

3.1

Basics of IP protection



Goal	The aim of this course is to give students a basic overview of intellectual property (IP) — types of IP, possibilities of IP protection and ways of IP commercialization. After this course, the students will be able to identify when intellectual property arises and they will be able to recognize when it is necessary to apply for its protection (as well as to choose appropriate form of protection).
Format	Lecture/Presentation
Recommended duration	2 hours
Content of the training activity	<p>Topic 1 — What is IP? (15 % of time)</p> <ul style="list-style-type: none">● Definition and basic types of IP (inventions, designs, literary and musical works, software, soft IP — know how, trade secrets)● Ownership of IP and IP vs. IPR <p>Topic 2 — Protection of IP (55 % of time)</p> <ul style="list-style-type: none">● General principles (principle of territoriality, rights conferred, duration of protection)● Patent● Utility model● Trade mark● Registered design● Copyright● Protection of soft IP <p>Topic 3 — Why is it important to protect IP? (15 % of time)</p> <ul style="list-style-type: none">● Transfer of technology/knowledge● Commercialization of IP (in general — introduction of basic types) <p>Time for questions/discussion (15 % of time)</p>
Expected learning outcomes	<p>After taking this course/training activity, the PhD student will:</p> <ul style="list-style-type: none">● be able to identify different types of IP● have basic overview of possibilities of protection of created objects of IP,● learn why protection of IP is important
Link to career opportunities in life-sciences	<p>IP-intensive industries generate around 42 % of EU GDP translating into 28 % of all jobs in the EU (60 millions). They also account for about 90 % of EU trade with the rest of the world, generating a trade surplus for the EU of EUR 96 billion. Thus, a smart move e.g. for a PhD student looking for a job opportunity would be to follow this trend and build a career in a fast-growing IP-intensive industry. To do so, at least a basic knowledge of IP is vital (see: www.businesseurope.eu/sites/buseur/files/media/reports_and_studies/september_2019_-_intellectual_property_priorities.pdf).</p> <p>Whatever professional path the PhD student will choose, knowledge of IP will be of extreme importance. For example, patents or other IP will be vital for a start-up/spin-off entrepreneur in order to acquire venture capital funding. For those planning careers in sciences or research, a well-managed IP portfolio can represent an important element of personal “brand” that can often be more important in unlocking new career opportunities than a CV.</p>

Recommended training prerequisites	The course will give students the basic overview of intellectual property and its protection, so they don't need any special prerequisites, only the experience with research/projects, which is a mandatory part of their PhD. study.
Recommended further steps	To take part in other additional courses/trainings of CARLIS project, which deal in more detail with IP and legal regulations/IP commercialization/practical experiences (e.g. "IP law and legal regulations", "Evaluation of one's idea or technology", "IP Strategy"), to study recommended resources, participate in webinars, which are organised by IP Helpdesk (https://intellectual-property-helpdesk.ec.europa.eu/regional-helpdesks/european-ip-helpdesk/europe-training/regular-webinar-schedule_en).
Trainer/facilitator qualification	Theoretical and practical experience with transfer of technology is necessary. The training might be delivered by professionals from Technology Transfer offices.

Recommendations and suggestions for course/activity setup and methods used:

	Duration	Activity description
Suggested scenario	20 min	Lecture/presentation on "What is IP"
	60 min	Lecture/presentation on "Protection of IP"
	20 min	Lecture/presentation on "Why is it important to protect IP"
	20 min	Time for questions/discussion
Recommended number of participants	No specific limits.	
Forms of active engagement	<p>PhD Students should have an opportunity to ask questions throughout the whole session. Lecturer can also encourage discussion through inviting participants to share their experience with protection of IP/commercialization of IP (if they have any) or asking them how they evaluate their knowledge of the topic.</p> <p>As the topic is rather complex, lecturer should not be afraid to use very basic examples. E. g. he/she can take an example of widely used technology (such as phone) or activity (writing a book) and link it to the presented theory throughout to whole lecture.</p>	
Follow-up activities/ Take home messages	Suggest participation in IP Helpdesk trainings/webinars in order to gain detailed information.	
Training handouts	Printed presentation.	
Reflection questions	<ul style="list-style-type: none"> ● As a PhD student why should I understand IP? How does it concern my work at the university? How does it concern me when I do an internship at the company? ● Why should entrepreneurs deal with IP protection? ● Where to seek guidance/advice, gain support in relation to IP protection? 	
Engagement of external experts	Not	

Venue requirements	N/A
Technical and material requirements	Computer and data projector
Resources to explore	<ul style="list-style-type: none"> ● IP Helpdesk — Guides: <ul style="list-style-type: none"> a) Your Guide to IP in Europe b) Your Guide to IP and Contracts c) Your Guide to IP Management in International Business d) Your Guide to IP Commercialisation (https://intellectual-property-helpdesk.ec.europa.eu/regional-helpdesks/european-ip-helpdesk/europe-ip-guides_en) ● IP Helpdesk — Fact sheet: <ul style="list-style-type: none"> a) Non-disclosure Agreement: a Business Tool b) IP Enforcement: Asserting Your Rights (https://intellectual-property-helpdesk.ec.europa.eu/regional-helpdesks/european-ip-helpdesk/europe-fact-sheets_en) ● WIPO Intellectual Property Handbook: Policy, Law and Use (www.wipo.int/edocs/pubdocs/en/wipo_pub_489.pdf) ● EPO Unitary Patent Guide (https://documents.epo.org/projects/babylon/eponet.nsf/0/C3ED1E790D5E75E0C125818000325A9B/\$File/Unitary_Patent_guide_en.pdf) ● European Patent Guide: How to get a European patent (https://documents.epo.org/projects/babylon/eponet.nsf/0/8266ED036619063%20C12575E10051F40E/\$File/how_to_get_a_european_patent_2021_en.pdf) ● Fact Sheet Patenting v. publishing (https://boku.ac.at/fileadmin/data/H05_000/H13_000/Publikationen/BOKU_Forschung_eNewsletter/KW35_13_Patenting_v_publishing.pdf) ● Fact sheet: Copyright essentials (www.ipoi.gov.ie/en/commercialise-your-ip/tools-for-business/copyright-essentials.pdf) ● The PCT Applicant's Guide (www.wipo.int/pct/en/guide/index.html) ● National technology transfer portal — official website: https://nptt.cvtisr.sk/ ● National offices: <ul style="list-style-type: none"> • Úrad priemyselného vlastníctva SR — official website: www.indprop.gov.sk • Österreichische Patentamt: www.patentamt.at • International Treaties and Conventions on Intellectual Property — European patent convention, DIRECTIVE (EU) 2016/943 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 8 June 2016 on the protection of undisclosed know-how and business information (trade secrets) against their unlawful acquisition, use and disclosure, The Trademark Law Treaty (TLT), The Berne Convention for the Protection of Literary and Artistic Works...