

IPM301e IP for Business & Creative Industries

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY SEMESTER

E-Learning: BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

Synopsis:

IPM301 IP for Business & Creative Industries provides an overview of how Intellectual Property (IP) law can help protect the IP rights of creators, and assist businesses to better market their innovations. This course focusses on the types of IP that are more relevant to the business and creative communities, namely, copyright and trade marks. Students will learn to analyse how copyright and trade mark law can be applied to drive and support an organisation's business and IP strategies and objectives, evaluate potential courses of action for the organisation, and identify the resulting implications to the business success of the organisation.

Topics:

- Fundamentals of IP Law
- Introduction to Copyright Law
- Copyright Legislation and Regulations
- Copyright as a Business Asset
- Introduction to Trade Mark Law
- Trade Mark Legislation and Requirements
- Trade Mark Registration and Protection
- Trade Marks as a Business Asset
- Review and Refinement of an Organisation's IP Strategies
- Evaluation of an Organisation's IP Assets
- Types of Ownership and Scope of Protection
- Infringement of Copyright and Trade Marks

Learning Outcome:

- Evaluate business application of copyright and trade marks
- Analyse qualifying criteria for copyright and trade marks
- Evaluate considerations related to IP transactions
- Evaluate subject matter that cannot be copyrighted
- Interpret copyright legislation and regulations
- Interpret trade mark legislation and regulations
- Assess potential infringement activities
- Assess dilution activities
- Appraise defences against allegations of infringement and dilution
- Outline remedies awarded if copyright or trade mark infringement is proven
- Analyse issues arising from common law of passing off
- Identify relevant aspects of copyright law that are applicable to the organisation in collaboration with relevant stakeholders
- Analyse how copyright law can drive an organisation's copyright strategies and objectives
- Identify relevant aspects of trade mark law that are applicable to the organisation in collaboration with relevant stakeholders
- Analyse how trade mark law can drive an organisation's trade mark strategies and objectives
- Assess potential courses of action to identify resulting business implications

Assessment Strategies:

Continuous Assessment Component	Weightage (%)
PARTICIPATION	6
PRE-COURSE QUIZ	2
PRE-CLASS QUIZ	2
PRE-CLASS QUIZ	2
GROUP BASED ASSIGNMENT	38
Sub-Total	50

Examinable Component	Weightage (%)
ECA	50
Sub-Total	50

Weightage Total **100**