

Academic Year: (2020 / 2021)

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Department assigned to the subject: Private Law Department

Coordinating teacher: MARTIN SALAMANCA, SARA

Type: Compulsory ECTS Credits : 6.0

Year : 1 Semester : 2

OBJECTIVES

- Understand the successive phases of development of the Law to the phenomenon of the internet, with its legal implications as a first step in understanding the development and regulation of intellectual property rights on the web.
- Command a strong understanding of the different types of online exploitation licenses, especially the right of public communication. Particularly the doctrine established by the Court of Justice of the European Union concerning the provisions of DIRECTIVE 2001/29 / EC on the exploitation rights in the information society and its limits or exceptions.
- Know how to apply the rules on the protection of technological measures and information for managing rights and their relation to the limits to rights.
- Be able to discern both the particular legal regime legally established for computer programs and electronic databases, as well as the norms applicable to other specific works in the digital environment lacking specific regulations, especially multimedia works, websites and video games.
- Understand the peculiarities of each market and their respective contractual rules.
- Understanding of the specific legal regime applied to editorial, audiovisual production and music performance contracts.
- Knowledge regarding the activities of collecting societies in each of the markets, both voluntary and statutory or mandatory management in relation to remuneration rights.

DESCRIPTION OF CONTENTS: PROGRAMME

This area focuses on the analysis of the most important markets in the field of intellectual property. First, students will carry out a detailed study of the scope and application of intellectual property rights in the digital environment, as well as the specific works that result from the development of new information technologies, and their exploitation on-line. Online dissemination or commercialization of works and performances protected by intellectual property is the most complex issue and requires the most legal attention, without neglecting traditional forms of "in situ" exploitation or through tangible media.

- Legal regime of the audiovisual work
- Collective Management in the audiovisual market
- Audiovisual production contracts
- Acquisition of rights by the media
- The peculiarities of visual works
- Contracts, especially the sale of plastic works and photographs

ASSESSMENT SYSTEM

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

Continuous assessment: Student evaluations will take into consideration student participation and the work carried out by each student for the "practical" class sessions throughout the module accounting

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

for 40% of the final grade.

Final exam: The final exam will consist of the resolution of a case study which will require both analysis and application of knowledge acquired by students throughout the module, accounting for 60% of the final grade.

Extraordinary evaluation process: In the extraordinary or second examination and final call, 100% of the final grade will be determined by a single theoretical examination. That is to say that the mark obtained in the continuous evaluation is not saved.