

## **IPM577 Assessing Technology**

**Level:** 5

**Credit Units:** 5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY JULY

### **Synopsis:**

IPM577 Assessing Technology examines how modern technology is driving intellectual property (IP), business and R&D strategies in organisations today through its ability to disrupt the global economy and create new value. The course considers the analysis of the patentability of inventions, identification of issues during prosecution and determination of follow-up actions to achieve cost efficiency. Students will also learn to identify the commercial objectives and benefits of invention disclosures, evaluate key considerations and determine the steps needed to achieve an effective IP strategy.

### **Topics:**

- IP Management Strategy
- The Value of Patents
- Forms of Disclosure
- Benefits of Patentability Assessments
- Patentability Analysis
- Assess Issues to Patentability
- Issues During Prosecution
- Steps to Achieve Cost Efficiency
- Commercial Objectives and Benefits of Invention Disclosures
- Applications of Invention Disclosures
- Evaluating Commercial Value of Invention Disclosures
- Approaches to Determine Commercial Value

### **Textbooks:**

Knight, H J (2013).: Patent Strategy for Researchers and Research Managers (Alt e-ISBN: 9781118314272) 3rd John Wiley  
ISBN-13: 9781118314258

**Learning Outcome:**

- Interpret the benefits of conducting patentability assessments
- Recognise the forms of disclosure that constitute public disclosure
- Create the relevant information for invention disclosure
- Propose the rationale for publishing invention disclosures
- Assess the rationale for evaluating the commercial value of invention disclosures
- Critique the objectives of approaches of invention disclosures
- Analyse the patentability of inventions to determine if the invention is an asset
- Evaluate the IP management strategy for the invention
- Examine issues during prosecution and its impact on the scope of the invention and related cost
- Prepare the next steps to achieve cost efficiency across various stages of IP prosecution
- Assess the commercial objectives and benefits of invention disclosures
- Evaluate applications of invention disclosures across stages of the IP life cycle
- Appraise key considerations for invention disclosures to support IP strategies
- Prepare the next steps needed to achieve an effective IP strategy that maximises the commercial value of invention disclosures

**Assessment Strategies (Evening Class):**

| <b>Components</b>             | <b>Description</b>       | <b>Weightage Allocation (%)</b> |
|-------------------------------|--------------------------|---------------------------------|
| Overall Continuous Assessment | PRE-COURSE QUIZ 1        | 4                               |
|                               | PRE-CLASS QUIZ 1         | 4                               |
|                               | PRE-CLASS QUIZ 2         | 2                               |
|                               | PARTICIPATION 1          | 5                               |
|                               | GROUP BASED ASSIGNMENT 1 | 35                              |
| Overall Examinable Components | Written Exam             | 50                              |
| <b>Total</b>                  |                          | <b>100</b>                      |