

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF „MANAGEMENT“
DEPARTMENT „MARKETING“

ACCEPTED BY:

Rector:

(Prof. Plamen Iliev, PhD)

SYLLABUS

SUBJECT: “INTELLECTUAL PROPERTY”;

DEGREE PROGRAMME: „International Business“; BACHELOR`S DEGREE

YEAR OF STUDY: 3; SEMESTER: 6;

TOTAL STUDENT WORKLOAD: 150 h.; incl. curricular 90 h.

CREDITS: 5

DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURSE</i>	WORKLOAD, h.	TEACHING HOURS PER WEEK, h
CURRICULAR:		
incl.		
• LECTURES	30	2
• SEMINARS (lab. exercises)	30	2
EXTRACURRICULAR	90	-

Prepared by:

1.
(Prof. Evgeni Stanimirov, PhD)

2.
(Sen. Assist. Prof. Vladimir Zhechev, PhD)

Head of department:
„Marketing“ (Prof. Evgeni Stanimirov, PhD)

I. ANNOTATION

Business Management in any company requires taking Intellectual Property into account both for value creation and risk management. This course introduces students to Intellectual Property (IP) Law in general and its common types. The course provides an overview of the main principles and legal rules of IP, focusing specifically on the theoretical and practical connections between IP and academic and business manifestations and on the IP issues with which the students are likely to come into contact in their different areas of knowledge. These issues include:

- Generating and protecting intellectual works.
- Protection of academic/scientific works/studies by intellectual property rights.
- Ownership of intellectual property rights.
- Rights resulting from intellectual property rights, infringement of intellectual property rights (with particular emphasis on patent infringement and plagiarism) and free use of intellectual property rights.

The objective of this course is not to form a future patent and trademark attorney, nor to train a specialized IP lawyer; rather, this course is designed to give an understanding of the use of Intellectual Property as a strategic tool and, for future entrepreneurs, to show how to implement the appropriate IP policy and best practice in a company according to the market and the technology in question. At the end of the course, students should be able to demonstrate and develop awareness of the relevance and impact of IP on their academic and professional lives.

At the end of the course students will be expected to have the following skills and competencies:

- Analyze a patent, trademark, copyright and/or design document, understand the main information, and get an idea of its potential value.
- Identify the pros and cons of patents, trademarks and/or designs for the purposes of business strategy design.
- Understand the value of IP rights for building a strong IP strategy.
- Acknowledge the different strategies for protecting trade secrets.

II. THEMATIC CONTENT

No.	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
Topic 1 – Intellectual property – basic definitions		5	5	
1.1.	IP Law			
1.2.	Types of intellectual property			
1.3.	What can be protected?			
1.4.	Differences between brands and other types of intellectual property			
Topic 2 – The World Intellectual Property Organization		5	5	
2.1.	History of WIPO			
2.2.	WIPO today			
2.3.	WIPO organizational structure and main functions			
2.4.	Bulgaria joining WIPO and admission criteria			
Topic 3 – Patents		5	5	
3.1.	Essentials of patents			
3.2.	Patent rights			
3.3.	Patent term (s)			
3.4.	Conditions of patentability			

3.5.	Types of patent infringement			
3.6.	Covered intellectual assets			
3.7.	Business considerations			
Topic 4 – Copyright		5	5	
4.1.	Why do we have copyright laws and what do they cover?			
4.2.	Who can hold copyrights			
4.3.	Copyright duration			
4.4.	How to get something copyrighted			
4.5.	Fair use of copyrighted material			
Topic 5 – Trademarks		5	5	
5.1.	Trademark – a definition			
5.2.	Types of trademarks			
5.3.	Trademark vs. trade name			
5.4.	Evaluating potential trademark confusion			
5.5.	Applying for trademark rights			
5.6.	Trademark rights			
5.7.	Industrial design and why we aim to protect it			
Topic 6 – Trade secrets		5	5	
6.1.	Trade secrets explained			
6.2.	Comparison between trade secrets and patents			
6.3.	Types of information that can be classified as trade secret			
6.4.	Legal requirements for protection of trade secrets			
6.5.	Business strategies to handle and protect trade secrets			
6.6.	Business and marketplace considerations			

III. FORMS OF CONTROL:

No. by row	TYPE AND FORM OF CONTROL	№	extra-curricular, h.
1.	Midterm control		
1.1.	Practical assignment (evaluation applied on the levels of completion)	2	50
Total midterm control:		2	50
2.	Final term control		
2.1.	Exam	1	40
Total final term control:		1	40
Total for all types of control:		3	90

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Bainbridge, D. Intellectual property. Sixth edition. Pearson. 2006.
2. Stanimirov, E. and Zhechev, V. Trademark and Brand management. Handbook, “Science and economics”, UE-Varna, 2013.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Bently, L. and Sherman, B. Intellectual property law. Oxford University Press. 2014.
2. Maskus, K. Intellectual property rights in the global economy. Ins. for Intl. Economics. 2000.