1. **Title of the module**

LAWS9330 (LW933) Intellectual Property and Industrial Practices

1. **School or partner institution which will be responsible for management of the module**

Kent Law School

1. **The level of the module (e.g. Level 4, Level 5, Level 6 or Level 7)**

Level 7

1. **The number of credits and the ECTS value which the module represents**

20 credits (10 ECTS Credits)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Autumn or Spring

1. **Prerequisite and co-requisite modules**

None

1. **The programmes of study to which the module contributes**

LLM in (Specialisation); LLM in Law; PG Diploma in (Specialisation); PG Certificate in Law

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**
   1. Identify and systematically understand the main practices of exploitation, evaluation and syndication of intellectual property rights,
   2. Demonstrate a comprehensive understanding of the main activities underpinning the business of intellectual property licensing, franchising and bioprospecting,
   3. Demonstrate a critical awareness and understanding of the tensions between industry practices and the state’s support of intellectual property law,
   4. Critically examine and evaluate the role of music collecting societies in copyright law,
   5. Critically examine and evaluate the way different industries are constituted by intellectual property rights,
   6. Study the business practices associated with intellectual property rights,
   7. Demonstrate a critical approach to the subject as well as promote expertise in intellectual property practices.
2. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**
   1. Present relevant knowledge and understanding in the form of an integrated, reasoned and persuasive argument through seminar discussion and written assessment.
   2. Identify and evaluate complex legal and policy problems according to their historical, political and cultural contexts.
   3. Carry out advanced independent research, synthesising material from a variety of sources to inform a sustained and detailed argument.
   4. Appreciate that legal forms arise and operate within complex economic and political conditions.
   5. Demonstrate an independent and critical awareness of the economic, political and/or social implications of legal forms and remedies.
3. **A synopsis of the curriculum**

This module will cover the legal framework in which the entertainment and knowledge industries operate. The objective is to introduce the key features of the music, film, pharmaceutical, finance and toy industries to embrace a different way of studying copyright, design, trade mark and patent rights. It is an attempt to study law “in action”, and to provide students with a capacity to understand how intellectual property rights are transacted, evaluated and litigated differently depending on the trade/industry. The module will study the complex interplay between law, commerce, culture and communications and identify how these connections make intellectual property licensing possible.

1. **Reading List (Indicative list, current at time of publication. Reading lists will be published annually)**

K Bowrey and M Handler (eds) *Law and Creativity in the Age of the Entertainment Franchise* (Cambridge University Press, 2014)

L Bently, J Davis and J Ginsburg (eds) *Trade Marks and Brands. An interdisciplinary Critique* (Cambridge University Press, 2011)

S Frith, *Music and Copyright* (Edinburgh University Press, 2nd ed, 2004)

S Lane, *Trade mark legislation and the pharmaceutical industry* (Office of Health Economics, 1999)

K Sunder Rajan (ed.) *Lively Capital: Biotechnologies, Ethics and Governance in Global Markets* (Duke University Press, 2012)

UN Round Table on *Valuation and Capitalization of Intellectual Assets, Intellectual Assets: Valuation and Capitalization* (United Nations, 2003)

1. **Learning and Teaching methods**

Total study hours: 200

Contact hours: 18

Private study hours: 182

1. **Assessment methods.**

13.1 Main assessment methods

Essay, 5000 words (100%)

13.2 Reassessment methods

Reassessment instrument: 100% Coursework

1. **Map of Module Learning Outcomes (sections 8 & 9) to Learning and Teaching Methods (section 12) and methods of Assessment (section 13)**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | 8.1 | 8.2 | 8.3 | 8.4 | 8.5 | 8.6 | 8.7 | 9.1 | 9.2 | 9.3 | 9.4 | 9.5 |
| **Learning / teaching method** |  |  |  |  |  |  |  |  |  |  |  |  |
| Seminars | X | X | X | X | X | X | X | X | X |  | X | X |
| Private Study | X | X | X | X | X | X | X | X | X | X | X | X |
| **Assessment method** |  |  |  |  |  |  |  |  |  |  |  |  |
| Essay | X | X | X | X | X | X | X | X | X | X | X | X |

1. **Inclusive module design**

The School recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

**a) Accessible resources and curriculum**

1. Preference will be given to electronic resources that meet minimum accessibility standards and support the use of assistive technologies.
2. Module outlines will be made accessible at least four weeks before the module starts.
3. Prioritised reading lists will be made available sufficiently in advance to accommodate the provision of alternative formats and support those with a slow reading speed.
4. Lecture/seminar slides/outlines will be made available in electronic format in advance to allow all students to prepare (particularly students with notetaking difficulties).
5. There are no lectures in this module, so the lecture recording policy does not apply.

**b) Learning, teaching and assessment methods**

The inclusive practices in the guidance (Annex B Appendix A, section b (1) and (2)) have all been considered in order to support all students in their assessments on this module.

1. **Campus(es) or Centre(s) where module will be delivered:**

Canterbury

1. **Internationalisation**

There will be occasions where the intellectual property and industry practices reviewed will feature an International context.

**FACULTIES SUPPORT OFFICE USE ONLY**

**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

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| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6 & 7 cover sheet) |
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