

ENGLISH – SYLLABUS (GENERAL)					
SUBJECT: INTERNATIONAL INTELLECTUAL LAW PROTECTION					
Studies: Management I cycle studies Management Specialty: ALL			Faculty: Management		
Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
	Full time studies	5	-	12	1
Course description: The International Intellectual Property Law program delves into the complex and multifaceted aspects of intellectual property rights within a global framework. It aims to provide students with a comprehensive understanding of the legal, commercial, and ethical dimensions of intellectual property. The curriculum commences by introducing students to the fundamental concepts of intellectual property, including patents, trademarks, copyrights, and trade secrets. It explores the legal protections granted to creators and innovators for their intellectual creations. Students delve into the realm of international IP treaties and agreements, such as TRIPS (Trade-Related Aspects of Intellectual Property Rights) and WIPO (World Intellectual Property Organization), understanding their roles in shaping global IP standards and practices. The program navigates the strategies involved in protecting intellectual property across borders. It covers methods to safeguard IP rights, manage risks, and resolve conflicts arising from international differences in legal systems. Enforcement and litigation procedures related to international IP rights are studied, focusing on dispute resolution mechanisms available under various international conventions and national jurisdictions. Furthermore, the curriculum addresses the intersection of technology and intellectual property, examining the implications of digitalization, AI, and emerging technologies on IP law internationally. Ethical considerations and cultural perspectives in intellectual property are discussed, emphasizing the social implications and ethical dilemmas associated with global IP rights protection. Lastly, the program keeps students abreast of emerging trends, challenges, and developments in international intellectual property law to prepare them for evolving legal landscapes. The course is filled in with many case studies and practical examples of international intellectual property law problems, so it should be interesting for all those students who are eager to deal with sales management issues also after the course.					
COURSE LEARNING OBJECTIVES: <ol style="list-style-type: none"> 1. Understanding Intellectual Property (IP): To grasp the fundamental concepts and categories of intellectual property rights. 2. International IP Treaties and Agreements: To comprehend the global treaties and agreements governing intellectual property at an international level. 3. IP Protection Strategies: To learn strategies for protecting intellectual property rights across borders and within different legal systems. 4. IP Enforcement and Litigation: To understand the mechanisms and procedures for enforcing IP rights internationally and resolving disputes. 5. Technology and IP: To explore the intersection between technology, innovation, and intellectual property law in a global context. 6. IP Licensing and Transactions: To analyze the complexities of licensing, transfer, and commercialization of intellectual property rights on a global scale. Teaching the functions and role of international intellectual property law for contemporary market					

entities, developing skills in solving International intellectual property law problems, as well as analyzing data (from primary and secondary data).

Creating presentations for the reports and written reports on international intellectual property law problems. Training of social competences related to collective problem solving and preparing and introducing all stages of international intellectual property law in contemporary world.

COURSE EVALUATION:

Workshops – desk research report (written and oral), classes participation and activities, case studies

Lectures – n/a

The grading scale is as follows:

100% - 85%	5.0 (excellent)
84,9% - 75%	4.5 (very good)
74,9% - 70%	4.0 (good)
69,9% - 60%	3.5 (very satisfactory)
50% - 59,9%	3.0 (satisfactory)
< 50%	2.0 (failure)

Course policies and class rules:

The use of smartphones, mobile phones, all devices with internet access, are not allowed during the exams. During other in-class assignments you can use them for assignment purposes only. Students are expected to take full responsibility for their academic work and academic progress. Students are expected to attend class regularly, for consistent attendance offers the most effective opportunity open to all students to gain a developing command of the concepts and materials of the course. The study programme is strict about student attendance regulations. Students who focus on the business of the class increase their likelihood of success. They can do so by listening attentively to the instructor or to other students while participating in discussions. During class, they can participate as fully as possible and volunteer to answer questions. Students should minimise all behaviours that distract others during the class. Talking to other students apart from class discussions is inappropriate. Students who arrive late should seat themselves as quietly and as near to the door as they can. Students who must leave before the class period ends should exit quietly. The course material is designed to be completed within the semester time frame.

Finally, please feel free to come and see me to ask questions or to discuss difficult material. The course material is all cumulative. If you do not understand what happens in the first week, you will not understand what happens in the last week.

Teaching Methods:

Lectures and case studies (multimedia, case study – projects on sales management topics)

Course overview:

The International Intellectual Property Law program delves into the complex and multifaceted aspects of intellectual property rights within a global framework. It aims to provide students with a comprehensive understanding of the legal, commercial, and ethical dimensions of intellectual property. The curriculum commences by introducing students to the fundamental concepts of intellectual property, including patents, trademarks, copyrights, and trade secrets. It explores the legal protections granted to creators and innovators for their intellectual creations. Students delve into the realm of international IP treaties and agreements, such as TRIPS (Trade-Related Aspects of Intellectual Property Rights) and WIPO (World Intellectual Property Organization), understanding their roles in shaping global IP standards and practices. The program navigates the strategies involved in protecting intellectual property across borders. It covers methods to safeguard IP rights, manage risks, and resolve conflicts arising from international differences in legal systems. Enforcement and litigation procedures related to international IP rights are studied, focusing on dispute resolution mechanisms available under various international conventions and national jurisdictions. Furthermore, the curriculum addresses the intersection of technology and intellectual property, examining the implications of digitalization, AI, and emerging technologies

on IP law internationally. Ethical considerations and cultural perspectives in intellectual property are discussed, emphasizing the social implications and ethical dilemmas associated with global IP rights protection. Lastly, the program keeps students abreast of emerging trends, challenges, and developments in international intellectual property law to prepare them for evolving legal landscapes.

Main topics:

1. Introduction to Intellectual Property Law Principles
2. International Treaties and Agreements in IP
3. IP Protection Strategies in Global Context
4. Enforcement and Dispute Resolution in International IP
5. Technology, Innovation, and IP Rights
6. IP Licensing, Transfer, and Commercialization

Literature

Main texts:

1. Gervais, Daniel J. - "Intellectual Property: The Law of Copyrights, Patents and Trademarks" - Wolters Kluwer Law & Business - 2019
2. Hugenholtz, P. B., Guibault, L. A. - "The Future of the Public Domain: Identifying the Commons in Information Law" - Kluwer Law International - 2018
3. Kumar, Jay P. - "International Intellectual Property Law" - Wolters Kluwer Law & Business - 2020
4. Rangel, Luiz - "Intellectual Property Law in the Sports and Entertainment Industries" - Springer - 2019

Additional required reading material:

1. De Werra, Jacques, Julien, Hugues - "Intellectual Property and Innovation in the Fourth Industrial Revolution" - Edward Elgar Publishing - 2019
2. Yu, Peter K. - "International Intellectual Property Law and Policy" - Wolters Kluwer Law & Business - 2019

Rules of the exams on subject (Assessments)

Lectures – Written exam (test and case study)

Classes – case study, discussion, attendance, activities, project, essay

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature:



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