

Academic Year: ( 2024 / 2025 )

Review date: 16-04-2024

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

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

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

Use of generative AI systems: the use of this type of AI systems in the preparation of case studies and other exercises should be carried out, among other varied tools for searching, accessing and processing information, in a responsible manner and with due subsequent review of the result by the student. In no case, it should replace the student's personal, creative activity and the fulfillment of academic objectives. In specific cases, the instructions for a given academic activity may nevertheless limit the use of AI systems. If so, this will be expressly indicated.

## 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