Integrating Intellectual Property into the Engineering Syllabus

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IPRs - Recognition, Protection, Exploitation, Enforcement

- **IPRs**: Patents*, reg Designs*, unreg Design Right, RegTrade Marks*; Copyrights, moral rights, Chip Topographies,

- **Quasi IP**: Know How, Trade Secrets, Confidential Information, Reputation/Passing off,
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Attitude:

• Ability to:

• appreciate the ethical view; recognise that intellectual property is integral to an engineer’s work, that awareness of intellectual property rights is everyone’s responsibility
• Competence

• Ability to:

• *implement initial steps to protect; know who to consult for further advice, and when; identify the context in which intellectual property rights are being used or created*
Knowledge

- Ability to:
- understand the legal frameworks governing intellectual property rights and their commercial exploitation; fulfil responsibility of managing an intellectual property portfolio; appreciate the human resource issues and recognise the benefits of learning from history
What needs to be learned

- Where to find and How to use patent information
- What goes into a patent application and why
- Time scale and costs of patent protection
- Implications of steps to be taken, or avoided, in the patent process
- Relevance of patents
- Offensive and Defensive patent strategies
- Non disclosure agreements
- IP is more than just patents – Trade marks, copyright, design rights
What needs to be learned

- Broad, rather than deep, understanding of intellectual property
- Disclosure and confidentiality implications
- Linkages between IP, innovation and business development
- Cultural differences between university research & business development
- How not to be taken advantage of in IP matters
- Who to ask for advice
- Intellectual property ownership
- National and International intellectual property issues
- IP Valuation
- IP commercialisation and exploitation
- Open source licensing and other ‘alternative’ regimes
Who to facilitate learning

- University Lawyer
- Technology Transfer Office staff
- Adjunct professor – patent attorney or patent attorney as visiting lecturer
- Intellectual property law academic
- Knowledge Transfer staff
- Engineering academic – especially with some experience of patenting
- Local business person
How to facilitate learning

- Online resources
- Lectures
- Course notes and hand outs
- Government texts
- Case studies
- UKIPO/UK Patent Office and other internet resources
- Games
- Lecturers materials
When to facilitate IP learning

- At the beginning
- At the end
- In the middle
- Pervasive
- In assessment
- Self Managed
Resources

- http://www2.warwick.ac.uk/fac/soc/law/elj/jilt/2006_1/
- soetendorp/soetendorp08
- www.patent.gov.uk