALLADO O TFM" /, /.

