

IPM553 Licensing IP

Level: 5

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

Synopsis:

IPM553 Licensing IP explores a major advantage of intellectual property (IP) ownership in that it allows a business to sell the rights or license them over a specific period of time. The course focusses on the specifics of how to manage IP licensing strategies as well as IP contracts and agreements. In addition to assessing IP issues that could arise from licensing strategies and common IP-related contracts and agreements, students will also cover the negotiation of commercial terms for IP contracts and agreements, and the implementation and adaptation of IP licensing strategies. The effectiveness of the IP licensing strategies will also be reviewed.

Topics:

- Basic Contract Law
- IP Contracts and Agreements
- What is an IP License?
- IP Licensing Strategy
- Patent Licenses
- Trade Secret Licenses
- Trade Mark Licenses
- Copyright Licenses
- Open Licensing
- Cross Licensing
- Royalties and Royalty Rates
- Enforcement of Licenses

Textbooks:

Poltorak, A (2013).: Essentials of Licensing Intellectual Property John Wiley
ISBN-13: 9780471671787-AA

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ISBN-13: 9780471671787

Learning Outcome:

- Formulate considerations when assessing and evaluating IP issues and IP licensing opportunities
- Apply good practices when negotiating common IP contracts and agreements
- Evaluate licensing agreements
- Analyse detailed licensing processes (pre- and post-)
- Distinguish between dispute resolution processes
- Assess IP issues in IP-related contracts and agreements
- Prepare and negotiate commercial terms of IP-related contracts and agreements
- Appraise and monitor IP-related contracts and agreements to ensure requirements are met
- Evaluate IP licensing opportunities and formulate IP licensing strategies
- Implement IP licensing strategies to maximize IP potential
- Assess effectiveness of IP licensing strategies

Assessment Strategies:

Continuous Assessment Component	Weightage (%)
PARTICIPATION	5
GROUP BASED ASSIGNMENT	35
Sub-Total	40

Examinable Component	Weightage (%)
ECA	60
Sub-Total	60

Weightage Total **100**