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Introducing Intellectual Property in the Non-Law Curriculum: a Perspective from the Iberian Countries

Mariano Riccheri

Magister Lvcentinvs (U.Alicante)

3rd EIPTN Institute of Advanced Legal Studies
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Slide 1

MRiccheri1 Model? How to call it?
Mariano Riccheri, 06/07/2009

IP Education in Spain and Portugal

GRADUATE (Licenciatura; 1rst cycle)

- *Law Faculties*
  - *Industrial Property in Commercial/Corporate Law Curriculum (core)*
  - *Copyright : Civil Law (Special Properties) (optional)*
  - *Criminal Law and IP (optional)*

- *Engineering, Science, Economics, Business Schools*
  - *Weak presence, ad-hoc courses, some optional courses depending on the school*
  - *When found: between 6 and 60 hours*
  - *Personal initiatives of professors*

POST-GRADUATE (2nd {3rd} cycle).

- *Legal Studies*

  - *Well endowed array of programs in Spain, some postgraduate `courses in Portugal*
    - *Master Courses in Intellectual Property and IT (Magister Lvcentinvs, University of Alicante; ESADE; EOI)*
    - *Master Courses in Copyright and Entertainement Law (Universidad Carlos III Universidad Autónoma de Madrid).*
  - *Other courses*
    - *Santiago de Compostela*

POST-GRADUATE (2nd {3rd} cycle).

But no developed courses with interdisciplinary perspectives

- *Insertion of IP modules focusing on IP Protection, Licensing , TT and Buyer/seller strategies in Technology/Innovation Management Courses (Universidad Técnica de Lisboa)/(Universidade de Aveiro) ; Multiple courses in Spain*
- *Economics and Management of IP :150 hour postgraduate course (ISEG-Universidad Técnica de Lisboa/INPI/COTEC- Business Asociation)*
  - *Legal Protection*
  - *Innovation and IP*
  - *Business Strategies and IP*
    - *R&D Management*
    - *TM Management*
  - *IP Transactions*
  - *Enforcement*
  - http://www.cotecportugal.pt/index.php?option=com_content&task=view&id=661&Itemid=118&lang=pt

Of interest !!

The IP Professor

The problem of interdisciplinarity :

Professors with legal background: yes!

Other backgrounds: rare (patent agents, TTO staff)

Who should the IP professor be?

More acute at an advanced level ; at a basic level :

Connecting basic IP knowledge with the interest and capabilities of students.

Cross-over" lectures are sometimes not effective without a serious a daptation in methodologies (problem solving, real life examples), language, etc .

The difficulty in identifying proper lecturers is a barrier in itself

A need to reach beyond the law curriculum:

The fact: many IP firms / / no IP awareness!!

Conclusions of the EPO Roving Workshops (Madrid, November 2008; Lisboa, June 2009) + surveys/interviews (10):

Reaching the Non–Law Curriculum

- Whose interest?
  - Students
- Who's interested?
  - Professors?
  - TTOs?
  - Institutions
    - Ministries of Education ?
    - The PTOs ?

Centre de Patents
de la Universitat de Barcelona

Strategy 1: Roving Seminars

Organized by:

Universidad de Barcelona (Centre de Patents)

Oficina Española de Patentes y Marcas

(In association with host University TTO)

"Everything a (Scientist/Engineer) Needs to Know about Patents"

- Objective: Awareness: to provide basic knowledge (patents as a source of wealth/patents as a source of information/possible carreer option).
- Help the students incorporate "patent thinking" in the development of their projects.

Centre de Patents
de la Universitat de Barcelona

"Everything a (Scientist/Engineer) Needs to Know about Patents"

Programme (4 hours):

1. Importance of IP
2. From Discovery to Patentable Invention
3. What do I do when I think I have something I could patent?
4. What can I patent?
5. Requirements that an invention must fullfill in order to merit a (valid) patent.
6. How to work with the person who will draft the patent (how to give hand him the right information).
7. Exploiting inventions made by individual inventors and by researchers of public institutions. Works for hire.
8. Enforcing Patent Rights
9. Using Patent Information
10. Finding Patent Information (Data Bases)
11. Who to turn to in (your University) to know more about patents
12. Coloquium

Centre de Patents
de la Universitat de Barcelona

"Everything a (Scientist/Engineer) Needs to Know about Patents"

Lecturers (3):

Prof. Pascual Segura, *doctor en química por la UB; agente de la propiedad industrial y director del Centre de Patents de la UB; consejero de la Academia Europea de Patentes (Oficina Europea de Patentes); representante de Chemical Abstracts Service y STN International en España.*

Dra. Carmen Toledo, *Jefe del Área de Documentación y Búsquedas, del Departamento de Patentes e Información Tecnológica, de la Oficina Española de Patentes y Marcas (OEPM).*

TTO staff

Strategy 2: Online course

Organized by:

ETS; Politecnical University of Madrid, co designed by the UPM Engineering School and the SPTO

"Patents and Technological Information"

- Objective: To help the student understand the importance of Intellectual Property as a strategic element in any organization, in particular in the area of technological management.
- Patents and Technological Information: prosecution issues and alternative strategies, as well as to patentability issues from the perspective of strategic sectors (ICT, Biotechnology), and introduces some hours dedicated to the commercialization of Patents, and strategic uses of patent information.

POLITÉCNICA

"Patents and Technological Information"

Programme (40 hours)

- Basic Concepts of Industrial Property
- Obtaining National Protection (Patents, Utility Models and Designs)
- Obtaining International Protection (PCT, EPC)
- Patent Requirements
- Biotech Inventions
- Patentability of Software
- Technological Information (Data Bases)
- Patents and TT
- Patents as an indicator of innovation

POLITÉCNICA

"Patents and Technological Information"

- Tutors: UPM and OEPM
- Max: 50 students
- Optional (open to all the University)


inpi instituto nacional da propriedade industrial
"Propriedade Industrial para Advogados"
Objectivos
Público-Alvo
Duração
inpi instituto nacional da propriedade industrial
"Propriedade Industrial para Economistas"
Objectivos
Público-Alvo
Duração
inpi instituto nacional da propriedade industrial
"Propriedade Industrial para Engenheiros"
Objectivos
Compreender a Inovação como um factor de diferenciação e vantagem competitiva.
Compreender o Sistema da Propriedade Industrial e as suas várias modalidades de protecção.
Dominar as formalidades de registo das várias modalidades de protecção da Propriedade Industrial.
Conhecer as vias de protecção da Propriedade Industrial (nacionais e internacionais).
Conhecer as organizações nacionais e internacionais com competências na área da Propriedade Industrial.
Compreender a importância do domínio da informação quer através da consulta de base de dados como da realização de pesquisas.
Público-Alvo
Engenheiros
Duração
21 horas (3 dias)
Forma Organização
Presencial
Idioma
Português
Data de Início
12 de Maio de 2009
Data de Conclusão
14 de Maio de 2009

“Intellectual Property for engineers/economists/lawyers”

Organized by INPI-Academy

- Three days (21 hours)
- IP protection and the use of Technological Information.
- The courses show little differences in their design, but group the students according to the field (Law, Engineering, Economists and …Journalists).

Some remarks..

It is important to reach the Non-Law Curriculum at an early stage

But the university reform process (Bologna plan) takes us in the opposite direction – CONCENTRATION ANXIETY

Overcoming the lack of awareness among professors/deans/decision makers

Find the right partners (aware researchers/TTOs/PTO) ...Use the right resources

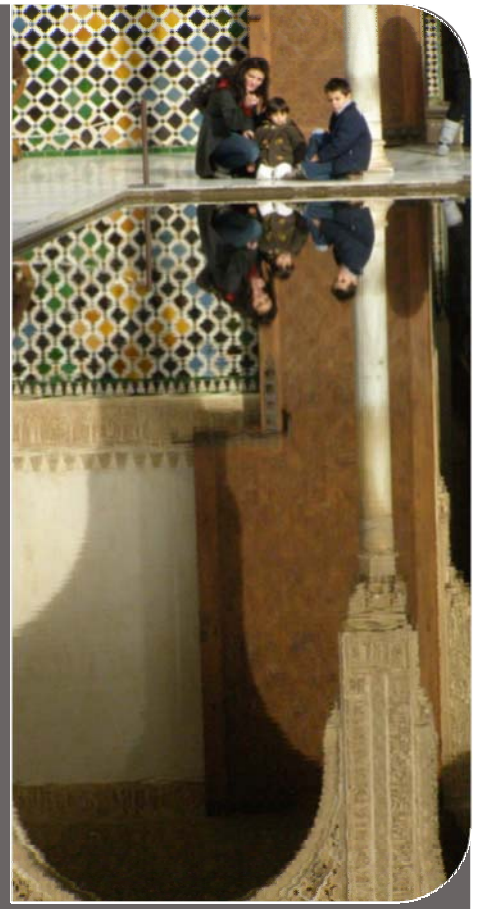
What/how/when to teach IP

A study such as the one funded by the HEA (UK Centre for legal education) is necessary.

Fly Low Cost

Use existing networks (TTOs)
Use existing materials
Use PTO experience

Thank You !



Contact: Mariano Riccheri

Mariano.Riccheri@ua.es

Mariano.Riccheri@Gmail.com