Intellectual Property

Academic Year: (2021 / 2022) **Review date: 10-06-2021**

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 tranfering technology.
Specific compentences 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 sucessfully manage problems stemming from expanding, developping 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%)

% end-of-term-examination:	0
% of continuous assessment (assigments, laboratory, practicals…):	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