

COURSE GUIDE

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| <u>Subject name</u> | Industrial Property Management |
| <u>Course of study</u> | Quality and Production Management |
| <u>The form of study</u> | Full-time |
| <u>Level of qualification</u> | First |
| <u>Year</u> | I |
| <u>Semester</u> | I |
| <u>The implementing entity</u> | Department of Production Engineering and Safety |
| <u>The person responsible for preparing</u> | Dr inż. Renata Stasiak-Betlejewska |
| <u>Profile</u> | General academic |
| <u>Course type</u> | Basic |
| <u>ECTS points</u> | 2 |

TYPE OF TEACHING – NUMBER OF HOURS PER SEMESTER

| LACTURE | CLASSES | LABORATORY | PROJECT | SEMINAR |
|----------------|----------------|-------------------|----------------|----------------|
| 15 | 15 | | | |

COURSE AIMS

- C1. Familiarize students with the basic concepts of intellectual and industrial property protection.
- C2. Presentation of the protection system for inventions and utility models in the national, European and international mode.
- C3. Familiarize students with the issues of trademark protection, industrial designs, topography of integrated circuits and geographical indications.
- C4. Presentation of issues relating to unfair competition.
- C5. To familiarize students with procedures in the field of the industrial property protection.
- C6. To familiarize students with the methods of collecting, processing and using patent information.

ENTRY REQUIREMENTS FOR KNOWLEDGE, SKILLS AND OTHER COMPETENCES

1. The student knows the hierarchy of legal acts.
2. The student has a knowledge of the national law legal norms application and the European Union.
3. The student knows the rules of applying civil and commercial law.

LEARNING OUTCOMES

- EU 1 - The student knows the concepts and problems associated with the functioning of the system and institutions for the protection of intellectual and industrial property.
- EU 2 - The student has knowledge of procedures regarding the protection of industrial property, the manner of preparation of application documentation and examination procedures for inventions and utility models.
- EU 3 - The student knows the source of patent information and is able to use it.
- EU 4 - The student has knowledge about how to collect, process and use patent information.

COURSE CONTENT

| Type of teaching – LECTURE | Number of hours |
|--|------------------------|
| W1 - Introduction to intellectual and industrial property protection system - concepts, sources of law and scope of application. Authorities granting exclusive rights covering Polish territory. | 1 |
| W2 - Inventions and utility models. Issues of patent (protective) ability. Exclusions from protection. | 2 |
| W3 - Patent: content, subject scope, duration, restrictions. European Patent. | 1 |
| W4 - Using other inventions and utility models and transferring the law. Questioning the validity of patents: opposition, revocation of a patent. Patent expiration. | 1 |
| W 5 - Biotechnology inventions protection and industrial applicability. | 1 |
| W 6 - Prohibitions on patenting. | 1 |
| W7 - Trademarks: concept, functions, types, subject of protection law, registration, violations, invalidation, risk of confusion. | 2 |
| W8 - Industrial designs: concept, indications of registration capacity, design registration. Legal responsibility for the infringement of the industrial design registration. | 1 |
| W9 - Protection of topographies of integrated circuits. | 1 |
| W10 - Geographical indications: concept, functions, classification. | 2 |
| W11 - Industrial property protection in the context of the law on unfair competition. | 1 |
| W12 - Transfer of knowledge from science to business in the process of intellectual property management. Analysis of business cases. | 1 |
| Type of teaching – CLASSES | Number of hours |
| C1 - Organizational matters, discussion of the subject of exercises, presentation of source literature to the subject and to discuss ways of obtaining credit. | 1 |
| C2 - The application file in procedures for the protection of inventions and utility models: the formal requirements, the object of the application, the general conditions of application, the description of the invention, claims, drawing. | 1 |
| C3 - Analysis of the protective utility model description. Analysis of selected cases of utility models (case study). | 1 |
| C4 - Analysis of the course of the examination procedure for inventions and utility models. | 1 |
| C5 - Analysis of the object of patentability assessment. Problem issues. | 1 |
| C6 - Analysis patent application of the invention. | 1 |
| C7 - Processing of applications for utility models. | 1 |
| C8 - Processing of applications for additional protection right. | 1 |
| C9 - Analysis of patent applications in the European and international procedure. | 1 |

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| C10 - Analysis of patent information and non-patent information. International Patent Classification (IPC). | 1 |
| C11 - Commercialization of patented inventions. Valuation of inventions and patents. | 1 |
| C12 - Analysis of the procedure for obtaining a protection right for a trademark. | 1 |
| C13 - Presentation of the application designs for the selected invention, a utility model or trademark. | 1 |
| C14 - Final test including knowledge of lectures and exercises. | 1 |
| C15 - Discussing the grades obtained in the colloquium and projects. Issuance of the final grades. | 1 |

TEACHNING TOOLS

1. Manuals and books.
2. National and Community normative acts and patent literature including the free publication of the Patent Office of the Republic of Poland.
3. Internet Service Portal of the Patent Office of the Republic of Poland.
4. Audiovisual equipment.

WAYS OF ASSESSMENT (F – FORMING, P – SUMMATIVE)

- F1. Activity during classes.
 F2. Practical exercises in groups.
 F3. Evaluation of the project implemented in the group.
 P1. Final test.

STUDENT WORKLOAD

| Form of activity | | Average number of hours for realization of the activity | | |
|--|---------|---|----------|------|
| | | [h] | ECTS | ECTS |
| Contact hours with the teacher | LECTURE | 15 | 0.6 | 0.8 |
| Preparing to exam | | 5 | 0.2 | |
| Contact hours with the teacher | CLASSES | 15 | 0.6 | 0.8 |
| Preparing to classes | | 5 | 0.2 | |
| Getting Acquainted with the indicated literature | | 5 | 0.2 | 0.2 |
| Consultation | | 5 | 0.2 | 0.2 |
| TOTAL NUMBER OF HOURS / ECTS CREDITS FOR THE COURSE | | 50 | 2 | |

BASIC AND SUPPLEMENTARY RESOURCE MATERIALS

Basic resources:

1. Understanding Industrial Property. WIPO Publication No. 895 2016. Online: https://www.wipo.int/edocs/pubdocs/en/wipo_pub_895_2016.pdf 2.
2. Making a Mark - An Introduction to Trade marks for Small and Medium-Sized Enterprises. WIPO Publication No. 900.1 2017. Online: https://www.wipo.int/edocs/pubdocs/en/wipo_pub_900_1.pdf 3.
3. In Good Company: Managing Intellectual Property Issues in Franchising. WIPO Publication No. 1035. 2012. Online: https://www.wipo.int/edocs/pubdocs/en/sme/1035/wipo_pub_1035.pdf 4.
4. https://www.wipo.int/edocs/pubdocs/en/sme/1035/wipo_pub_1035.pdf 4.
5. Geographical Indications: An Introduction. WIPO Publication No. 952. 2013. Online: https://www.wipo.int/edocs/pubdocs/en/geographical/952/wipo_pub_952.pdf 5.
6. Looking Good: An Introduction to Industrial Designs for Small and Medium-sized Enterprises. WIPO Publication No. 498 2005. Online: https://www.wipo.int/edocs/pubdocs/en/sme/498/wipo_pub_498.pdf 6.
7. Global Design Database The free global search engine for designs. Online: <http://www.wipo.int/designdb/es/designdb-help.jsp>
8. WIPO Patent Drafting Manual, WIPO Publication No. 867. 2007.
9. Guide to Technology Databases. WIPO Publication No. L434/11. 2012
10. World Intellectual Property Indicators 2018, Economics and Statistics Division, WIPO.
11. Using IP for Development: Success Stories from Around the World.
12. IP Asset Development and Management: A Key Strategy for Economic Growth. WIPO Publication No.

896. 2006.

13. The Economics of Intellectual Property: Suggestions for Further Research in Developing Countries and Countries with Economies in Transition. WIPO Publication No. 1012. 2009.
14. The Informal Economy, Innovation and Intellectual Property: Concepts, Metrics and Policy Considerations Economic Research Working Paper No. 10, 2013.

Supplementary resources:

1. Access to Specialized Patent Information for Developing Countries - ASPI. WIPO Publication No. L434/6. 2011.
2. WIPO Lex - A Free Global Database of IP Laws and Treaties.
3. Methodology for the Development of National Intellectual Property Strategies. Toolkit - Tool 1: The Process. WIPO Publication No. 958/1. 2016 4
4. Methodology for the Development of National Intellectual Property Strategies. Toolkit - Tool 2: Baseline Survey Questionnaire. WIPO Publication No. 958/2. 2016.

TEACHERS (NAME, SURNAME, E-MAIL ADDRESS)

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2. Dr Joanna Rosak – Szyrocka, joanna.rosak-szyrocka@wz.pcz.pl

MATRIX OF LEARNING OUTCOMES REALISATION

| Learning outcome | Reference of given outcome to outcomes defined for whole program | Course aims | Course content | Teaching tools | Ways of assessment |
|------------------|--|---------------|------------------------------|----------------|--------------------|
| EU1 | K_W02, K_W03, K_W07, K_U01, K_U02, K_U03, K_U11, K_K02 | C1-C4 | W1-W15, C2-C13 | 1,2,3,4 | F1, F2, F3, P1 |
| EU2 | K_W02, K_W03, K_W07, K_U01, K_U02, K_U03, K_U06, K_U07, K_U11, K_K02 | C1-C3, C5, C6 | W1-W3, W5-W9, W11, C2-C12 | 1,2,3,4 | F1, F2, F3, P1 |
| EU3 | K_W02, K_W03, K_W07, K_U01, K_U02, K_U03, K_U06, K_U07, K_U11, K_K02 | C1, C2, C6 | W1-W3, W7, W8, W10, C10, C13 | 1,2,4 | F2, F3, P1 |
| EU4 | K_W02, K_W03, K_U02, K_U03, K_U11, K_K01 | C2, C5, C6 | W3, W7-W9, W10, W11 | 1,2,3,4 | F1, F2, F3, P1 |

FORM OF ASSESSMENT - DETAILS

| | grade 2 | grade 3 | grade 4 | grade 5 |
|-----|---|--|--|---|
| EU1 | The student does not know the concepts and cannot identify problems related to the functioning of the industrial property protection system, and also can not name the institutions functioning in this system. | The student knows some concepts and related problems with the system and can name institutions of protection of intellectual and industrial property. | The student knows all the concepts associated with the system of industrial property protection, as well as can list and describe institutions in the system of intellectual property protection and industrial. | The student knows all the concepts and problems involved the system of industrial property protection, as well as able to name and describe the scope of activities of institutions operating within the designated system. |
| EU2 | The student does not know the procedures regarding the protection of industrial property, the manner of preparing the advertisement documentation and the procedure for examining patent applications and utility models. | The student has knowledge of selected procedures for the protection of industrial property and application documentation, but he does not know the procedure for examining patent applications and utility models. | The student has knowledge of procedures related to the protection of industrial property, he can prepare application documentation, but he does not know the procedure for examining patent applications and utility models. | The student has knowledge of procedures related to the protection of industrial property, can prepare application documentation, as well as knows the procedures for analysis inventions and utility models. |

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| EU3 | The student does not know the sources of patent information and cannot use them. | The student knows the source of patent information, but he cannot use it. | The student knows the source of patent information, but can only use selected ones. | The student knows the source of patent information and can use them. |
| EU4 | The student has no knowledge how to collect, process and use patent information. | The student has knowledge only about how to collect patent information. | The student has knowledge about how to collect and process patent information. | The student has knowledge about how to collect, process and use patent information. |

ADDITIONAL USEFUL INFORMATION ABOUT THE COURSE

1. Information where presentation of classes, instruction, subjects of seminars can be found, etc. - presented to students during first classes, if required by the formula classes are sent electronically to the e-mail addresses of individual dean groups.
2. Information about the place of classes - Information can be found on the website of the Faculty of Management.
3. Information about the timing of classes (day of the week / time) - Information can be found on the website of the Faculty of Management
4. Information about the consultation (time + place) - Information can be found on the website of the Faculty of Management

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Coordinator