1. **Title of the module**
   Intellectual Property Law – PRSN6109

2. **School or partner institution which will be responsible for management of the module**
   Pearson College London

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

4. **The number of credits and the ECTS value which the module represents**
   15 credits (7.5 ECTS)

5. **Which term(s) the module is to be taught in (or other teaching pattern)**
   This module can be run in any term: Autumn, Spring, or Summer

6. **Prerequisite and co-requisite modules**
   None

7. **The programmes of study to which the module contributes**
   - BA (Hons) Business Management - option module
   - BA (Hons) Business Management with Finance - option module
   - BA (Hons) Business Management with Global Industries - option module
   - BA (Hons) Business Management with Law - core module
   - BA (Hons) Business Management with Marketing - option module

8. **The intended subject specific learning outcomes.**

   On successfully completing the module students will be able to:

   8.1 Demonstrate a systematic knowledge and understanding of how IP law rules affect business decisions and transactions, and be aware of specific legal areas relating to organisations.
   8.2 Identify intellectual property rights and explain their nature and classification.
   8.3 Explain in detail the key principles of the law relating to the subsistence and infringement of trade marks, copyright and confidential information and apply those principles to realistic commercial scenarios.
   8.4 Critically evaluate the commercial and economic importance of intellectual property rights.
   8.5 Demonstrate a detailed knowledge and systematic understanding of key areas within IP law.
   8.6 Demonstrate an informed view of future developments in this area of law.

9. **The intended generic learning outcomes.**
On successfully completing the module students will be able to:

9.1 Read, digest and summarise complex legal materials and state legal principles accurately and succinctly.

9.2 Work from a variety of primary and secondary sources and assimilate the data reviewed to arrive at appropriate conclusions in relation to principles of law and their application.

9.3 Accurately deploy established techniques of analysis and enquiry within the discipline.

10. **A synopsis of the curriculum**

**Module Aims**

The aim of this module is to equip students with a broad understanding of the range and nature of intellectual property rights and a deeper understanding of those IPRs which are of the widest application within business generally: trademarks (both registered and unregistered), copyright and confidential information. The module will be taught from the point of view of a business which needs to protect its own intellectual property, while at the same time ensuring that it does not inadvertently infringe the rights of others.

The module will have a business focus with specific sessions designed to step back from examining detailed rules in order to draw out the commercial and practical implications of the law for everyday business decisions.

The focus will be on the law of England and Wales, although reference will be made to the key international treaties. Other jurisdictional variants of this module may be produced in the future.

Students will also develop key skills, including those of negotiation, drafting and oral presentation.

**Overview of syllabus**

In the course of studying this module, students will cover the following areas:

1. **Introduction to intellectual property law** – The nature and purpose of intellectual property rights (“IPRs”). Introduction to the range and classification of IPRs. The economic and commercial importance of IPRs within a business.
2. **Trade Marks (1)** – What is a trademark? Registration of trademarks. Absolute grounds for refusal.
4. **Trademarks (3)** – Infringement, defences and remedies.
5. **Unregistered trademarks** – The law of passing off.
6. **Branding, trademarks and passing off** – Practical points for the modern business.
7. **Copyright (1)** – What is copyright? Subsistence, originality and ownership.
8. **Copyright (2)** – Infringement, defences and remedies.
9. **Copyright (3)** – The place of copyright within a modern business.
10 Breach of confidence – The developing law on confidential information. The use of non-disclosure agreements.

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

- Smith, S (2015) Intellectual Property Revolution: Successfully manage your IP assets, protect your brand and add value to your business in the digital economy, Rethink Press Limited

Extensive reference will be made to case law and statute law available through the Online Learning Environment and from www.legislation.gov.uk. Students will also use material available from websites of governmental bodies (e.g. UK Intellectual Property Office, DBIS) and on-line journals such as European Intellectual Property Review.

12. Learning and Teaching methods

For full details please see the teaching and learning strategy in the programme specification. Students can study this module in the interactive classes model or the mentored independent model. Those on the former will typically experience one lecture and one seminar each week.

Scheduled Hours: 25
Independent Study Hours: 125
Total Study Hours: 150

13. Assessment methods.

The module will be assessed as follows:

1. 3,500 word coursework assignment (75% of the overall grade).
2. 15 minute in class client briefing exercise (25% of overall grade).
14. 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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<th>Module learning outcome</th>
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15. Pearson College London recognises and has embedded the expectations of current disability equality legislation, and supports students with a declared disability or special educational need in its teaching.

Within this module we will make reasonable adjustments wherever necessary, including additional or substitute materials, teaching modes or assessment methods for students who have declared and discussed their learning support needs. Arrangements for students with declared disabilities will be made on an individual basis, in consultation with the College’s Registry which oversees disability/dyslexia student support, and specialist support will be provided where needed.

16. Campus(es) or Centre(s) where module will be delivered:
Pearson College London

If the module is part of a programme in a Partner College or Validated Institution, please complete sections 17 and 18. If the module is not part of a programme in a Partner College or Validated Institution these sections can be deleted.
17. **Partner College/Validated Institution:**
   Pearson College London

18. **University School responsible for the programme:**
   Kent Business School

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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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