

LAW 7203: Practical Aspects of IP Licens

No prerequisites required, IP or otherwise. During the last two to three decades, there has been extensive growth in intellectual property licensing, due in large part to an explosion of patenting (in computers and telecommunications), increased intermediation in copyright (like YouTube), and enhanced brand awareness and protection (like product placement). This growth is especially great in the telecommunication, semiconductor and medical device industries. Companies in these sectors have spent a significant amount of money on research and development, which in turn has led to a large number of innovations that are ultimately patented, copyright, and/or trademarked. In order to make a return on these investments, companies often seek to license their patents to third parties and/or competitors that are using this intellectual property ("IP"). This course is about IP licensing, and will use the "ABCs" of licensing as the lens through which students will be introduced to how intellectual property may be licensed. There are very few text books or courses on how to license IP in the real world. This knowledge is often held by a small segment of professionals (e.g., licensing executives, CxOs and select few IP and corporate transactional attorneys) that work to cut deals in conference rooms around the world. The goal is for you to get an introduction to this segment of professionals, so that you can interact with them and eventually become one if you so choose. Classes will include some basic IP information and how IP licensing differs from other contracting, case studies, and mock negotiations.

Credits: 1.0