

University of North Texas Dallas
Spring 2016
SYLLABUS

Current Topics in Business Law (Intellectual Property Law) 3 Hrs BLAW 4600-001 School of Business	
Instructor Name:	Sharon L. Fjordbak
Office Location:	DAL 2-303B
Office Phone:	Cell Phone: 214-288-8669
Email Address:	sharon.fjordbak@untdallas.edu
Office Hours: By Appointment	
Classroom Location: DAL 2-243	
Class Meeting Days & Times: Monday 7:00PM – 9:50PM	
<p>Course Description: A study focused on the fundamentals of intellectual property law, covering the development, protection, and use of intellectual property in the four primary fields of creation: trademarks, copyrights, patents, and trade secrets. The course is designed to develop the student’s legal astuteness in managing the development and integration of intellectual property into any form of business. The course considers real-life legal techniques one may use to create and capture value, while managing risk through various stages of intellectual property development.</p>	
Prerequisites:	
<p>Required Text: Intellectual Property: The Law of Trademarks, Copyrights, Patents, and Trade Secrets, 4th Edition by Deborah E. Bouchoux, Esq. ISBN – 13:978-1-111-64857-2</p>	
Course Goals or Overview:	
	The goal of this course is to give students a strong understanding in the legal doctrines that make up intellectual property law as well as their applicability to “real-life” scenarios. The course deals with the legal issues raised by marketing (trademark law), creating (copyright law), and inventing

	(patent law) new and innovative products and services. The course provides for discussion that examines limited property rights that are vested in intangible mental products in exchange for eventual public dissemination.
Learning Objectives/Outcomes: At the end of this course, the student will	
1	Increase his or her understanding of the complexities of modern intellectual property law, including topics such as registration procedures, protection from infringement, duration of rights, international trends and developments, and current concerns in the field.
2	Gain an awareness of cutting-edge issues such as technological innovations, intellectual property in the digital age, the role of the Internet, and evolving business law.

Course Outline

This schedule is subject to change by the Instructor. Any changes to this schedule will be communicated by delivery of written changes from the Instructor.

Assignments: Read and be prepared to discuss the following chapters of the text, and complete the designated assignments, as the student prepares for and completes the exams on the specified dates:

TOPICS	TIMELINE
Chapter 1: Introduction to Intellectual Property Law	January 25
Chapter 2: Foundations of Trademark Law	
Chapter 3: Trademark Selection and Searching	February 1
Chapter 4: The Trademark Registration Process	
Chapter 5: Post-Registration Procedures, Trademark Maintenance, and Transfer of Rights to Marks	February 8
Chapter 6: Inter Partes Proceedings, Infringement, and Dilution	
Chapter 7: New Developments in Trademark Law	February 15
Chapter 8: International Trademark Law	

<u>Review for Trademark Law Exam</u>	
<u>Trademark Application Due</u>	
Trademark Law Exam	February 22
Chapter 9: Foundations of Copyright Law Chapter 10: The Subject Matter of Copyright	February 29
Chapter 11: The Rights Afforded by Copyright Law Chapter 12: Copyright Ownership, Transfers, and Duration	March 7
Chapter 13: Copyright Registration, Searching, and Notice of Copyright Chapter 14: Copyright Infringement	March 21
Chapter 15: New Developments in Copyright Law and the Semiconductor Chip Protection Act Chapter 16: International Copyright Law <u>Copyright Law Exam Review</u> <u>Copyright Application Due</u>	March 28
Copyright Law Exam	April 4
Chapter 17: Foundations of Patent Law Chapter 18: Patent Searches, Applications, and Post-Issuance Proceedings	April 11
Chapter 19: Patent Ownership and Transfer Chapter 20: Patent Infringement Chapter 22: Trade Secrets Law	April 18

Chapter 23: Unfair Competition <u>Patents, Trade Secrets, Unfair Competition Law Exam Review</u> <u>Patent License Due</u>	April 25
<u>Patents, Trade Secrets, Unfair Competition Law Exam (Final Exam)</u>	May 2

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	25%	25%
Exam Two	25%	25%
Exam Three	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 Dallas is on record as being committed to both the spirit and letter of federal equal opportunity legislation; reference Public Law 92-112 – The Rehabilitation Act of 1973 as amended. With the passage of new federal legislation entitled Americans with Disabilities Act (ADA), pursuant to section 504 of the Rehabilitation Act, there is renewed focus on providing this population with the same opportunities enjoyed by all citizens.*

As a faculty member, I am required by law to provide “reasonable accommodations” to students with disabilities, so as not to discriminate on the basis of that disability. Student responsibility primarily rests with informing faculty of their need for accommodation and in providing authorized documentation through designated administrative channels.

The University of North Texas Dallas is committed to full academic access for all qualified students, including those with disabilities. In keeping with this commitment and in order to facilitate equality of educational access, faculty members in the department will make reasonable accommodations for qualified students with a disability, such as appropriate adjustments to the classroom environment and the teaching, testing, or learning methodologies when doing so does not fundamentally alter the course.

If you have a disability, it is your responsibility to obtain verifying information from the Office of Student Life and to inform me of your need for an accommodation. Grades assigned before an accommodation is provided will not be changed. Information about how to obtain academic accommodations can be found in UNT Dallas Policy 7.004, Disability Accommodations for Students.

Student Evaluation of Teaching Effectiveness Policy:

Student Perceptions of Teaching (SPOT) 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 the SPOT to be an important part of your participation in this class.

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 Conduct and Academic Dishonesty 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 Integrity. In addition, all academic work submitted for this class, including exams, papers, and written assignments should include the following statement:

On my honor, I have not given, nor received, nor witnessed any unauthorized assistance that violates the UNT Dallas Academic Integrity Policy.

Classroom Behavior:

As mature adults, we're expected to be respectful of our peers and the Instructor during class. An open and informal class atmosphere will be maintained, and as such, there are specific behaviors that are unacceptable and will not be permitted in the classroom. To avoid being removed from the class, please refrain from the following behavior:

- 1. Responding to pagers or cell phones. All electronic devices are to be turned off during class.*

2. *Engaging in extended private conversations about subjects other than those being discussed in class.*
3. *Working on assignments or reading materials for other classes.*
4. *Entering the classroom late or in a noisy manner to the distraction of the other students.*
5. *Speaking out in the class in a repetitive manner without being recognized by the Instructor.*
6. *Leaving the classroom without prior arrangements with the Instructor, except in the case of illness.*
7. *Using vulgar, offensive language or actions that detract from a learning environment.*
8. *Engaging in conduct of personal grooming.*

Bad Weather Policy:

On those days that present severe weather and driving conditions, a decision may be made to close the campus. In case of inclement weather, call UNT Dallas Campus main voicemail number or search postings on the campus website www.untdallas.edu. Students are encouraged to update their alert contact information, so they will receive this information automatically.

Attendance and Participation Policy:

The University attendance policy is in effect for this course. Class attendance and participation is expected because the class is designed as a shared learning experience and because essential information not in the textbook will be discussed in 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 is 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 they are absent.

Diversity/Tolerance Policy:

Students are encouraged to contribute their perspectives and insights to class discussions. However, offensive & 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 Center for Student Rights and Responsibilities as the Instructor deems appropriate.

Note: *Your Instructor may change any information in this syllabus, when necessary, with adequate notice given to the student.*