The acquisition, transfer, valuation, and enforcement of intellectual property rights play an increasingly important role in domestically and internationally. During this course, students will develop a fundamental understanding of patent, trademark, copyright, and trade secret law and policy, and how these policies govern the design and implementation of national laws and the influence of culture on country practices involving protection of intellectual property. This course will also introduce students to the legal issues involved in the representation of clients involved in the innovative and creative industries and engage students with particular intellectual property issues required by a client.

Learning Outcomes
Specifically, you will, by the end of the course:

- Have a basic understanding of Patent, Trademark, Copyright, and IP Transactional law
- Be able to identify and understand client issues and goals through interactive assignments and in-class activities
- Be able to use principles (both legal and non-legal) in understanding and arguing for and against IP policies
- Have multiple opportunities to create work product that would go to a client
- Learn to account for your time and to draft letters related to client invoices
- Engage with over a dozen foreign jurisdictions IP systems and explore/critique the values, policies, and reasoning behind those systems
  - Each of you will present on one foreign country’s system throughout the semester
- Draft:
  - An IP license agreement
  - A memorandum on the likelihood of registration of a trademark
  - A cease and desist letter regarding patent infringement

There are no prerequisites for this class, and therefore I will proceed as if students have not been introduced to the field of intellectual property law unless, of course, all students have been. The course will be divided into approximately 4, 4 week segments by IP subject area, with the first few weeks of each segment spent on fundamentals of the area of intellectual property law. Then the course will move into understanding international protection issues and international enforcement. We will also likely discuss other various issues such as cybersquatting, DMCA violations, and other forms of digital intellectual property right issues.
Evaluation
Your final grade will be based on the following percentages:

15% Country Reports / Current News
10% Cease and Desist Letter
20% Client Memo 1 (Topic TBD)
25% Trademark Analysis Memorandum
20% Licensing Agreement
10% Closing Letter to Client/ Final bill for services

The final grade may be adjusted up or down by a full letter grade for exceptional preparation and meaningful contributions to class discussions.

Required Materials:

1. 17 U.S.C. §§100 et seq (Copyright Act); 35 U.S.C. §§100 et seq. (Patents); 15 U.S.C. § 1051 et seq. (Lanham Act - trademarks)
   a. You will need to have access to a copy of these statutes. Typically best to read it online.
2. National laws and treaties as identified and assigned in class.

Reserve Materials Held at the Library Circulation Desk:

TBD

Not on Reserve, but a good resource:

Nimmer on Copyright

TWEN Page - I have set up a TWEN page for this course. You are required to join the TWEN site as some class materials will be distributed via this site. Also, I will post a copy of my in-class presentations as timely as possible following each class.

Country Reports - Each student will be assigned a country to report on and monitor throughout the semester. At the beginning of each class (except the first one), at least one person will be responsible for reporting to the legal department the current landscape of intellectual property law in that country. The reports shall contain, inter alia, the nature and current landscape of IP protection, the agency or agencies and individuals responsible for administering the law, any recent pending legislative initiatives or developments and any areas of potential improvement. Be creative and thorough, but the presentation should not last more than 10 - 15 minutes.

Current Events - Each associate will also be assigned a week in which to report on any recent developments in international IP. These may be items from legitimate news sources, court decisions or even semi-coherent rants from blogs. Regardless, it is good to stay on top on current events to position the firm to represent its clients.

Submitting Assignments – Preferably, all assignments are emailed to me by 4PM on the due
date. If printed, all written assignments must be handed into TBD before 4 PM on the due date. There are no exceptions or extensions. The deadlines are not negotiable.

Time Sheets - You must keep accurate track of your time, in six minute increments, spent doing work for this class. This is one of the most basic tasks an attorney performs. You may use the time sheets in the GPP office or use your own format, but each sheet must have your name, the client name, dates, activity and time devoted to that activity rounded to the nearest tenth clearly identified on each sheet. These sheets, outlining your weekly work must be submitted along with your final bill at the end of the semester.

Email - Please check email at least once a day. Materials for some assignments and urgent emails from our clients may be sent periodically throughout the semester. As in any real legal practice, questions from the client and issues of concern arise unexpectedly. Anticipating and resolving these moments as they arise is a good habit to develop.