



INTELLECTUAL PROPERTY CURRICULUM at Franklin Pierce Law Center

Franklin Pierce Law Center



2,000 Graduates!

Juris Doctor (JD)
Master of IP (MIP)
and Master of Laws in IP (LLM-IP)



Graduates in 73 Countries!

Juris Doctor (JD)
Master of IP (MIP)
and Master of Laws in IP (LLM-IP)



Faculty with experience !
in Real-World Practice!

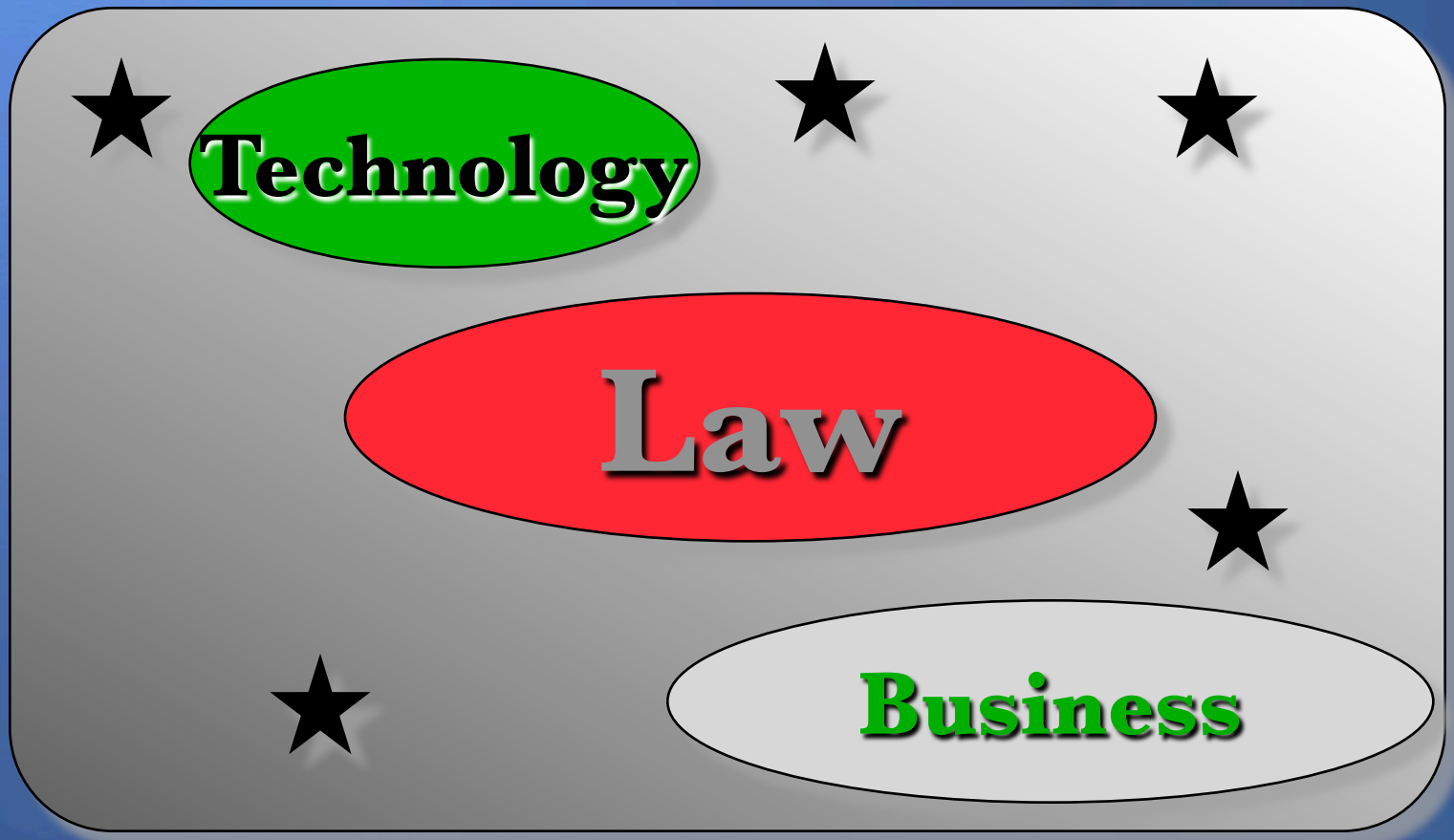
Knowledge-Based Assets
The Three Realms



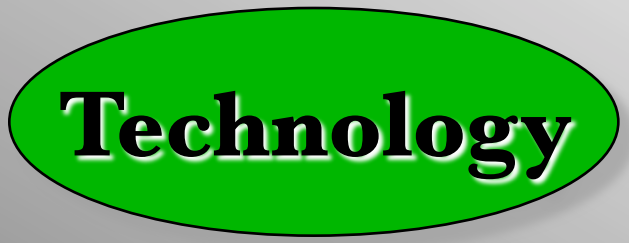
Knowledge-Based Assets
The Three Realms



Knowledge-Based Assets
The Three Realms

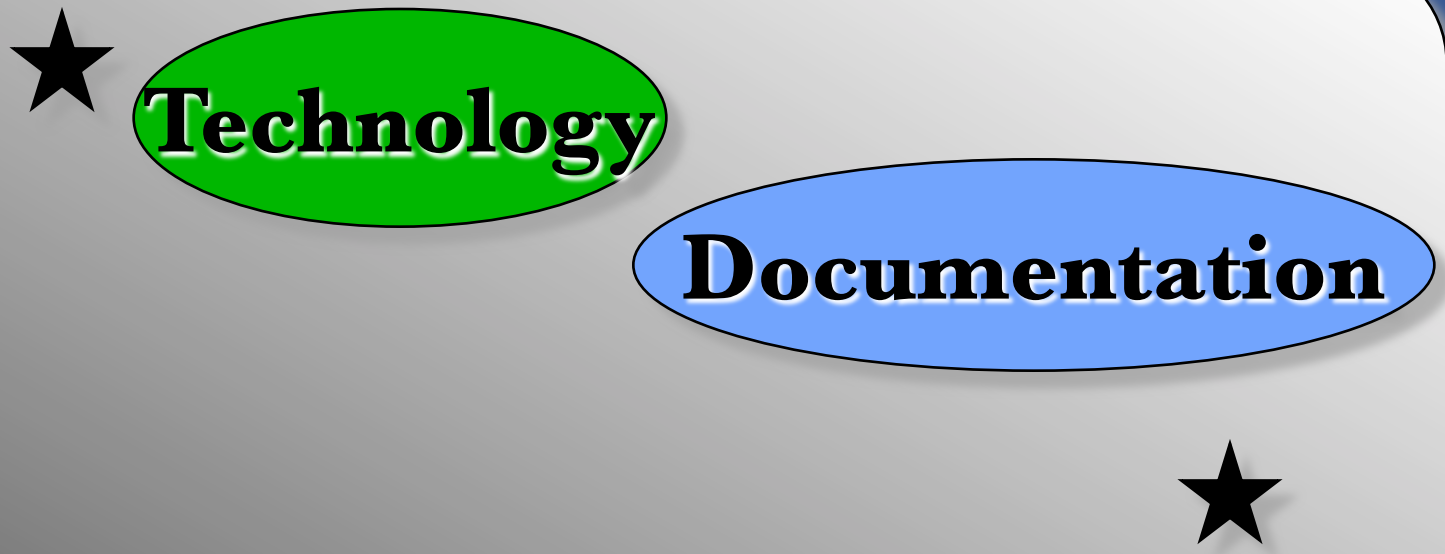


Knowledge-Based Assets

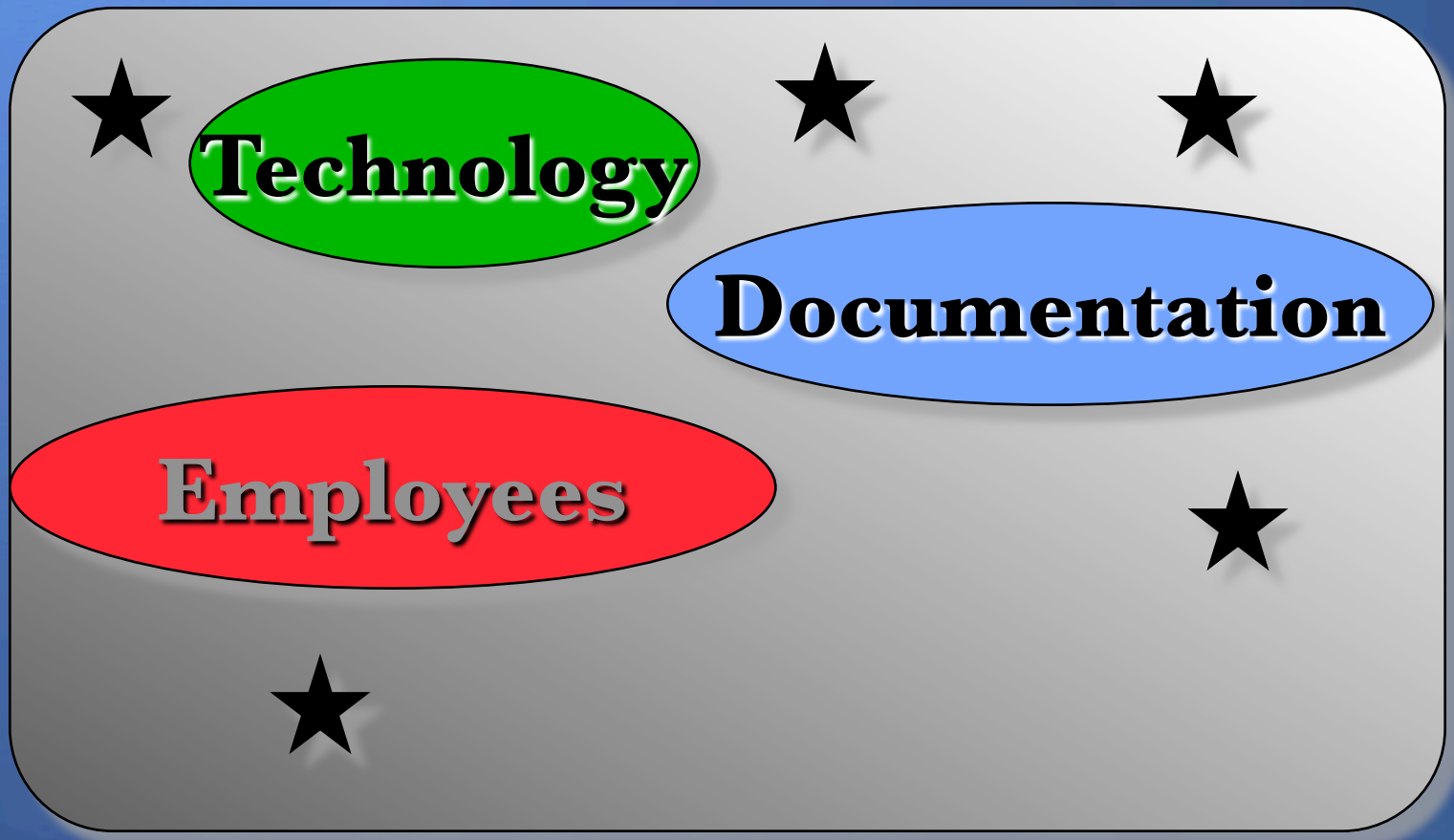




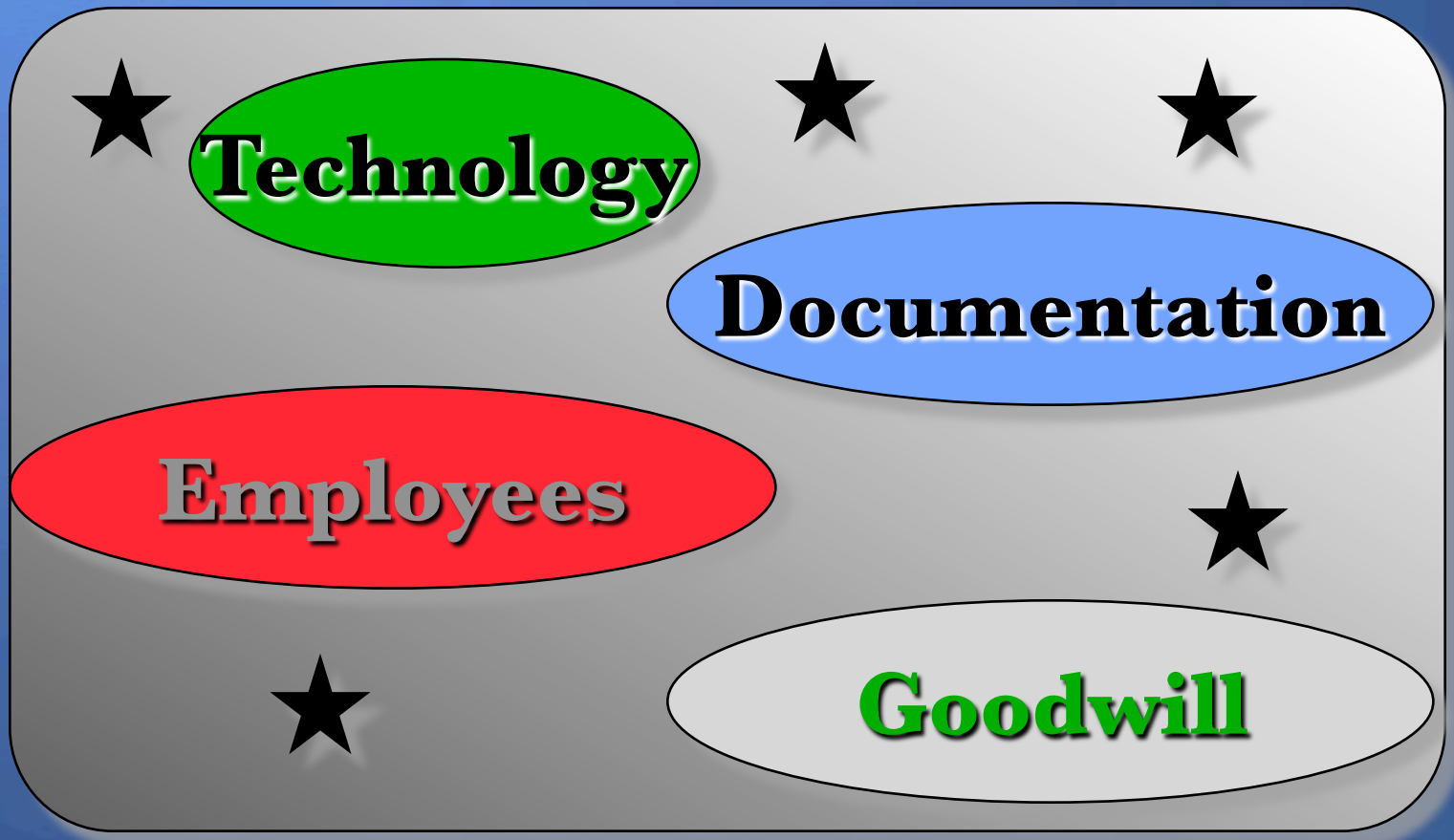
Knowledge-Based Assets



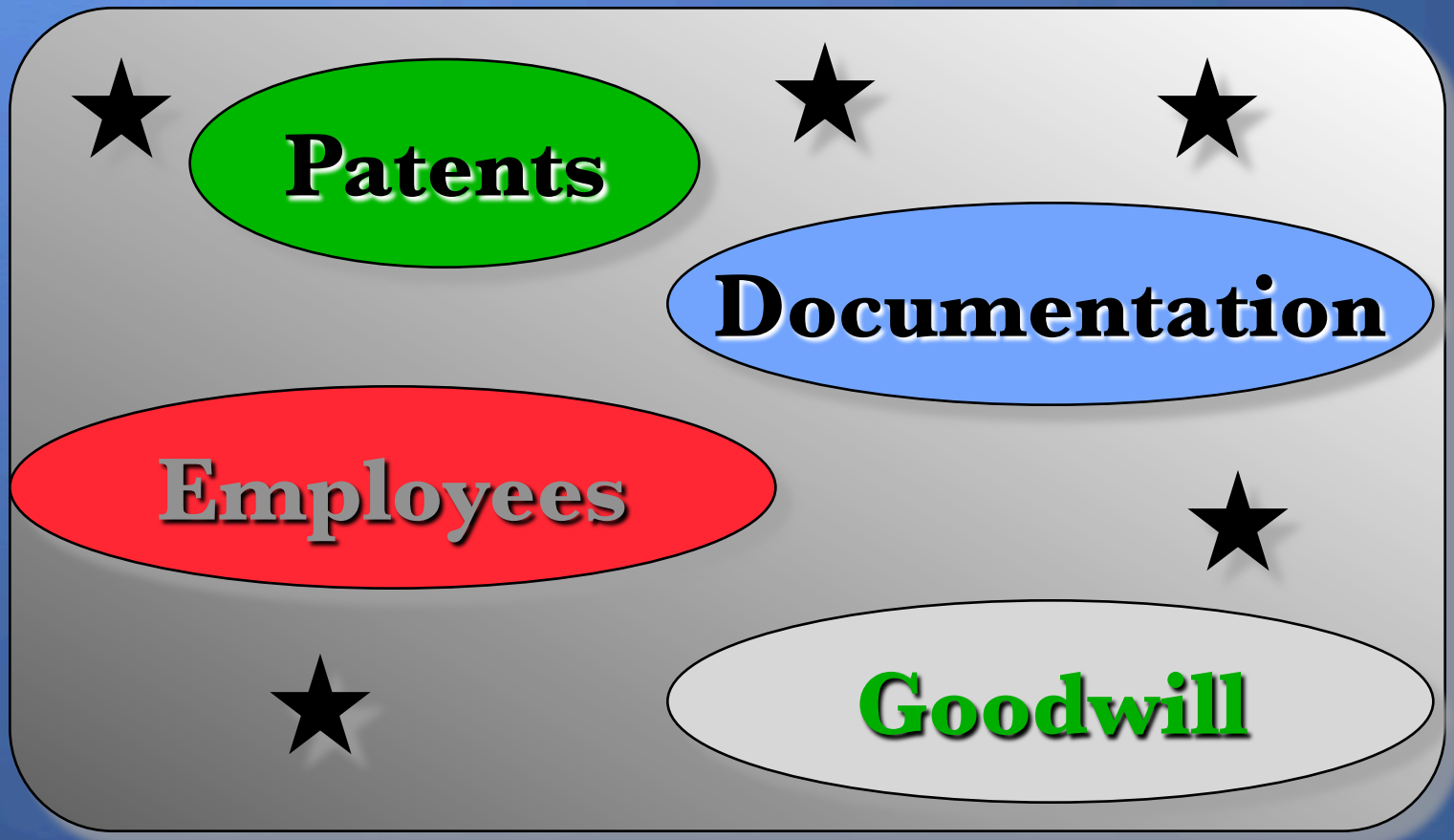
Knowledge-Based Assets



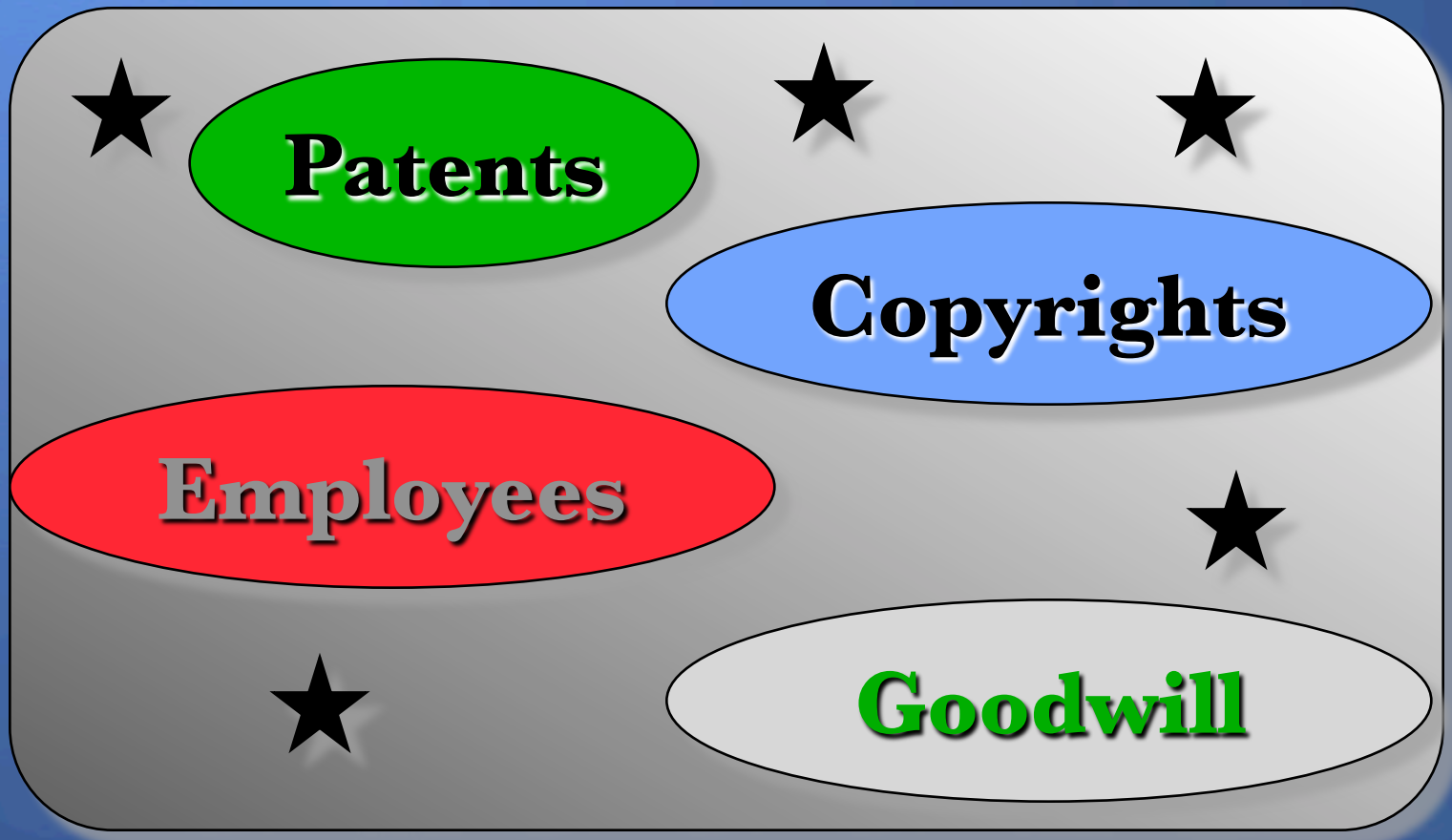
Knowledge-Based Assets



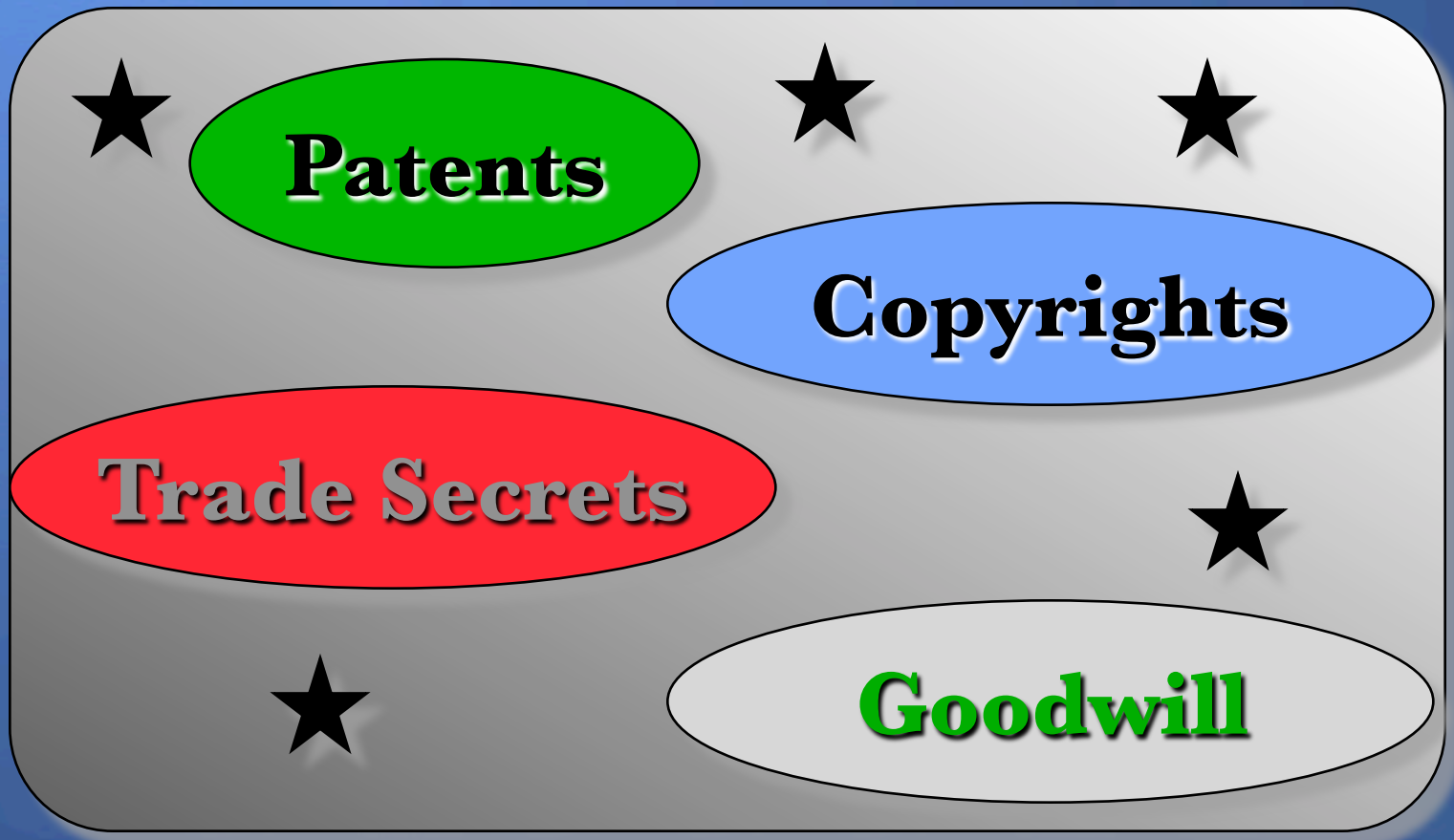
Knowledge-Based Assets



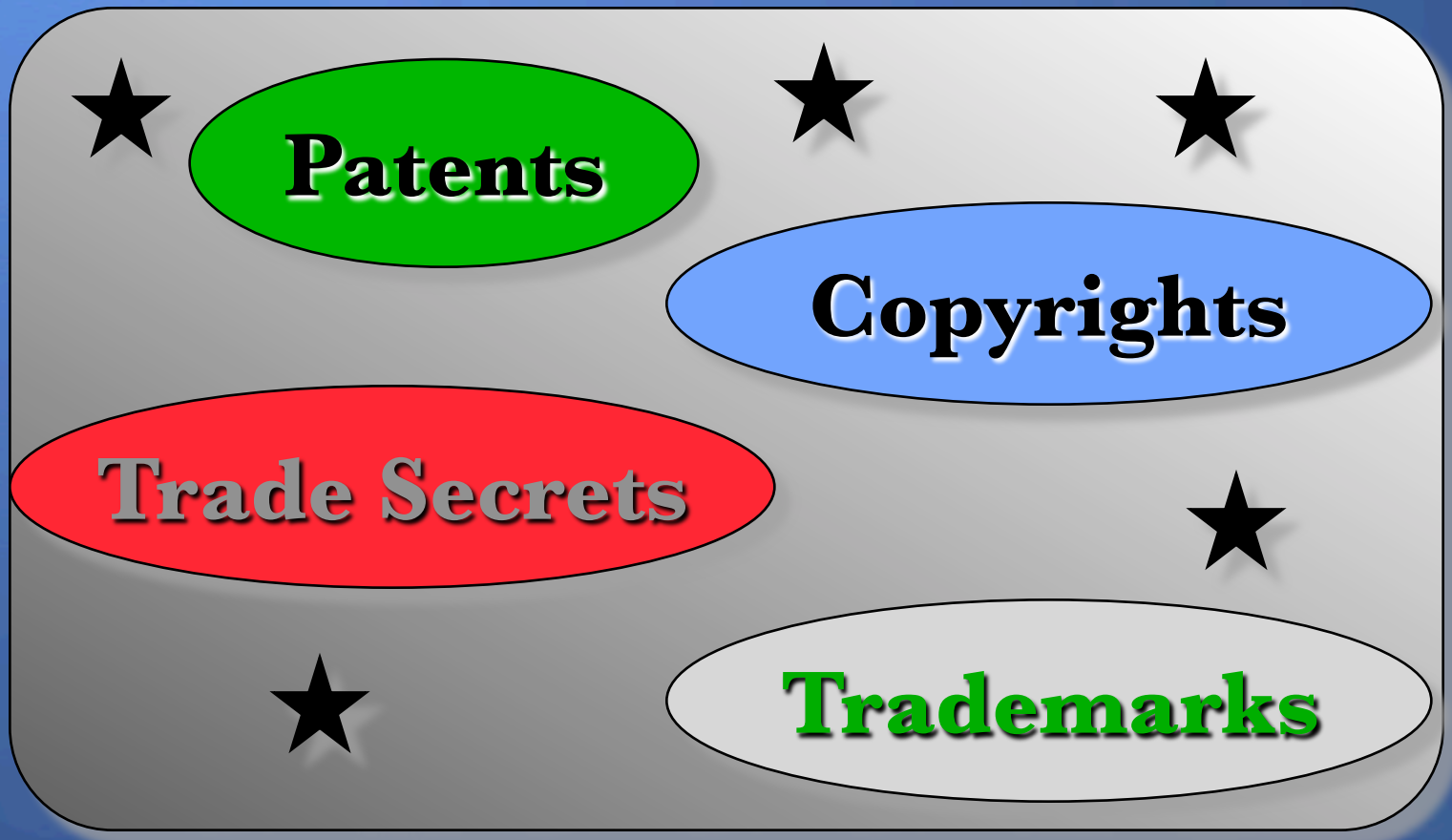
Knowledge-Based Assets



Knowledge-Based Assets



Knowledge-Based Assets



Franklin Pierce Law Center



DEVELOPING AN INTELLECTUAL PROPERTY CURRICULUM

“A Different Law School”

The Essence of Strategy!

!

The essence of strategy is in the activities – choosing to perform activities differently, or to perform different activities than rivals!

!

– Michael Porter

"A Different Law School"

- Focus on Interdisciplinary Professional Education - not just Academic study
- Attract Accomplished Professionals as Teachers (and students!!!)- Collegiality
- Develop a "shared understanding" for professionals in technology, business, and law
- Change curriculum every year - Faculty Strategy Committee

IP PROFESSIONALS

- LAWYERS!

IP PROFESSIONALS

- LAWYERS!
- LICENSING EXECUTIVES!

IP PROFESSIONALS

- LAWYERS!
- LICENSING EXECUTIVES!
- PATENT ATT'YS/EXAMINERS!

IP PROFESSIONALS

- LAWYERS!
- LICENSING EXECUTIVES!
- PATENT ATT'YS/EXAMINERS!
- CORPORATE /UNIVERSITY !IP MANAGERS!

IP PROFESSIONALS

- LAWYERS!
- LICENSING EXECUTIVES!
- PATENT ATT'YS/EXAMINERS!
- CORPORATE /UNIVERSITY !IP MANAGERS!
- ENTREPRENEURS!

IP PROFESSIONALS

- LAWYERS!
- LICENSING EXECUTIVES!
- PATENT ATT'YS/EXAMINERS!
- GOVERNMENT OFFICIALS!
- CORPORATE /UNIVERSITY !IP MANAGERS!
- ENTREPRENEURS!

IP PROFESSIONAL ASSOCIATIONS

- Licensing Executives Society ! ![LES]!
- Int'l Trademark Assn [INTA]!
- Assn of University Technology ! !Managers [AUTM]!
- American Bar Assn [ABA]!
- American IP Law Assn [AIPLA]!

IP PROFESSIONAL ASSOCIATIONS

- Assn for Teaching and Research !in Intellectual Property [ATRIP]!
- Pacific IP Assn [PIPA]!
- South-American IP Assn [ASIPI]!
- AIPPI!
- International Law Assn [ILA]!
- Inter-Pacific Bar Assn [IPBA]

IP CURRICULUM

- SUBSTANTIVE LAW COURSES (How do laws protect Knowledge-based Assets?)!

IP CURRICULUM

- SUBSTANTIVE LAW COURSES!
- IP TRANSACTIONS (How do firms capitalize on knowledge based assets?)

IP CURRICULUM

- SUBSTANTIVE LAW COURSES!
- IP TRANSACTIONS!
- SPECIFIC INDUSTRIES

(How are IP assets used in different sectors?)!

IP CURRICULUM

- SUBSTANTIVE LAW COURSES!
- IP TRANSACTIONS!
- SPECIFIC INDUSTRIES!
- LEGAL/TECHNICAL SKILLS (What is the "institutional memory" of the profession?)!

IP CURRICULUM
SUBSTANTIVE LAW COURSES

- Introduction to IP Fundamentals!

IP CURRICULUM
SUBSTANTIVE LAW COURSES

- Introduction to IP Fundamentals !
- US PATENT LAW!

IP CURRICULUM
SUBSTANTIVE LAW COURSES

- Introduction to IP Fundamentals!
- US PATENT LAW!
- US TRADE SECRET LAW!

IP CURRICULUM
SUBSTANTIVE LAW COURSES

- Introduction to IP Fundamentals!
- US PATENT LAW !
- US TRADE SECRET LAW!
- US TRADEMARK LAW!

IP CURRICULUM
SUBSTANTIVE LAW COURSES

- Introduction to IP Fundamentals!
- US PATENT LAW !
- US TRADE SECRET LAW!
- US TRADEMARK LAW!
- US COPYRIGHT LAW!

IP CURRICULUM
SUBSTANTIVE LAW COURSES

- Introduction to IP Fundamentals!
- US PATENT LAW !
- US TRADE SECRET LAW!
- US TRADEMARK LAW!
- US COPYRIGHT LAW!
- US UNFAIR COMPETITION and!
- IP ADMINISTRATIVE LAW!

IP CURRICULUM
Administrative Law

- Current Practice before the Court of Appeals (Federal Circuit)
- Inter Partes Practice in the USPTO (Trademark Opposition)
- Application of Procedure Law to USPTO & US Copyright Office

INT'L IP CURRICULUM

- SUBSTANTIVE LAW COURSES !(Legal Protection for IP)!
  - INTL PATENT LAW !

INT'L IP CURRICULUM

- SUBSTANTIVE LAW COURSES !(Legal Protection for IP)!
  - INT'L PATENT LAW !
  - INT'L TRADEMARK LAW!

INT'L IP CURRICULUM

- SUBSTANTIVE LAW COURSES !(Legal Protection for IP)!
  - INT'L PATENT LAW !
  - INT'L TRADEMARK LAW!
  - INT'L COPYRIGHT LAW!

IP CURRICULUM

- SUBSTANTIVE LAW COURSES !(Legal Protection for IP)!
  - INT'L PATENT LAW !
  - INT'L TRADEMARK LAW!
  - INT'L COPYRIGHT LAW!
  - World TRADE REGULATION ![WIPO, WTO and GATT]!

IP CURRICULUM

- IP TRANSACTIONS
  !(How IP is Used by Firms)!
- PATENT/TRADEMARK LICENSING!

IP CURRICULUM

- IP TRANSACTIONS (How IP is !Used by Firms)!
  - PATENT/TRADEMARK LICENSING!
  - COPYRIGHT / MEDIA LICENSING!

IP CURRICULUM

- IP TRANSACTIONS (How IP is !Used by Firms)!
  - PATENT/TRADEMARK LICENSING!
  - COPYRIGHT / MEDIA LICENSING!
  - IP MANAGEMENT !
    - Corporate and Non-Profit

IP CURRICULUM

- IP TRANSACTIONS (How IP is !Used by Firms)!
  - PATENT/TRADEMARK LICENSING!
  - COPYRIGHT / MEDIA LICENSING!
  - IP MANAGEMENT!
    - Corporate and Non-Profit
  - IP Taxation!

IP CURRICULUM

- IP TRANSACTIONS (How IP is !Used by Firms)!
  - PATENT/TRADEMARK LICENSING!
  - COPYRIGHT / MEDIA LICENSING!
  - IP MANAGEMENT!
  - IP TAXATION!
  - IP VALUATION!

IP CURRICULUM

- IP in SPECIFIC INDUSTRIES!
  - Entertainment/Media!

IP CURRICULUM

- IP in SPECIFIC INDUSTRIES!
  - Entertainment/Media!
  - e-Commerce /Cyberspace!

IP CURRICULUM

- IP in SPECIFIC INDUSTRIES!
  - Entertainment/Media!
  - e-Commerce /Cyberspace!
  - Advertising!

IP CURRICULUM

- IP in SPECIFIC INDUSTRIES!
  - Entertainment/Media!
  - e-Commerce /Cyberspace!
  - Advertising!
  - Biotechnology!

IP CURRICULUM

- IP in SPECIFIC INDUSTRIES!
  - Entertainment/Media!
  - e-Commerce /Cyberspace!
  - Advertising!
  - Biotechnology!
  - Computer Software!

IP CURRICULUM

- LEGAL/TECHNICAL SKILLS!
  - Patent Prosecution Skills!

IP CURRICULUM

- LEGAL/TECHNICAL SKILLS!
  - Patent Prosecution Skills!
  - Patent and Trademark Search !Skills!

IP CURRICULUM

- LEGAL/TECHNICAL SKILLS!
  - Patent Prosecution Skills!
  - Patent and Trademark Search !Skills!
  - Trademark Prosecution Skills!

IP CURRICULUM

- LEGAL/TECHNICAL SKILLS!
  - Patent Prosecution Skills!
  - Patent and Trademark Search !Skills - “Mining Information”!
  - Trademark Prosecution Skills!
  - Computerized Legal Research!

IP CURRICULUM

- LEGAL/TECHNICAL SKILLS!
  - Patent Prosecution Skills!
  - Patent and Trademark Search !
    ! !Skills - “Mining Information”!
  - Trademark Prosecution Skills!
  - Computerized Legal Research!
  - Negotiation/Mediation Skills!

New Frontiers of Intellectual Property



Securitization of IP Assets! And Capital Formation!

New Frontiers of Intellectual Property



Electronic Commerce!

New Frontiers of Intellectual Property



"Traditional Knowledge"!

New Frontiers of Intellectual Property



Biodiversity and Genetic Information!

New Frontiers of Intellectual Property



CYBERCRIME/IP CRIMINAL LAW!

New Frontiers of Intellectual Property



“OPEN SOURCE” INDUSTRIES!

PIERCE LAW
FRANKLIN PIERCE LAW CENTER

Thank You!

