

Intellectual Property and Sustainable Innovation

(Jean Monnet Module SINPL-EU)

AY 2025/26

Coordination: Prof. Dr. Giulia Priora



Course overview

This course is the key teaching component of the Jean Monnet Module SINPL-EU (Sustainability through Intellectual Property Law in the EU), funded by the EU Commission for the period 2024-2027.

At NOVA School of Law, the focus on Intellectual Property (IP) law has been growing, by way of teaching and research activities, exploring its interplay with the notions of Sustainability and Sustainable Innovation. This coupling stands on a conceptual and logical compatibility: IP law regulates, rewards, and incentivizes industrial, technological, and cultural innovation. And innovation is the very essence of the transition towards more sustainable societies.

Against these premises, the course takes up the challenge of **using Sustainability as an entry point to advance the students' legal knowledge on EU IP law**. It delves into the ongoing evolution of IP law **at EU level** in a time of meaningful advancement in the harmonization and modernization of this legal discipline.

The IP branches covered by the course will be: **EU copyright law, EU design law, Unitary patent law, EU trademark law, EU geographical indications law, EU trade secrets law and EU plant varieties law**.

The ideal target audience of the course are master's degree students with prior basic knowledge in IP law. Regular in-classroom attendance is strongly encouraged.

Learning objectives

- Advance the students' knowledge on EU IP law, with specific regards to the regulatory frameworks impacting the circular economy, green technologies, green branding, environmental-sound practices and inclusive cultural development;
- Build quality legal analysis on the interplay between EU IP law and Sustainability.

Teaching method

Lectures, moderated class discussions, Online Writing School

Reading list

All mandatory readings are available on the Moodle page of the course:

- Aplin (2023) on trade secrets in the data economy
- Brancusi (2025) on EU repair directive and design law
- Calboli (2024) on EU IP law and circular economy
- Chon (2006) on IP and global development divide
- Denouncourt (2003) on green trademarks
- Gimeno Bevia (2025) on geographical indications
- Hilty/Batista (2022) on patent law and climate change
- Izyumenko (2024) on IP and human right to healthy environment
- Mezei (2025) on upcycling
- Moerland (2025) on geographical indications
- Max Planck Institute (2019) on AI from IP perspective
- Philajarinne/Ballardini (2023) on environmental EU IP legal system
- Spedicato (2024) on patent and unsustainable innovations
- Wurtenberger et al (2021) on plant varieties in the EU

Optional handbooks of reference:

- Geiger (ed) Intellectual property, ethical innovation and sustainability (EE 2026)
- Amani/Ncube/Rimmer, The Elgar Companion of IP and SDGs (2024)
- Rognstad/Orstavik, IP and Sustainable Markets (2021)
- deWerra, IP and Sustainable Development (2024)

Assessment method

• CONTINUOUS ASSESSMENT (100%)

The continuous assessment involves three mandatory components:

- 1. Submission of a First Reading Review***
- 2. Submission of a Second Reading Review* or of the IP&S Matrix****
- 3. Participation to all sessions of the Online Writing School**

*Reading Review = individual academic review of one of the mandatory readings of the course, freely selected by the student. Maximum length: 2000 words, everything included

**IP&S Matrix = individual and analytical compilation of the IP&Sustainability Matrix template provided on Moodle, on a relevant scenario (real or hypothetical) chosen by the student. No words limit.

All submissions must be done via the Moodle page of the course, by the indicated deadline.

The best evaluated submissions will be invited for publication on the NOVA IPSI Booklet 2026, available on the SINPL-EU website.

- **FINAL EXAM (100%)**

In-class, 3-hour-long, open-book (no electronic devices, only print-out materials)

Students with impairment or other special need are encouraged to reach out to Professor Giulia for clarifications on learning and assessment support at our School.

Sessions plan

Date	Class sessions
Thu 19 February	Session1 Introduction to the course and to EU IP Law <i>Giulia Priora and Amanda Costa Novaes, NOVA School of Law</i>
Fri 20 February	Session1 Sustainability in intl and EU (IP) law <i>Giulia Priora, NOVA School of Law</i>
Thu 26 February	Session2 EU Copyright Law & Sustainability: Exhaustion <i>Peter Mézei, University of Szeged</i>
Fri 27 February	Session2 EU Copyright Law & Sustainability: Upcycling <i>Peter Mézei, University of Szeged</i>
Thu 5 March	Session3 EU Trademark Law & Sustainability: Green Branding <i>Giulia Priora and Raquel Cunha, NOVA School of Law</i>
Fri 6 March	Session3 EU Trademark Law & Sustainability: Certification TM <i>Giulia Priora, NOVA School of Law</i>
Thu 12 March	Session4 EU Design Law & Sustainability: Repair <i>Giulia Priora and Francisco Alonso, NOVA School of Law</i>
Fri 13 March	Session4 EU Design Law & Sustainability: Functionality <i>Giulia Priora, NOVA School of Law</i>
Thu 19 March	Session5 EU Trade Secrets Law <i>Luc Desautettes-Barbero, University of Namur</i>

Fri 20 March	Session5 EU Trade Secrets Law & Sustainability <i>Luc Desaunettes-Barbero, University of Namur</i>
Thu 26 March	Session6 Unitary patent law <i>Pedro H. Batista, Max Planck Institute IP and Competition Law</i>
Fri 27 March	Session6 Unitary patent law & Sustainability <i>Pedro H. Batista, Max Planck Institute IP and Competition Law</i>
Thu 9 April	Session7 EU Plant Varieties Law <i>Ignacio Rabasa, University of Alicante</i>
Fri 10 April	Session7 EU Plant Varieties Law & Sustainability <i>Ignacio Rabasa, University of Alicante</i>
Thu 16 April	Session8 EU Geographical Indications Law <i>Pilar Montero, University of Alicante</i>
Fri 17 April	Session8 EU Geographical Indications Law & Sustainability <i>Pilar Montero, University of Alicante</i>
Mon 20 April Until end of day (11 PM)	Submission First Reading Review
Thu 23 April	Session9 IP and Sustainability Matrix: Scenarios <i>Giulia Priora, NOVA School of Law</i>
Thu 30 April	Session10 IP and Sustainability Matrix: Overlaps <i>Giulia Priora, NOVA School of Law</i>
May	Online Writing School (see separate Syllabus)
Mon 25 May Until end of day (11 PM)	Submission Second Reading Review OR IP&S Matrix