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

organized by
the World Intellectual Property Organization (WIPO)

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Beijing, July 23 to 27, 2001

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

Document prepared by Ms. Ng Siew Kuan Elizabeth,
Associate Professor, Faculty of Law,
National University of Singapore, Singapore

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

Associate Professor
NG Siew Kuan, Elizabeth
Faculty of Law
National University of Singapore

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WIPO Asia-Pacific Regional Seminar
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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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