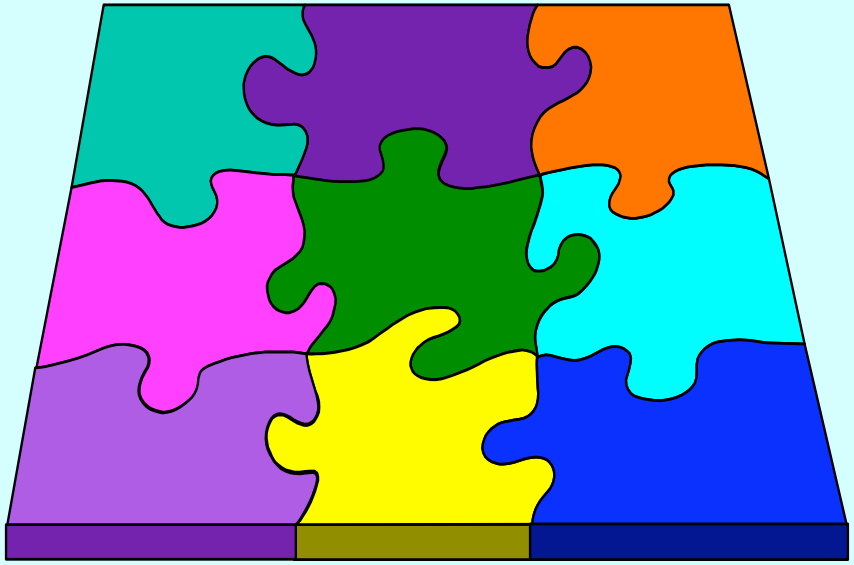
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Integrating Intellectual Property into the Engineering Syllabus

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IPRs - Recognition, Protection, Exploitation, Enforcement





- **IPRs:** Patents*, reg Designs*, unreg Design Right, RegTrade Marks*; Copyrights, moral rights, Chip Topographies,
- **Quasi IP:** Know How, Trade Secrets, Confidential Information, Reputation/Passing off,

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Syllabus design decisions

what	
who	
how	
when	

ATTITUDE, COMPETENCE, KNOWLEDGE

Attitude:

- *Ability to:*
- *appreciate the ethical view; recognise that intellectual property is integral to an engineer's work, that awareness of intellectual property rights is everyone's responsibility*

ATTITUDE, COMPETENCE, KNOWLEDGE

- ***Competence***
- *Ability to:*
- *implement initial steps to protect; know who to consult for further advice, and when; identify the context in which intellectual property rights are being used or created*

ATTITUDE, COMPETENCE, KNOWLEDGE

Knowledge

- *Ability to:*
- *understand the legal frameworks governing intellectual property rights and their commercial exploitation; fulfil responsibility of managing an intellectual property portfolio; appreciate the human resource issues and recognise the benefits of learning from history*

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What needs to be learned

- Where to find and How to use patent information
- What goes into a patent application and why
- Time scale and costs of patent protection
- Implications of steps to be taken, or avoided, in the patent process
- Relevance of patents
- Offensive and Defensive patent strategies
- Non disclosure agreements
- IP is more than just patents – Trade marks, copyright, design rights

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What needs to be learned

- Broad, rather than deep, understanding of intellectual property
- disclosure and confidentiality implications
- Linkages between IP, innovation and business development
- Cultural differences between university research & business development
- How not to be taken advantage of in IP matters
- Who to ask for advice
- Intellectual property ownership
- National and International intellectual property issues
- IP Valuation
- IP commercialisation and exploitation
- Open source licensing and other ‘alternative’ regimes

Who to facilitate learning

- University Lawyer
- Technology Transfer Office staff
- Adjunct professor – patent attorney or
- patent attorney as visiting lecturer
- Intellectual property law academic
- Knowledge Transfer staff
- Engineering academic – especially with some experience of patenting
- Local business person

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How to facilitate learning

- Online resources
- Lectures
- Course notes and hand outs
- Government texts
- Case studies
- UKIPO/UK Patent Office and other internet resources
- Games
- Lecturers materials

When to facilitate IP learning

- At the beginning
- At the end
- In the middle
- Pervasive
- In assessment
- Self Managed

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Resources

- http://www2.warwick.ac.uk/fac/soc/law/elj/jilt/2006_1/
- http://cicel.univ.lu/cours/dips/index2.php
- soetendorp/soetendorp08
- http://ep.espacenet.com/quickSearch?locale=en_EP
- www.patent.gov.uk