WIPO ASIAN REGIONAL TRAINING COURSE FOR INTELLECTUAL PROPERTY TRAINERS AND INSTRUCTORS

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INTELLECTUAL PROPERTY (IP) TEACHING AND TRAINING
DEVELOPING INTELLECTUAL PROPERTY (IP) CURRICULA AND TRAINING MATERIALS; USING AUDIOVISUAL AIDS

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Developing IP Curricula and Training Materials

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Items for Discussion

- Current Trends and Elements in IP Teaching and Training
- New and Emerging IP Issues
- Impact on IP Teaching/Training
- Possible Approaches
Current Trends in IP Teaching

Time constraints and scope of subject matter - therefore
- Emphasis on Substantive Aspects
- Some Procedural Aspects
- Practical skills – drafting of patent specifications – not within scope
- Other related issues – socio-economic, cultural- not really emphasised

Current Trends in IP Training

- Existing Practice of IP Practitioner
- On-the-Job Training
- Ad Hoc Approach
- Reliance on Institutions/Organisations- international and regional
New and Emerging IP Issues

- TRIPs-related Legislation
  - Geographical Indications
  - Layout-designs of Integrated Circuits
  - Performers' Rights
  - Border Controls
  - Enforcement

New and Emerging IP Issues

- Developments in ICT and issues arising from the networked environment
  - Internet - impact on IP works
  - New ways of distributing IP works and new business models
  - Protection of new technologies and contents, such as software patents, business models, website-related issues
New and Emerging IP Issues

- E Commerce and E Transactions - IP and laws of other jurisdiction
- Commercial dealings with IP in the Knowledge-based Economy -
  - IP as a corporate asset, management, valuation
  - IP Policy
  - Applicable to both private and public sectors including institutions of higher learning

New and Emerging IP Issues

- Legal, Socio-Economic, Cultural and Ethical issues arising from:
  - Biotechnology - conservation of biodiversity
  - Plants and Pharmaceutical Products - impact on traditional knowledge
  - Traditional Knowledge
  - Digital Divide
New and Emerging IP Issues

- A recognition that IPRs are an essential and integral part of innovative and competitive economies
- Piracy is still a major problem

Impact on IP Education

Increase in Subject Matter and Scope
Impact

- Impact on other disciplines
  - Economics/Management
  - Biotechnology
  - Research and Development
  - Pharmaceutical
- Impact on lawyers
- Impact on Government as IP owner

Impact on IP Training

- Protection of new technologies – new skills required for Practitioners and Registry staff
- Investigation into new types of infringing acts – eg over Internet
- Training of enforcement officers, judges, customs officers, police
Questions- Teaching

Include in syllabus?
Time and resources?
Effectiveness?
Rethink Approach?
More specialised courses?

Proposals

- University's emphasis on e-readiness - in teaching and learning
- Introduction of Interactive Learning.
- Courses tailored to introduce elements of Internet economy and legal issues, such as in as E business, technology, as well as legal risks management and intellectual asset management to law students
- Brief introductory course on Internet technology to lecturers
Proposals

University Level
✓ E Readiness
✓ Interactive Learning and Teaching

Faculty Level
✓ Courses on Law in Internet Economy
✓ Intellectual Asset Management
✓ Problem-based learning

Proposals

IP Courses for Non-Law Students

Special Courses?

Combined Courses?
Training

- Universities cannot meet all the needs
- On-the-Job training
- More "Transfer of Technology" needed
- Importance of cooperation and networking

Public Education

- Creating awareness and acceptance
Material - Research

- Globalisation
- Harmonisation

BUT

But local research is still important

Research

- Research activities - impact of IP on economic, social and cultural development, consumers
- Extent to which concept of IP may be made relevant to lives of people
- Development of local material
Thank You