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WORLD INTELLECTUAL
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WIPO ASIAN REGIONAL TRAINING COURSE FOR TRAINERS AND INSTRUCTORS OF INTELLECTUAL PROPERTY

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the State Intellectual Property Office (SIPO) of
the People's Republic of China

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Beijing, July 23 to 27, 2001

DEVELOPING CURRICULA AND TRAINING MATERIALS IN INTELLECTUAL PROPERTY; BASIC MESSAGES OF IP

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Slide 1

INTELLECTUAL PROPERTY CURRICULA & TRAINING MATERIALS: MEETING THE NEEDS OF THE NEW ECONOMY

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WIPO Asia-Pacific Regional Seminar
for IP Trainers & Instructors
Beijing, People's Republic Of China
July 23 to 27, 2001

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Slide 3

1.1 INTRODUCTION

- Advancement in science & technology
  - Massive expansion in intellectual property law
- New technologies - IT & Biotech
  - Posed challenges to IP
- E.g. Internet
  - Copyright - ISP
  - Patent - Amazon.com, Priceline.com
  - Trade mark - Domain name

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1.2 Introduction

- E.g. Biotechnology & Life Sciences
  - Patent law
    - » Genes, SNPs, ESTs
    - » Cloning
  - Bioethics
- Existing IPRs and new IPRs
  - Layout-designs of integrated circuits
  - Geographical indications

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1.3 Introduction

- IP evolving at enormous pace
  - Curricula of University on teaching of IP
    - » Constant evaluation
    - » Meet demands of technological advances in KBE
- Paper: Discuss the development of curricula and training materials in intellectual property to meet the needs of the new economy.

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1.4 Introduction

- Focus on 2 main issues:
  - Scope of IP curricula and course content
  - Recent trends in education

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2.1 Types of IP Curricula & courses

- Degree courses
  - IP course for law students
    - » Undergraduate LL.B.
    - » Postgraduate LL.M, Diploma in Law
  - IP course for non-law students
    - » Undergraduate - engineering, science, medicine etc
    - » Postgraduate
- Non-degree courses
  - E.g. certificate courses (see later)

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2.2 Breadth v. Depth

- Time constraint
- Scope of curriculum
- Basic IP course – breadth of coverage
  - » Patents
  - » Trade marks – registered and unregistered
  - » Geographical indications
  - » Trade Secrets/Confidence/Know-how
  - » Industrial Designs
  - » Copyright
  - » Layout-designs of integrated circuits

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2.2 Breadth v. Depth

- IP course for non-lawyers
  - » hypothetical and case studies
- Advanced IP course – depth of coverage
  - » IP Rights in Biotechnology and Life Sciences
  - » Current issues in e-commerce
- Overlaps

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2.3 International & Comparative Approach

- Local IP laws
  - Global prominence
    - » TRIPS - binding on WTO members
- International component
  - Major international treaties & conventions
    - Paris — TRIPS
    - Berne — PCT
    - Budapest — Madrid
- Comparative component
  - Major trading/business partners

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2.4 Multi-disciplinary Programs

- Multi/ Inter/Cross-Disciplinary Programs
- Complex technology
  - Legal + technical knowledge
- Cross curricula IP theme
  - Law + technology
  - Basic technology skills & knowledge
  - Technology v. legal component

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2.5 Materials - Modes of training

- Lecture materials and study guides
- Tutorial questions
- Seminar materials
- Assignment topics
- Directed research
- Project work - small group
- Roundtable discussion

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3.1 Customized education

- Scalability
  - Meet needs of different types of learners
    - » Non-degree to postgraduate degree
- Customized education
- Customization v. modularization
- Modularization
  - modules - related & unrelated → requisite credit
  - no specialized customization

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3.1 Customized education

- E.g.
  - Learner A is an arts student
  - Learner B is an engineering student
  - Learner C is a business administration student
    - » Choose 4 modules in 1 year
    - » All chose IP module
- Modular system
  - flexibility in choice of module
  - Little or no customization

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3.1 Customized education

- Customized education
  - Specialized customization within each module
    - » A (arts student) –emphasis on copyright law and performers' rights;
    - » B (engineering student) - emphasis on patents and know-how protection.
    - » C (business student) – customized towards trademark law and valuation & taxation of IPR.
  - Important in postgraduate education

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3.1 Customized education

- 3 main levels of customization:
  - learners from different discipline
    - » e.g. lawyers, engineers, scientists etc
  - learners' strength and weaknesses
    - » to efficiently and effectively maximize his/her ability.
  - career relevant degrees and certification

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3.2 "Short-time-window" training

- Recent demand for "short-time-window" training
  - Training between projects/assignments
  - E.g. project involves invention - patent law
  - "Just-in-time" training
- Short & sharp v. Long & fat

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3.3 Life-long Learners v. Traditional Core students

- Recent trend in education of life-long learners v. traditional core students
- Recent US survey
- Expected increase in adult learners

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3.4 Non-degree programs

- Serve needs of life-long learners
- Continuing education & training
  - Upgrading of workers' skills & knowledge
- Certificate programs
  - E.g. high technology areas
    - » IT, Biotech

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4.1 Technology used in delivery of course materials

- Use of computer and Internet to:
  - keep up to date with developments
  - delivery of course materials
  - provide linkage to relevant web-sites on the course web-page

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5. Conclusion

- Rapid pace of change & development in IP
  - Need for constant review of IP curricula
    - » Consultation with industry and profession
  - Challenge to teachers to keep pace with development
- Scalability + quality + reliability
- Move towards customized education
  - Away from "one-size fits all" curricula

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