



SUBJECT NAME: LEGAL PROTECTION OF INNOVATION		
POSGRADUATE: MÁSTER UNIVERSITARIO EN INICIATIVA EMPRENDEDORA Y CREACIÓN DE EMPRESAS	CREDITS:	TERM:
Professor: TERESA RODRÍGUEZ DE LAS HERAS BALLELL		

WEEKLY SCHEDULE								
WEEK	SESSION	CONTENTS DESCRIPTION	GROUP (MARK WITH X)		If a space/venue/premises other than the classroom is needed	Student's work during the week		
			1	2		DESCRIPTION	FACE TO FACE HOURS	STUDY HOURS Max/week 7 hours
1	1 and 2	<p>1.- The integral legal protection of the business model: the perspective from the product. Overview of the various dimensions of business model protection from a case study</p> <p>2.- The protection criteria: what to protect, why to protect, how to protect 2.1. Originality v. Novelty 2.2. Distinctive character v. Singular character 2.3. Application to an economic activity – utility</p>	X			Recommended Reading material Discussion	3	5
2	3 and 4	<p>3- Protection mechanisms: an overall analysis Protection of distinctive signs; trademarks, commercial names. Domain names Trade secrets and know how Patents and utility models Industrial designs</p>	X			Reading material Discussion Assignments	3	6



		Contractual mechanisms: NDA, exclusivity and key person agreements Unfair competition and unfair advertisement Copyrights and other IP rights						
3	5 and 6	4.- Design a comprehensive protection strategy 4.1. Identify assets: distinctive signs, competitive advantages and innovation 4.2. Define the scope of protection: pre / post protection, complete / partial, indefinite / limited duration, strong / weak, with publicity / secret 4.3. Calculate the costs, time and possible risks of the protection strategy 4.4. Analyze the possibilities of licensing / marketing / commercial distribution	X			Further Reading Case studies	3	6
4	7 and 8	Law&Economic analysis of the industrial property system * Debate: Patents and technological evolution. Alternatives to the current system * Debate: Pharmaceutical patents and public health Regulatory regulations of the patent system Mention will be made of internal, community and international regulations, whose reference is attached				Reading material Discussions	3	6
5	9 and 10	Patentability requirements Novelty Inventive activity Industrial application	X			Case study	3	6



		Practical study of exclusions Patent Classes Procedural aspects: practical analysis						
6	11 and 12	Patent right Patent protection scope - Rights and duties of the holder - Protection actions / remedies - Nullity and expiration of the patent The patent as an object of legal transactions Basic characters of the utility model	X			Reading material Discussion	3	6
7	13 and 14	Industrial designs: concept, features and scope Fundamentals of protection: historical origin and regulatory alternatives Protected object (Design definition; Requirements for protection; Exclusions) Procedural aspects. - Distinctive elements of the system: comparison - Persons entitled to - National system and international system Rights: granting and termination Design as an object of legal transactions Design protection by copyright	X			Reading material Debates and discussion	3	5
8		Submission of assignments and presentations	X			Exam preparation Submission deadlines	2	12
TOTAL HORAS							23	52