

University of North Texas at Dallas
Spring 2017
SYLLABUS

BLAW 4600-001 Current Topics in Business Law (Intellectual Property Law) 3 HRS			
Department of	Finance and Law	School of	Business
Instructor Name:	Sharon Fjordbak, JD		
Office Location:	DAL1-221		
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Email Address:	sharon.fjordbak@untdallas.edu		
Office Hours:	Mondays: 4:00 PM – 7:00 PM, Thursdays: 3:00 PM – 6:00 PM (or by appointment)		
Course Format/Structure:	100% Face to Face only		
Classroom Location:	DAL2-242		
Class Meeting Days & Times:	Mondays 7:00-9:50 PM		
Course Catalog Description:	This course is devised to increase students' knowledge of the legal issues facing businesses during the stages of development, protection, and use of intellectual property. Students will be able to compare the differences in the exclusive rights of primary fields of creation and invention: trademarks, copyrights, patents, and trade secrets. The class discussions are designed to improve the students' appreciation of real-life legal techniques that must be used to create and capture value in business, while managing risk through the various stages of intellectual property development. Students will be able to link their experience as consumers with the substantive information presented, to ensure IP owners are provided a full range of strategies and methods to protect their valuable assets.		
Prerequisites:	BLAW 3430		
Co-requisites:			
Required Text:	Intellectual Property: The Law of Trademarks, Copyrights, Patents, and Trade Secrets, 4 th Edition by Deborah E. Bouchoux, Esq., ISBN–13: 978-1-111-64857-2		
Access to Learning Resources:	UNT Dallas Library: (Founders Hall) phone: (972) 780-1616 web: http://www.untdallas.edu/library e-mail: Library@untdallas.edu UNT Dallas Bookstore: (Building 1) phone: (972) 780-3652 web: http://www.untdallas.edu/bookstore e-mail: untdallas@bkstr.com		
Course Goals or Overview:			
	The goal of this course is to give students a strong understanding of the legal doctrines encompassing intellectual property law, as well as its applicability to "real-life" business operations. The course will provide a comprehensive guide to each field within the umbrella of intellectual property, namely, trademarks, copyrights, patents, trade secrets and unfair competition. The methods by which each is created, procedures to register or protect each, duration of rights, protection from infringement, and new and international developments will be addressed for each of these fields of intellectual property. Students will be able to spot legal and ethical issues of case studies, then articulate the connections and tensions among these issues.		

Learning Objectives/Outcomes: At the end of this course, students will:	
1	Be able to make recommendations regarding the complexities of modern intellectual property law, including advice on topics such as trademark and patent registration procedures, protection from infringement, the consequences of infringing the rights of others, the duration of trademark, copyright and patent rights, and recognizing the types of inventions eligible for nationwide patent registration. Students will be able to distinguish between the registration procedures for patent, trademark, and copyright registrations in the United States and procedures through cooperative treaties in foreign jurisdictions.
2	Be able to describe the differences between the laws covering traditional forms of intellectual property protection and those applied to cutting-edge issues such as technological innovations, digital creative works, the role of the Internet, and principles of trade secret misappropriation.
3	Be able to explain effectively to legal professionals what intellectual property rights they're seeking to develop and protect in their businesses, using this professional advice to engage in a risk-benefit analysis, and make decisions supported by good-faith business judgments.

Course Outline

This schedule is **subject to change by the instructor**. Any changes to this schedule will be communicated in class or via class email or Blackboard announcement. Additional readings and activities may be added by direction from the instructor in class and documented on Blackboard. The instructor will post comprehensive power point outlines for each topic on Blackboard after each class discussion. These outlines may be used as preparation for the scheduled exams.

Timeline	Topics
	Introduction to Intellectual Property Law; Foundations of Trademark Law
	Trademark Selection and Searching; The Trademark Registration Process
	Post-Registration Procedures, Trademark Maintenance, and Transfer of Rights to Marks; Inter Partes Proceedings, Infringement, and Dilution
	New Developments in Trademark Law; International Trademark Law
	Review for Trademark Law Exam; Trademark Application Due
	Trademark Law Exam
	Foundations of Copyright Law; The Subject Matter of Copyright
	The Rights Afforded by Copyright Law; Copyright Ownership, Transfers, and Duration
	Copyright Registration, Search, and Notice of Copyright; Copyright Infringement
	New Developments in Copyright Law and the Semiconductor Chip Protection Act; International Copyright Law; Copyright Law Exam Review; Copyright Application Due
	Copyright Law Exam
	Foundations of Patent Law; Patent Searches, Applications, and Post-Issuance Proceedings
	Patent Ownership and Transfer; Patent Infringement; Trade Secrets Law
	Unfair Competition; Patents, Trade Secrets, Unfair Competition Law Exam Review; Patent License Due
	Patents, Trade Secrets, Unfair Competition Law Exam (Final Exam)

Course Evaluation Methods

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

Exams and Assignments: - *three written tests of multiple-choice, true-false, and essay questions, designed to measure knowledge of presented course material, and assignments, consisting of (a) completed trademark application (b) completed copyright application and (c) completed patent license.*

Grading Matrix:

Instrument	Value (percentages)	Total
Exam One (100 pts)	25%	25%
Exam Two (100 pts.)	25%	25%
ExamThree (100 pts.)	25%	25%
Assignments, including trademark application (35 pts.); copyright application (35 pts.); and patent license (30 pts.)	25%	25%
TOTAL:		100%

Grade Determination

A = 400 – 360 pts; i.e.90% or better

B = 320 – 359 pts; i.e.80 – 89 %

C = 280 – 319 pts; i.e.70 – 79 %

D = 240 – 279 pts, i.e.60 – 69 %

F = 239 pts or below; i.e. less than 60%

University Policies and Procedures

Students with Disabilities (ADA Compliance): The University of North Texas at Dallas makes reasonable academic accommodation for students with disabilities. Students seeking accommodations must first register with the Disability Services Office (DSO) to verify their eligibility. If a disability is verified, the DSO will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, DSO notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet/communicate with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Disability Services Office website at <http://www.untdallas.edu/disability>. You may also contact them by phone at 972-338-1777; by email at UNTDisability@untdallas.edu or at Founders Hall, room 204. (UNT Policy 7.004)

CoursEval Policy: Student's evaluations of teaching effectiveness is a requirement for all organized classes at UNT Dallas. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider students' evaluations to be an important part of your participation in this class.

Assignment Policy: According to the instructor's discretion while working in concert with the division/program's guidelines).

Exam Policy: Exams should be taken as scheduled. No makeup examinations will be allowed except for documented emergencies (See Student Handbook). Each exam will contain multiple-choice, true-false and essay questions, and will cover preceding material from both reading assignments and class discussions. Exams will each be worth 100 points. You're encouraged to take class notes, however, open laptop computers or cellphones will not be used during class, without the instructor's permission, to prevent an environment of disruption or distraction. You will not be permitted to take any exams if you arrive in class more than 30 minutes after the scheduled starting time for the exam, or if any student has completed the exam and left the classroom.

Academic Integrity: Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of Academic Integrity policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University's policies and procedures. Refer to the Student Code of Academic Integrity (Policy 7.002) at [http://www.untdallas.edu/sites/default/files/page_level2/pdf/policy/7.002%20Code%20of%20Academic Integrity.pdf](http://www.untdallas.edu/sites/default/files/page_level2/pdf/policy/7.002%20Code%20of%20Academic%20Integrity.pdf)
Refer to the Student Code of Student Rights, Responsibilities and Conduct at

http://www.untDallas.edu/sites/default/files/page_level2/hds0041/pdf/7_001_student_code_of_conduct_may_2014.pdf Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabrication of information or citations, facilitating acts of dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students. In addition, all academic work turned in for this class, including exams, papers and written assignments must include the following statement: "*On my honor, I have not given, nor received, nor witnessed any unauthorized assistance that violates the UNTD Academic Integrity Policy.*"

Bad Weather Policy: Campus facilities will close and operations will be suspended when adverse weather and/or safety hazards exist on the UNTD campus or if travel to the campus is deemed dangerous as the result of ice, sleet or snow. In the event of a campus closure, the Marketing and Communication Department will report closure information to all appropriate major media by 7 a.m. That department will also update the UNTD website, Facebook and Twitter with closing information as soon as it is possible. For more information please refer to <http://www.untDallas.edu/police/resources/notifications>

Attendance and Participation Policy: The University attendance policy is in effect for this course. Please refer to Policy 7.005 Student Attendance at <http://www.untDallas.edu/hr/upol>. Class attendance and participation are expected because the class is designed as a shared learning experience and because essential information not in the textbook will be discussed class. The dynamic and intensive nature of this course makes it impossible for students to make-up or to receive credit for missed classes. Attendance and participation in all class meetings are essential to the integration of course material and your ability to demonstrate proficiency. Students are responsible to notify the instructor if they are missing class and for what reason. Students are also responsible to make up any work covered in class. It's recommended that each student coordinate with a student colleague to obtain a copy of the class notes, if he or she is absent.

Diversity/Tolerance Policy: Students are encouraged to contribute their perspectives and insights to class discussions. However, offensive and inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student Conduct will be referred to the Dean of Students as the instructor deems appropriate. (UNTD Policy 7.001)