1. Course Description

The course is delivered to master students of The National Research University Higher School of Economics. It is delivered in one module. The course length is 114 academic hours in total of which 32 hours are class room hours for lectures and seminars and 82 hours are devoted to self study.

a. Pre-requisites

- Basics of economics and / or management
- Basics of policy and institutional analysis
- Basic understanding of the relationships between STI and socio-economic development
- Interdisciplinary and systemic thinking

b. Abstract

Intellectual property rights are a means of protecting the use of inventions, technologies and knowledge for the party holding such right. Increasingly for companies but also research based institutions like universities and public research institutions the question arises which knowledge and inventions to protect against other parties use, in which geographic scope, in which application fields etc. to aim at such protection. Also the issue becomes crucial which share of knowledge and technology to protect measured against the overall knowledge and intellectual assets available. Furthermore the
question arises how to value intellectual property and how to determine the contribution of intellectual property to economic value in tradable goods. The course gives an introduction into the management of intellectual property by means of intellectual property rights. Many different types of intellectual rights are discussed in a strategic company context, e.g. from the view of intellectual property as strategic weapons for the holder and owner of intellectual property. Special attention will be given to the valuation of intellectual property and portfolio management approaches.

2. Learning Objectives
   - Creating informed judgment for intellectual property policy decisions to foster an innovative economy on company, regional and national level;
   - Setting standards for monitoring intellectual property policies in support of innovation, Science and Technology

3. Learning Outcomes
   - Understanding of the key concepts of IP and the impact of the intellectual property system on markets, research and development, and innovations;
   - Critical thinking about IP strategies development on corporate, national and international levels;
   - Knowledge about IP assessment and valuation methods and understanding of significant policy issues in intellectual property enforcement.

4. Course Plan
   a. Lectures
   
   Topics:
   **Meaning of IPR in innovation management:**
   - Output and information role of IPR for R&D&I management
   - Organization and finance of IPR management
   - Nature of IP and its history
   
   **Typology of IPR Topic outline:**
   - types of IPR
   - national regulations and special conditions
   - copyrights
   - patents
   - patent families
   - trademarks
   
   **Inventorship. Ownership. Service works:**
   - inventorship vs. ownership
   - joint ownership
   - IP assignment
   - employee IPR training schemes
   - incentive and reward schemes
   - inventor compensation law
   
   **IP agreements. Invention disclosure systems assessment:**
• reporting guidelines for invention disclosures
• technical and newness assessment of invention disclosures
• strategic importance of inventions

**Strategies for protecting IP:**
• choice of protection – regional scope and claim scope
• application protection vs. misleading information function

Defending intellectual property rights Topic outline:
• detecting violations
• defense strategies

**Assessment and valuation of IP:**
• qualitative assessment
• monetary assessment
• assessment for royalty negotiations

**Auditing intellectual property right portfolios:**
• financial assessment of IPR portfolios

**Building and managing portfolios of IP:**
• creation of strategy IPR families

**IP exploitation and use strategies:**
• internal and external exploitation
• IP for Merger and Acquisitions

5. Reading List

a. **Required**


b. **Optional**

**Topic 1. Meaning of IPR in innovation management**


**Topic 2. Typology of IPR**


**Topic 3. Inventorship. Ownership. Service works.**


**Topic 4. IP agreements. Invention disclosure systems and assessment**


**Topic 5. Strategies for protecting IP**


**Topic 6. Defending intellectual property rights**


**Topic 7. Assessment and valuation of IP**


**Topic 8. Auditing intellectual property right portfolios**


**Topic 9. Building and managing portfolios of IP**


**Topic 10. IP exploitation and use strategies**


6. **Grading System**

The overall course grade (10-point scale) is calculated as a sum of

\[ G = 0.5 \times F + 0.25 \times CA + 0.25 \times HT, \]

and includes results achieved by students in their exam (F), class assignment (CA) and Home task (HT); it is rounded up to an integer number of points.

**Summary Table: Correspondence of ten-point to five-point system’s marks**

<table>
<thead>
<tr>
<th></th>
<th></th>
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<tbody>
<tr>
<td>1 – unsatisfactory</td>
<td>Unsatisfactory – 2</td>
</tr>
<tr>
<td>2 – very bad</td>
<td></td>
</tr>
<tr>
<td>3 – bad</td>
<td></td>
</tr>
<tr>
<td>4 – satisfactory</td>
<td>Satisfactory – 3</td>
</tr>
<tr>
<td>5 – quite satisfactory</td>
<td></td>
</tr>
<tr>
<td>6 – good</td>
<td>Good – 4</td>
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<tr>
<td>7 – very good</td>
<td></td>
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<tr>
<td>8 – nearly excellent</td>
<td>Excellent – 5</td>
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<tr>
<td>9 – excellent</td>
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<tr>
<td>10 – brilliant</td>
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7. **Course Assignments**
<table>
<thead>
<tr>
<th>Education control forms</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Class assignment (CA)</td>
<td>4 (2 – tests, 1 – legal case-solving, 1 – open question)</td>
</tr>
<tr>
<td>Home task (HT)</td>
<td>4 (2 home-prepared presentation at the seminar (1 - individual, 1 - team project), 1 – drafting a contract, 1 – legal case-solving)</td>
</tr>
</tbody>
</table>

8. Examination Type

Final exam (F) is a written exam (60 minutes) which includes answers to 2 open questions. Full answer value is 10 credits (correct and full answers to 2 questions).

9. Methods of Instruction

The course combines lectures and seminars through a participatory sessions and group work. Lectures are designed to clarify major theoretical concepts of intellectual property rights. Seminars are aimed at sharing the students’ reflections on the approaches introduced in the literature and developing analytical and practical skills required to professionally discuss topics aroused during the course. The students are expected to be ready for discussions using the recommended readings and lecture materials.

10. HSE Library E-resources

OECD iLibrary. URL: [https://www.oecd-ilibrary.org/](https://www.oecd-ilibrary.org/)

11. Software Support, including Open-Source Database Software

- Microsoft Windows 7 Professional RUS: internal university network (agreement)
- Microsoft Windows 10: internal university network (agreement)
- Microsoft Windows 8.1 Professional RUS: internal university network (agreement)
- Microsoft Office Professional Plus 2010: internal university network (agreement)

12. Special Equipment

Classrooms for lectures provide proper use and presentations of particular topics, specifically:

- PC with internet access and office software or laptop
- multimedia projector
- screen
- flipchart