

Introduction to International Intellectual Property Law (UNITAR)

Background

This UNITAR online course on international intellectual property law is a foundation course developed to provide participants with an introduction to the increasingly important area of intellectual property law. Intellectual property refers generally to creations of the mind that can be made into tangible objects, such as literary and artistic works, inventions, symbols, names, images and designs. Intellectual property law is the corresponding set of laws that protect the creators of these works. In our highly globalized economy, many enterprises are engaging in international commerce on some level. A significant number of companies have foreign subsidiaries or affiliates, and even purely domestic entities can become involved in international transactions in a variety of ways. Often, intellectual property assets will be a component of such international transactions. As globalization increases and national boundaries become more penetrable, there will be a corresponding need for well-developed knowledge regarding international intellectual property law.

Learning objectives

At the end of the course, the participants should be able to:

- Define in a very clear manner the role of intellectual property in the modern economy;
- Discuss the fundamentals of copyright protection and the laws pertaining thereto;
- Examine the fundamentals of patent law in the international community; and
- Explain the trademark law, what can be trademarked, and the various treaties and conventions which cover the law in the international realm.

Content and structure

The course will comprise the following modules

- Module 1: Understanding Intellectual Property Law
- Module 2: Copyrights
- Module 3: Patents
- Module 4: Trademarks

Methodology

In order to ensure the best possible outreach, the course will be delivered through e-learning. Through a multiple-instructional setting, the goal is to achieve the learning objectives by means of learning technologies that match personal learning styles and by the inclusion of non-linear learning that aims at the development of

just-in-time skills of adult learners. At the same time, in order to allow participants maximum flexibility of scheduling, the learning will be conducted in an asynchronous manner. Using a state-of-the-art training architecture, UNITAR will combine self-learning with assessments and online discussions. The pedagogy - adapted specifically to professionals in full-time work - will help train participants through various experiences: absorb (read); do (activity); interact (socialize); reflect (relate to one's own reality).