Teaching IP to an Interdisciplinary (Non-Legal) Audience

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Agenda

I. **Conceiving an IP course for students of non-legal faculties**
   - **A prototype of university-industry collaboration in respect of IP education**

II. **Teaching IP to a interdisciplinary (non) legal audience**
   - **Teaching IP without the 'L'**
   - **Involvement of practitioners and industry experts**

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PHILIPS

sense and simplicity

Origin of the course

- **Integrate IP awareness at the undergraduate stage in science based programs**
  - Make (senior) undergraduates understand IP
- **Practice-oriented education**
  - Active participation from industry
  - Brush up 'dusty image' of the sector



Johnson&Johnson tibotec

TIBOTEC-VIRCO VIROLOGY BVBA

Origin of the course

- **Difficulties:**

1. **Integration in the already crowed curricula of science and business faculties**
2. **Sensitization of students (soft v. hard subject)**
3. **Financial consequences?**

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1. Integration in the existing curricula

- **European Commission (+ Belgian Council for Trade and Industry)**

"The education of scientists, technologists, and business managers in most of Europe does not usually include formal exposure to the field of intellectual property. (…)
Measures to address this (failure) are relatively straightforward. ***All science, engineering and technology professional qualifications must include provision for appropriate IPR knowledge"***

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2. Sensitization of students

- **Marketing approach (flyers)**





3. Cost factor

- Commitment from the industrial partners
  - yearly contribution
  - active involvement
- Involvement of other companies







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4. Last but not Least the naming issue : avoid 'law'

- "Intellectual Property Management"
  - in Dutch ➔ not possible without "Recht" (law)
- Solution ➔ Shakespeare

  "*The first thing we do, let's kill all the lawyers*"
  (2 Henry VI, Act IV, Scene II)

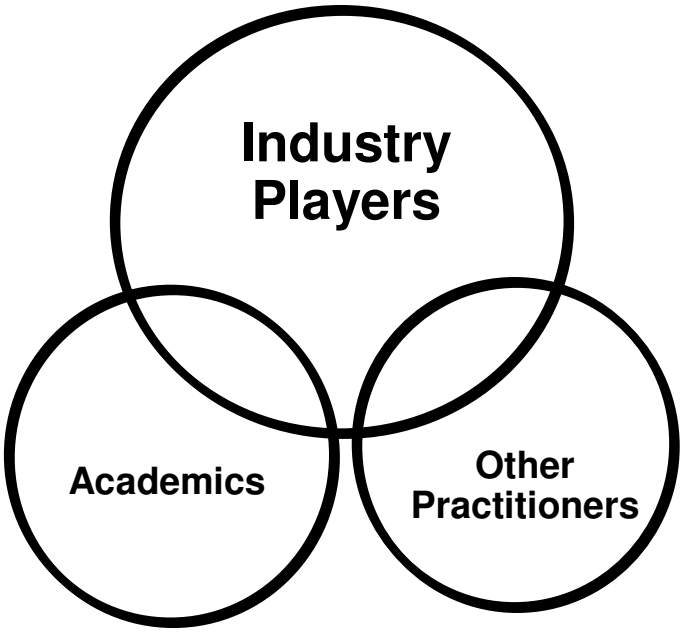
- Relevance of "what's in a name"
  - Stick to English title

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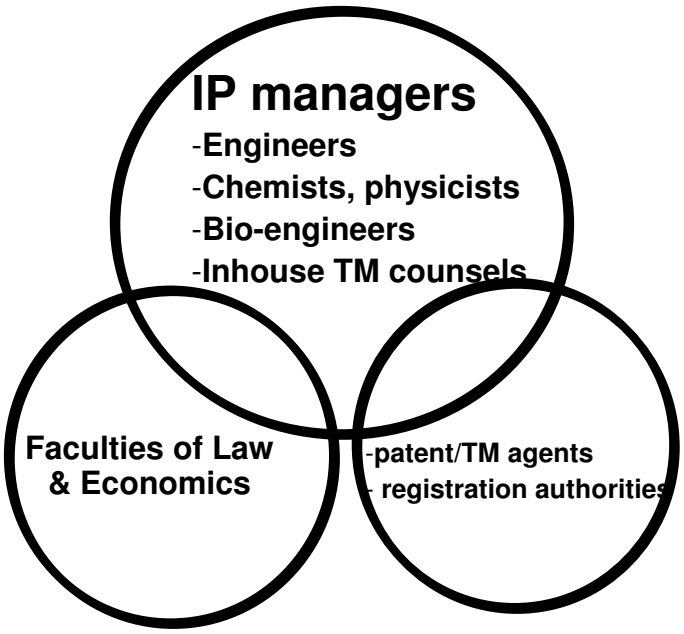
II. Teaching IP to non-legal audience

- **Why IP? :**
  - **Whatever the nature of your future business, you are very likely to have to deal with some form of IP**
- **Aim?**
  - **Make you understand the importance of IP as a tool to protect a company's intellectual assets (knowledge = core value in information society)**
- **How?**

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Overview course content
(6 modules – 26 hours)

1. **Research & Development phase**
   - Life cycle of product (biomedical industry)
   - Closed and open innovation (electronics industry)
2. **Legal Framework**
   - Overview, benefits of copyright for companies, basic principles of patent law
3. **Economic Framework**
4. **Extracting value from patents**
   - Turning inventions into profit-making assets (patent portfolio management, licensing strategies, …)
   - Significance of patents as source of scientific and business information
     - How to read and obtain information from a patent
     - Usefulness of patent information for different purposes (incl. Business Intelligence and IP landscaping)

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Overview course content

5. **Trademarks & Designs**
   - Legal framework – basic principles
   - Trademark Policies in practice – different models of trademark architecture
     - Policy Anheuser-Busch Inbev (Multibrand)
     - Policy Philips (Umbrella)
   - Protection of industrial designs not to be neglected!
6. **Topical issues**
   - Computer programs (and alternative of open source
   - Domain names
   - Biomedical inventions: can life be patented?
7. **Concluding course - Holistic approach**

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A number of key points!

- **Integrate and analyze real life stories**
  - (DVD story, Senseo story, …)
- **Instruct lecturers not to discuss articles of laws or conventions**
- **Focus not merely on obtaining IP protection but rather how to create value from it**
- **Create image of IP system as a dynamic and modern system**

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