

# Introduction to Intellectual Property Syllabus

Spring 2021

GT 4801

Credit: 1 hour

MW 2:00 - 3:15 p.m. (EDT) - online

## Instructors Information

### Instructor

Lisha Li  
Cynthia Kutka

### Email

lisha.li@library.gatech.edu  
cynthia.kutka@library.gatech.edu

### Office Hours & Location

By appointment - Virtual  
By appointment - Virtual

## General Information

### Description

The Introduction to Intellectual Property is open to undergraduate students. The class is designed to introduce students to the basic concepts of intellectual property, including its role in innovation, invention, and business.

### Course Goals and Learning Outcomes

At the end of this course you will be able to answer:

1. What is the difference between a patent, trademark, copyright, and trade secret?
2. What are intellectual property rights?
3. How does an individual or company obtain intellectual property protection?
4. What are the business and commercial values and uses of intellectual property?

**Weekly Learning Objectives:** Upon successful completion of Introduction to Intellectual Property, you will:

1. Develop a basic understanding of intellectual property.
2. Be able to define what types of intellectual property are protected by patents. You will gain an overview of the patent application process, patent lifecycle, and the rights of a patent owner. You will be introduced to the market strategy aspects of patents.
3. Define what types of intellectual property are protected by trademarks. You will gain an overview of the trademark application process, trademark lifecycle, and the rights of a trademark owner. You will be introduced to the business and market strategy aspects of patents.
4. Define what types of intellectual property are protected by trade secrets. You will gain an overview of the business strategy behind trade secrets. You will be introduced to the methods of protecting trade secrets.
5. Define what types of intellectual property are protected by copyrights. You will gain an overview of the copyright application process, copyright lifecycle, and the rights of a copyright owner. You will be introduced to the market strategy aspects of copyrights.

### Curricular Theme Descriptions:

1. Defining intellectual property: What is the basis of intellectual property? What are the differences between types and of intellectual property? You will learn the differences between patents, trademarks, and trade secrets. We will also discuss the philosophical and legal concepts of intellectual property in general.

2. Purposes of intellectual property: What purpose does intellectual property serve in society? What are the appropriate applications of different types of intellectual property?
3. Protecting intellectual property: What are the methods of protecting intellectual property? What rights do these protections convey to the intellectual property owner?
4. Commercialization and entrepreneurship based on intellectual property: You will learn about how intellectual property can be monetized. We will discuss how intellectual property can serve as the foundation for start-up companies and other entrepreneurial ventures. You will be introduced to concepts and methods of market research and analysis. Concepts behind intellectual property management and business strategy will be covered.

## Course Requirements & Grading

Assignment	Weight
Attendance	30%
Assignments	20%
Project presentation	25%
Project paper	25%

A student will pass Introduction to Intellectual Property if the student's point total at the end of the program is greater than or equal to 70% AND accumulates points in all three of the categories listed above.

### Course Deliverables:

1. Pretest: this is an **ungraded** quiz administered the first day of class to establish the student's existing knowledge
2. Project: This is a **graded** project based on part of the process involved in protecting specific intellectual property. The project deliverables consists of two parts: a class presentation and a paper to be submitted in Word or PDF format
3. Assignments: These are graded homework assignments related to a specific IP topic covered in class.
4. Attendance: Introduction to Intellectual Property is most beneficial to students when they attend scheduled group meetings and program activities. As such, attendance is a significant component of the program and will count towards the course grade. Institute Attendance Policy: <http://www.catalog.gatech.edu/rules/4/>

### Grading Scale

Your final grade will be assigned as a letter grade according to the following scale:

A	90-100%
B	80-89%
C	70-79%
D	60-69%
F	0-59%

## Course Materials

### Course Textbooks

Patent Law Essentials: A Concise Guide (By Alan L. Durham, Praeger, c2018. EBook with Unlimited User Access)

<http://search.ebscohost.com/login.aspx?direct=true&scope=site&db=nlebk&db=nlabk&AN=1684146>

Access to other materials will be provided by the instructors

## Canvas Course Modules

GT-4801 <https://gatech.instructure.com/courses/XXXXXX>

## Course Expectations & Guidelines

### Academic Integrity

Georgia Tech aims to cultivate a community based on trust, academic integrity, and honor. Students are expected to act according to the highest ethical standards. For information on Georgia Tech's Academic Honor Code, please visit <http://www.catalog.gatech.edu/policies/honor-code/> or <http://www.catalog.gatech.edu/rules/18/>.

Any student suspected of cheating or plagiarizing on a quiz, exam, or assignment will be reported to the Office of Student Integrity, who will investigate the incident and identify the appropriate penalty for violations.

### Accommodations for Students with Disabilities

If you are a student with learning needs that require special accommodation, contact the Office of Disability Services at (404)894-2563 or <http://disabilityservices.gatech.edu/>, as soon as possible, to make an appointment to discuss your special needs and to obtain an accommodations letter. Please also e-mail me as soon as possible in order to set up a time to discuss your learning needs.

### Policies on Homework and Exams:

Please note that all assignments must be handed in on the due date. Only medical reasons will be considered for late assignments. Only in extreme cases will late homework be accepted -- with a penalty. In addition, personal trips must be scheduled around exams as exams will not be rescheduled to accommodate early trips home or any other trips of a personal nature. All requests for re-grades must be made in writing and must be submitted within one week after instructor returns the homework or exams. Re-grades will not be considered at the end of the semester. There are no exceptions to this policy.

### Student-Faculty Expectations Agreement

At Georgia Tech we believe that it is important to strive for an atmosphere of mutual respect, acknowledgement, and responsibility between faculty members and the student body. See <http://www.catalog.gatech.edu/rules/22/> for an articulation of some basic expectation that you can have of us and that we have of you. In the end, simple respect for knowledge, hard work, and cordial interactions will help build the environment we seek. Therefore, we encourage you to remain committed to the ideals of Georgia Tech while in this class.

### Use of Mobile Devices, Laptops, etc. During Class

As research on learning shows, unexpected noises and movement automatically divert and capture people's attention, which means you are affecting everyone's learning experience if your cell phone, pager, laptop, etc. makes noise or is visually distracting during class. That said, many students find it useful to have a mobile device on hand to access course materials.

With this in mind, we allow you to take notes on your laptop, but request that you turn the sound off so that you do not disrupt other students' learning.

## Course Schedule

Week	Class	Date	Topic	Reading, Notes, Due dates, and more
<b>I</b>			<b>Overview of Intellectual Property</b>	Reading list
	1		Introduction, pretest, class expectations Overview of intellectual property: types of IP, importance/impact of IP	Pre-class survey (ungraded)
	2		Career Path of An IP Attorney <i>Guest Speaker: Stephen E. Kabakoff, IP Attorney and Partner at Finnegan</i>	Project & team
<b>II</b>			<b>Patents</b>	Reading list
	3		Type of patents, patent terms, costs, patenting processes, patentability and patent search	Assignment 1 description
	4		U.S. Patent Law	
<b>III</b>			<b>Copyrights</b>	Reading list
	5		Copyright general <i>Guest Speaker: Meredith Regains, Executive Director, Georgia Patents</i>	
	6		WIPO & International agreements and treaties	
<b>IV</b>			<b>Trademarks</b>	Reading list
	7		Trademark general, trademark search	Assignment 1 due
	8		Market and competitive landscape and analysis	Assignment 2 description
<b>V</b>			<b>Trade Secrets, Unfair competition, Campus resources, and Wrap-up</b>	Reading list
	9		Trade Secrets and Unfair Competition	Assignment 2 due
	10		Campus IP Resources <i>Guest speaker: GTRC</i>	Project due
<b>VI</b>	11		Project presentation & Discussions	Post-class survey (ungraded)

### Disclaimer

The instructors reserve the right to amend this syllabus as necessary. Any changes will be announced in class.