# Course Plan

## A. Course Handout

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|---|---|
| Institute/School Name | Chitkara University Institute of Engineering and Technology |
| Department Name | Department of Computer Science & Engineering |
| Programme Name | Bachelor of Engineering (B.E.), Computer Science & Engineering |

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|---|---|---|---|
| Course Name | Open Elective 1- IPR & Cyber Laws - I | Session | 2024-2025 |
| Course Code | 23OE004 | Semester/Batch | 3rd /2023 |
| L-T-P (Per Week) | 2-0-0 | Course Credits | 2 |
| Course Coordinator | Dr. Neha Sharma | | |

## 1. Objectives of the Course

The objectives of this course on 'Protecting Business Innovations' are:
● To understand how trademark laws can be used to protect business innovation
● To understand learning about how trademark law works in theory
● To focus on the legal issues involved from a practical business perspective rather than from a purely legal viewpoint
● To understand Strategies that strengthen other forms of innovation protection.
● To demonstrate students' interest in learning about protecting innovation.
● To encourage students to develop ideas and further protect business innovation ideas using patents.
● To provide learners with an understanding of Copyright law

## 2. Course Learning Outcomes

Student should be able to:

| | Course Outcome | POs | CL | KC |
|---|---|---|---|---|
| CLO01 | Understanding of Protecting Business Innovations via Trademark, Strategy, Patent, Copyright | PO1, PO3, PO10 | K1 | Factual Conceptual |
| CLO02 | Development of understanding of Innovative ideas and protection of them | PO1, PO2, PO3, PO4, | K2 | Conceptual Conceptual |
| CLO03 | Justification of legal issues | PO3, PO5, PO12 | K1 | Conceptual Procedural |
| CLO04 | To become more committed in protecting innovation | PO2, PO3, PO5, PO9, PO11, PO12 | K2 | Factual Procedural |

Revised Bloom's Taxonomy Terminology
*Cognitive Level =CL
*Knowledge Categories = KC

| Course Learning Outcomes | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CLO1 | M | | | | M | | | M | | | | H |
| CLO2 | M | | H | | L | H | | M | | | | M |

| CLO3 | M | | | | M | M | | L | | | | H |
|------|---|---|---|---|---|---|---|---|---|---|---|---|
| CLO4 | M | | | | H | M | | M | | | | L |

H=High, M=Medium, L=Low

### 3. ERISE Grid Mapping

| Feature Enablemnet | Level(1-5, 5 being highest) |
|---|---|
| Entrepreneurship | 3 |
| Research | 2 |
| Innovation | 2 |
| Skills | 1 |
| Employability | 3 |

### 4. Recommended Books:

**B01:** Protecting Your Company's Intellectual Property: A Practical Guide to Trademarks, Copyrights, Patents and Trade Secrets, by Deborah E. BOUCHOUX (2009)

**B02:** 'Protecting Innovation: The Corporate Innovator's Guide to Patents, By Kyle Shea Coleman and John Darrell Goodhue (2021).

**B03:** 'Growing Business Innovation: Developing, Promoting and Protecting IP'
by Jonathan Reuvid (2019).

### 5. Other readings and relevant websites:

| S.N. | Link of Journals, Magazines, Websites, and Research Papers |
|---|---|
| 1. | Entrepreneurship and IP strategy, By Prof. Gouri Gargate, IIT Kharagpur (NPTEL) https://youtu.be/ufD2sU85EiM |
| 2. | Protecting Business Innovations https://youtu.be/mUja4iwbrTE |

### 6. Course Plan:

| Lecture Number | Topics | Recommended Books |
|---|---|---|
| 1-2 | Introduction to Trademark: Overview, Trademark importance to business, Importance of trademarks to society, What can be protected by trademark, Trademark Registration and Jurisdiction, Trademark Rights and Litigation. | B01 |
| 3-4 | Trademark Global Issues and Challenges: Overview, Trademark Usage and Priority, Local vs Global Registration, USA vs China Trademark Registration Lawsuits | B01 |
| 5-6 | Risks of Losing Trademark Rights, Cyberspace Trademark Issues, Grey-Market Goods, UK Passing Off Law. | B01 |

| 7-8 | Trademark Infringement and Defenses: Overview, Trademark Infringement, Trademark Infringement Defenses, Trademark Violation Tests, Trademark lawsuit as a weapon. | B01 |
|---|---|---|
| 9 | Cases: Ferrari vs Roberts Case, Crocodile Wars Case, New Balance China lawsuits | B01 |
| 10-11 | Resource-Based Strategy: Economies of Scale, Network Externalities, Access to Resources | B02 & B03 |
| 12 | Access to Markets and Customers, Knowledge as Advantage. | B02 |
| 13-14 | Move Fast or Get Passed: Overview, Continuous Innovation, Intel vs AMD, Franchising, Alliances, | B02 |
| 15 | Joint Venture and Licensing, The Love-Hate Relationship, International Strategy, Tesla is Going Global. | B03 |
| 16-17 | E-commerce Strategy: Overview, Global Cyber Law, Mice & Elephants, Contracts Online, Terms and Conditions. | B03 |
| 18-19 | Changing the Rule: Overview, Pricing Strategy, Big Data and Analytics @ Capital One, Most Profitable Song, | B02 & B03 |
| 20 | Pricing of Drug, Why no Coca-Cola at Pizza Hut. | B02 & B03 |
| 21-22 | Introduction to Patent: Overview, What is a patent, What do patents protect, | B01 |
| 23-24 | Why do governments create patent How does a law get made, How do we get a patent, Where are patents valid. | B01 |
| 25 | Process of getting a patent: Overview, Step 1: Obtaining a provisional patent, Step 2: Formal patent application, Step 3: Review and appeal process, Step 4: Going to court. | B01 & B03 |
| 26-27 | Utility Patent Requirements: Novelty, Non-Obviousness, Demonstrating non-obviousness, Non-obviousness cases: PBJ & Bathroom Brush. | B01 |
| 28 | Advanced patent topics: Overview, Software patents and business process patents, | B01 |
| 29-30 | Patenting life, Patent trolls, Samsung vs. Apple, Grim Reaper and Pretzel Crisps Pretzel Crisps | B01 & B03 |
| 31-32 | Introduction to copyright: Overview, What is copyright, How do I get copyright, What is excluded, Idea vs. expression, The rights granted, The infringement, Proof of infringement. | B01 & B03 |
| 33-34 | Copyright Limitations: Overview, What is fair use, How does fair use apply, Why might it be unfair, | B01 & B03 |
| 35-36 | What are other copyright limitations, Expired copyright, Entertainment protection risks, More copyright limitations. | B01 & B03 |
| 37-38 | Derivative work and parody: Overview, What is derivative work, Is translation allowed, Derivative work examples, | B02 |

| 39 | What is parody, Parody examples, Successful Parody, Failed Parody. | B02 |
| 40-41 | Protecting software innovations: Overview, How to protect software innovations, How does DMCA affect rights, DMCA examples, How is "look & feel" protected, | B01 & B03 |
| 42 | Business software and employment issues. | B01 & B03 |

**7. Action plan for different types of learners**

| Slow Learners | Average Learners | Fast Learners |
|---|---|---|
| (Not required) | (Not required) | (Not required) |

**8. Evaluation Scheme & Components:**

| Evaluation Component | Type of Component | No. of Assessments | Weightage of Component | Mode of Assessment |
|---|---|---|---|---|
| Component 1 | Self Learn Mode And Certificate Submission | 1 | 100% | Online |

**9. Syllabus of the Course:**

| Subject: Protecting Business Innovations | |
|---|---|

| S.No. | Topic (s) | Weightage % |
|---|---|---|
| 1 | **Protecting Business Innovations via Trademark** <br> Introduction to Trademark: Overview, Trademark importance to business, Importance of trademarks to society, What can be protected by trademark, Trademark Registration and Jurisdiction, Trademark Rights and Litigation. <br><br> Trademark Global Issues and Challenges: Overview, Trademark Usage and Priority, Local vs Global Registration, USA vs China Trademark Registration Lawsuits, Risks of Losing Trademark Rights, Cyberspace Trademark Issues, Grey-Market Goods, UK Passing Off Law. <br><br> Trademark Infringement and Defenses: Overview, Trademark Infringement, Trademark Infringement Defenses, Trademark Violation Tests, Ferrari vs Roberts Case, Crocodile Wars Case, New Balance China lawsuits, Trademark lawsuit as a weapon. | 30% |
| 2 | **Protecting Business Innovations via Strategy** <br> Resource-Based Strategy: Economies of Scale, Network Externalities, Access to Resources, Access to Markets and Customers, Knowledge as Advantage. <br><br> Move Fast or Get Passed: Overview, Continuous Innovation, Intel vs AMD, Franchising, Alliances, Joint Venture and Licensing, The Love-Hate Relationship, International Strategy, Tesla is Going Global. <br><br> E-commerce Strategy: Overview, Global Cyber Law, Mice & Elephants, Contracts Online, Terms and Conditions. <br><br> Changing the Rule: Overview, Pricing Strategy, Big Data and Analytics @ Capital | 30% |

| | | | |
|---|---|---|---|
| | One, Most Profitable Song, Pricing of Drug, Why no Coca-Cola at Pizza Hut. | | |
| 3 | **Protecting Business Innovations via Patent**<br>Introduction to Patent: Overview, What is a patent, What do patents protect, Why do governments create them, How does a law get made, How do we get a patent, Where are patents valid.<br><br>Process of getting a patent: Overview, Step 1: Obtaining a provisional patent, Step 2: Formal patent application, Step 3: Review and appeal process, Step 4: Going to court.<br><br>Utility Patent Requirements: Novelty, Non-Obviousness, Demonstrating non-obviousness, Non-obviousness cases: PBJ & Bathroom Brush.<br><br>Advanced patent topics: Overview, Software patents and business process patents, Patenting life, Patent trolls, Samsung vs. Apple, Grim Reaper and Pretzel Crisps Pretzel Crisps | **20%** | |
| 4 | Protecting Business Innovations via Copyright<br>Introduction to copyright: Overview, What is copyright, How do I get copyright, What is excluded, Idea vs. expression, The rights granted, The infringement, Proof of infringement.<br><br>Copyright Limitations: Overview, What is fair use, How does fair use apply, Why might it be unfair, What are other copyright limitations, Expired copyright, Entertainment protection risks, More copyright limitations.<br><br>Derivative work and parody: Overview, What is derivative work, Is translation allowed, Derivative work examples, What is parody, Parody examples, Successful Parody, Failed Parody.<br><br>Protecting software innovations: Overview, How to protect software innovations, How does DMCA affect rights, DMCA examples, How is "look & feel" protected, Business software and employment issues. | **20%** | |

**This Document is approved by:**

| Designation | Name | Signature |
|---|---|---|
| **Course Coordinator** | Dr. Neha Sharma | |
| **Head-Academic Delivery** | Dr. Mrinal Paliwal | |
| **Dean** | Dr. Rishu Chhabra | |
| **Dean Academics** | Dr. Monit Kapoor | |
| **Date (DD/MM/YYYY)** | 26.06.2024 | |