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978-0-521-71646-8 - Teaching of Intellectual Property: Principles and Methods

Edited by Yo Takagi, Larry Allman and Mpazi A. Sinjela

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TEACHING OF INTELLECTUAL PROPERTY

Intellectual property (IP) comprises not only the valuable economic assets of private firms, but also the social and cultural assets of society. The potential impact of intellectual property assets is so great that it is certain to have a considerable effect on national and international economic development in the future. Despite this, the area of IP education is relatively new to many academic institutions, and principles and methods in teaching IP are still evolving.

Against this backdrop, a number of internationally renowned professors and practitioners share their teaching techniques in their particular fields of expertise, including what they consider should be taught in terms of coursework. The result is a valuable handbook for teachers and those wishing to get up to speed on international IP issues.

YO TAKAGI is an executive director at the World Intellectual Property Organisation, in charge of strategic planning and policy development and the WIPO Worldwide Academy.

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PRINCIPLES AND METHODS

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WIPO Academy
WIPO Worldwide Academy



**WORLD
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ABBREVIATIONS

Andean	Subregional Integration Agreement of the Andean Group Countries (also known as the Cartagena Agreement and the Andean Pact)
ARIPO	African Regional Intellectual Property Organization
Bangui Agreement	Bangui Agreement on the Creation of an African Intellectual Property Organization (OAPI)
Budapest Treaty	Budapest Treaty on the International Recognition of the Deposit of Microorganisms for the Purposes of Patent Procedure
CAFC	US Court of Appeals for the Federal Circuit
CBD	Convention on Biological Diversity
CGIAR	Consultative Group on International Agricultural Research
CISAC	International Confederation of Societies of Authors and Composers
DNS	Domain Name System
DRM	Digital rights management
EAPO	Eurasian Patent Office
EPC	European Patent Convention
FAO	Food and Agriculture Organization
FDI	Foreign Direct Investment
FIA	International Federation of Actors
FIM	International Federation of Musicians
GATS	General Agreement on Trade in Services
GATT	General Agreement on Tariffs and Trade
GPL	General Public License
Harare Protocol	Harare Protocol on Patents and Industrial Designs within the Framework of the African Regional Intellectual Property Organization (ARIPO)
IFRRO	International Federation of Reproduction Rights Organizations

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ABBREVIATIONS

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IFPI	International Federation of the Phonographic Industry
INTA	International Trademark Association
IP	Intellectual property
IPR	Intellectual property rights
ITT	International technology transfer
LDCs	Least developed countries
MTA	Material transfer agreement
NAFTA	North American Free Trade Agreement
OAPI	African Intellectual Property Organization
OHIM	Office for Harmonization in the Internal Market
Paris Convention	Paris Convention for the Protection of Industrial Property
PCT	Patent Cooperation Treaty
PLT	Patent Law Treaty
R&D	Research and development
RMI	Rights management information
TCE	Traditional cultural expression
TPM	Technological protection measure
TRIMS	Agreement on Trade-Related Investment Measures
TRIPS	Agreement on Trade-Related Aspects of Intellectual Property Rights
UNESCO	United Nations Educational, Scientific and Cultural Organization
UPOV Convention	International Convention for the Protection of New Varieties of Plants
USPTO	United States Patent and Trademark Office
WCT	WIPO Copyright Treaty
WIPO Convention	Convention Establishing the World Intellectual Property Organization
WPPT	WIPO Performers and Phonograms Treaty
WTO	World Trade Organization

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FOREWORD

Intellectual property is an increasingly important generator of economic, social and cultural growth and development. A clear understanding of the intellectual property system has, therefore, become a necessity for all those associated with creative and innovative endeavor – from policy-makers and business executives to educators and archivists, as well as artists and inventors themselves. A solid grasp of the mechanics of the system and a keen awareness of its enormous potential and power are key in leveraging the opportunities it offers – at all levels.

It is for these reasons that enhancing intellectual property education, in order to meet the growing need for informed and effective personnel trained in the field, has become one of the main challenges of the World Intellectual Property Organization (WIPO). In 1998, the WIPO Worldwide Academy took up the task of implementing the Organization's new program of intellectual property education, geared to human resource development. Since then, the scope, content and diversity of that program has expanded considerably, including the holding of several global symposia, often in collaboration with like-minded institutions, to examine intellectual property education and encourage the sharing, at international level, of the valuable experience in the field acquired by academics around the world.

In 2005, speakers at one of those symposia encouraged the Academy to consider preparing a publication that would showcase the best in intellectual property curricula and teaching methods. This book, the fruit of almost two years of preparation, is the response to that challenge. It brings together the knowledge and wisdom of some of the most eminent and respected educators and practitioners in the intellectual property field, who draw on their many years of personal experience in intellectual property education at the very highest level.

The purpose of this book is to enable those experts to explain their teaching techniques in their particular field of expertise, including setting out what they consider should be taught in terms of coursework based on

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“best practices.” The result is a publication with thoughtful, well-written, scholarly input from all contributors, which, it is hoped, will serve intellectual property education well for many years to come.

I would like to express WIPO’s great appreciation to each of these authors for the time, effort and skill they have put into making this publication possible. I also wish to thank my colleagues Larry Allman, Julie English, Lesley Sherwood, Mpazi Sinjela, and Yo Takagi for their contributions in bringing the project to fruition.

I hope the readers of this book will find it stimulating, useful and practical. Enhancing intellectual property education so that it is more effective, responsive, and accessible, will benefit all countries of the world and heighten the effectiveness of the intellectual property system as a tool for development.

KAMIL IDRIS

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