

Course Code & No. - Section: BLAW 410 - Section 1
Course Title (Credits): Intellectual Property
Term & Year: Fall 2019
Course Ref. No. (CRN): 80268

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Office Hours: TTh 8:00-9:00am, by appointment only

Class Meeting Time: TTh 11:00-12:45pm
Location: TCES 106

Prerequisites (from Catalog): Inexplicably, MGMT 260
Corequisites (from Catalog):

Course Description

With a third of the market value of publicly traded U.S. corporations being attributable to intellectual property (over \$15 Trillion), it is surprising to learn that this subject matter has rarely been taught at the undergraduate level and has only recently emerged from the confines of standard law school curricula. Coursework will include hands-on experience of searching government databases and filing exercises with both the U.S. Copyright Office and the U.S. Patent and Trademark Office. Students will attain an in-depth understanding of the patent, copyright and trademark tools available for protecting and properly exploiting their, or their firm’s, intellectual property assets in the global digital community.

Student Outcomes

Upon successful completion of this course, a student will be able to:

1. Identify intellectual property in a business environment;
2. Ascertain the status of such property and any claims that may exist on such property;
3. Independently file Federal copyright claims;
4. Perform initial research on Federal/State trademark claims and Federal patent claims;
5. Confidently seek advice from legal professionals with respect to issues of infringement and prosecution of trademark and patent claims;
6. Clearly describe how he/she would assess and act upon the professional advice received.

Methods of Assessing Student Performance

Student performance will be assessed using the following:

1. Attendance and participation in class discussion and class projects.
2. Three (3) individual and group class projects on trademark, copyright and patent;
3. Three (3) written, in-class, partially on-line, closed-book tests on trademark, copyright and patent;
4. A written, in-class, comprehensive, closed-book Final Exam covering all course subject matter. The Final Examination date is not negotiable; students need to plan their winter break accordingly.

Instructional Strategies

This class will utilize lectures, in-class research and discussions, case studies, individual/group assigned projects and reading/homework assignments.

Required Text

Intellectual Property: The Law of Trademarks, Copyrights, Patents, and Trade Secrets, Fifth Edition, Deborah E. Bouchoux; Cengage Learning; (c) 2018; ISBN: 978-1-305-94846-4

Attendance

Attendance will be taken at the outset of each class session. Full attendance is expected in that class preparation/participation is a significant component of a student's grade. In the event of an absence, students are expected to obtain notes/assignments from their classmates and to keep up with all coursework assigned. Only two (2) absences are allowed for normal illness, transportation issues, etc. Hence, doctors' notes or other similar documentation are neither required nor accepted. The 3rd and 4th absences will each result in up to a full grade point deduction from a student's preparation/participation grade. Any student missing five (5) class sessions without severe extenuating circumstances such as hospitalization, death in the immediate family, etc. will earn an "F" or an "Incomplete" in the class. Any student failing both an interim exam (trademark, copyright or patent) and the Final Exam will also earn an "F" in the class. Habitual tardiness will not be tolerated and may also result in grade point deductions from a student's preparation/participation grade.

Athletics Excused Absences

The Athletic Director notifies faculty members via email of student athletes with excused absences for training and competition. This email excuses the student athlete from class attendance, **but not from doing the assigned reading or other coursework**. Student athletes are expected to obtain notes/assignments from their classmates and to keep up with all coursework assigned. Pop quizzes missed as a result of an excused absence will not be factored into a student athlete's grade. Without severe extenuating circumstances, student athletes are only allowed two (2) unexcused absences; hence, a 3rd unexcused absence will earn an "F" in the class.

Class Requirements

This class is a "no phone zone." Laptop computers/tablets may only be used for note-taking or other authorized class-related purposes. Students using smartphones or using laptops/tablets for unauthorized purposes will be subject to expulsion.

Student Pets

Pets are not allowed in the classroom with the exception of bona fide service animals required by a student with a severe disability such as blindness, deafness, wheelchair restriction, or seizure disorders. Emotional support animals are not allowed without evidence from a licensed mental health professional of a student's psychological or emotional disability. ESA letters available for sale online will not be accepted for such purposes.

Sanctions for Cheating and/or Plagiarism

The Honor Code

The faculty of SNC believes students must be held to high standards of integrity in all aspects of college life in order to promote the educational mission of the College and to encourage respect for the rights of others. Each student brings to the SNC community unique skills, talents, values and experiences which, when expressed within the community, contribute to the quality of the educational environment and the growth and development of the individual. Students share with members of the faculty, administration and staff the responsibility for creating and maintaining an environment conducive to learning and personal development, where actions are guided by mutual respect, integrity, responsibility and trust. The faculty and students alike must make diligent efforts to ensure high standards are upheld by their colleagues and peers as well as themselves. Therefore faculty and students accept responsibility for maintaining these standards at Sierra Nevada College and are obligated to comply with its regulations and procedures, which they are expected to read and understand.

Consequences for Violating the Faculty/Student Honor Code

SNC students and faculty share the responsibility for maintaining an environment of academic honesty. Thus, all are responsible for knowing and abiding by the SNC Faculty/Student Honor Code published in the current SNC Catalog. Faculty members are responsible for presenting the Honor Code and the consequences of violating it to students at the start of their classes AND for reporting all incidences of academic dishonesty to the Provost. Students are responsible for knowing what constitutes CHEATING, PLAGIARISM and FABRICATION and for refraining from these and other forms of academic dishonesty. Violations of the Honor Code become part of a student's academic record. While student collaboration is acceptable and even encouraged, it is important that students recognize the difference between collaboration and plagiarism; the former occurs when students consult each other while each individually prepares an assignment, the latter occurs when one student's work is substantially copied and presented as one's own work. Both the student sharing his/her work and the student copying such work are equally guilty of plagiarism and both will be reported as required by SNC Administration.

1st Offense: Student receives a zero for assignment/exam and counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.

2nd Offense: Student fails course and receives counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.

3rd Offense: Student is expelled.

Grading Policy

Grades will be based on the following breakdown:

- 1) Trademark, Copyright, Patent Tests – 15% each
- 2) Trademark, Copyright, Patent Projects - 10% each
- 3) Final Exam – 25%
- 4) Class Participation – Subjective half-step increase/decrease in Final Grade

ADA Accommodations

In accordance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, students with a documented disability are eligible for support services and accommodations. If a student wishes to request an accommodation, please contact the Director of Academic Support Services, Henry Conover, at (775) 831-1314 x7534, hconover@sierranevada.edu or go to the OASIS offices on the third floor of Prim Library within the first week of the semester.

The SNC Email System

The SNC email system is the official communication vehicle among students, faculty members and administrative staff and is designed to protect the confidentiality of student information as required by the Family Educational Rights and Privacy Act of 1974 Act (FERPA). All students must have an SNC email account and students should check these accounts daily during the school year.

Students have a right to forward their SNC e-mail to another e-mail account (for example, @hotmail or @gmail). However, confidentiality of student information protected by FERPA cannot be guaranteed for SNC e-mail forwarded to an outside vendor. Having email redirected does not absolve a student from the responsibilities associated with official communication sent to his or her SNC email account.

Class Schedule

(subject to change for variations in class progress)

Sept. 17	Class Overview/Class Requirements/Housekeeping
Sept. 19	Chapter 1 – Introduction to Intellectual Property Law
Sept. 24	Chapter 2 – Foundations of Trademark Law
Sept. 26	Chapter 3 – Trademark Selection and Searching
Oct. 1	Chapter 4 – The Trademark Registration Process
Oct. 3	Chapter 5 – Miscellaneous Trademark Procedures
Oct. 8	Chapter 7 – New Developments in Trademark Law
Oct. 10	Chapter 8 – International Trademark Law
Oct. 15	Distribution of Trademark Study Guide
Oct. 17	Trademark Project Due
Oct. 22	Trademark Section Review
Oct. 24	Trademark Test
Oct. 29	Chapter 9/10 – Foundations of Copyright Law/Subject Matter
Oct. 31	Chapter 11 – The Rights Afforded by Copyright Law
Nov. 5	Chapter 12 – Copyright Ownership/Transfers/Duration
Nov. 7	Chapter 13 – Copyright Registration/Search Exercises
Nov. 12	Chapter 14 – Copyright Infringement
Nov. 14	Chapter 16 – International Copyright Law
Nov. 19	Distribution of Copyright Study Guide
Nov. 21	Copyright Project Due
Nov. 26	Copyright Section Review
Nov. 28	Copyright Test
Dec. 3	Chapter 17 – Foundations of Patent Law
Dec. 5	Chapter 18 – Patent Searches/Applications
Dec. 10	Patent Project Submissions Due
Dec. 12	Chapter 19 – Patent Ownership and Transfer
	Patent Project Submission Review
	Chapter 20 – Patent Infringement
	Thanksgiving Break – No Class
	Thanksgiving Break – No Class
	Chapter 21 – International Patent
	Patent Project Write-Up Due
	Patent Section Review
	Patent Test
	Distribution of Final Exam Study Guide
	Final Exam Review
	Final Exam

Mission Statement

Sierra Nevada College graduates will be educated to be scholars of and contributors to a sustainable world. Sierra Nevada College combines the **liberal arts** and **professional preparedness** through an interdisciplinary curriculum that emphasizes **entrepreneurial thinking** and environmental, social, economic and educational **sustainability**.