Course title	Intellectual Property Law				
Responsible person to enter grades	SAITO Koji、SHIBATA Junichiro、KANEKO Yuka			開講区分	単位数
				2nd semester	2.0
Numbering Code		Day・Period, etc.	Other(対面)	Timetable Slot Code	3J396

Lesson topic

Global IP Protection and Management

Lesson target

This course aims to prepare students to understand fundamental legal concept and policy in intellectual property (IP) necessary to develop and manage IP portfolio.

Syllabus and plan

The classes are offered both in person and online. Students will learn how IP rights are used to protect and promote businesses of multinational firms and small and medium sized enterprises in different industry sectors. The lectures include the basics of intellectual property, relationship with businesses and contributions to the corporate managements. The lecturers, Messrs. Shibata and Saito are well-experienced in IP practices and managements at companies. Some classes are recordings of presentations by guest speakers, in-house counsels of multinational firms and lawyers who advise such firms to share their on-hand experiences in their IP management.

(JS: Junichiro Shibata; KS: Koji Saito; TT: Prof Toshiko Takenaka)

1. (Online) Introduction and Overview of IP Law Systems of US, Europe, and Japan : JS/KS/TT (Dec 5)

2. (In-person) IP Practices in Company 1: Development and Acquisition :KS (Dec 5)
1) Essential IP Concept for Company
1-1) Roles - IP organizations that nurture corporate intangible assets
1-2) Policy - Attitude for IP corporate members
1-3) IP Activities in Companies - Strategic thinking to increase corporate value
1-4) Selecting Marks and Registration - Acquiring trademarks smartly to build strong portfolio

3. (In-person) IP Practices in Company 2: Utilization and Enforcement :KS (Dec 6)
2) Branding Strategy and IP Contributions
2-1) Trademark - One of IP tools for supporting and protecting brands (business)
2-2) Branding Environment and Regional Specificity - Adapt regional culture effectively and paying attention in change of media
2-3) Anti-Counterfeiting Activities as Branding Activity

4. (In-person) IP Practices in Company 3: Sustainability and Governance :KS (Dec 6)
3) Changes in Environment Surrounding IP and Ideal Organization of IP in Company
3-1) Innovation Ecosystem and Brand Value
3-2) Japan’s Corporate Governance Code - appropriate disclosure and governance of IP activities
3-3) Ideal Organization of IP in Company

5. (TBD) Overview of IP Laws and Practices in Latin Countries (tentative) :KS w/guest (Dec 19)

6. (Online) IP Practices at Company re Food Industry :KS w/guest (Dec 19)

7. (In-person) Overview of Entertainment Industry :JS (Dec 12)
1) Entertainment Business
1.1) Elements
1.2) Categories
1.3) U.S. Practice & Logics
1.4) JP Practice & Logics
1.5) Challenges

8. (In-person) Basics of Copyright :JS (Dec 12)
2) Basics of Copyright
2.1) Subject Matters
2.2) Bundle of Rights
2.3) Moral Right
2.4) Infringement & Fair Use

9. (In-person) Motion Pictures & Television Industry :JS (Dec 13)
3) Production & Distribution of Pictures
3.1) Budgeting
3.2) Pitches of Idea
3.3) Clearance of Rights
3.4) Licensing

10. (In-person) Practices Unique to Music :JS (Dec 13)
4) Practice Unique to Music
4.1) Overall Structure
4.2) PRO (Performing Rights Organization)
4.3) Things Scoped out from PRO
4.4) Phonograms
4.5) Publicity

11. (Online?) Logics and Practice in Gaming Development & Distribution :JS w/guest (Dec 20)

12. (In-person) Review :JS/KS (Jan 9)

13. (Online) Student Presentations :JS/KS (Jan 16)

14. (Online) Student Presentations :JS/KS (Jan 16)

15. (Online) Student Presentations :JS/KS (Jan 16)

Evaluation method

Class participation, presentation and discussion (30%) and final paper (70%)

Evaluation baseline

Grading is based on:
1) How well students understand the policy underlying IP rights;
2) How well students understand distinctive features of different IP rights; and
3) How students understand different IP rights which are used in different manners for promoting innovation and businesses in different industries.

Notice (include info. on related class)

In-person (preferrable); Online; and On-demand Recording are available

Review and preparation

Students must read assignments in advance so that they can engage in class discussions.

Office hour・Contact information

Via email only
• Koji Saito koji.saito@sho-pat.com
• Junichiro Shibata, Esq. junichiro.shibata_attorney@outlook.com

Message for student

Improvemenets in Teaching

Text

Course materials are available at Kobe Class Materials (to be provided)
WIPO IP Handbook https://www.wipo.int/about-ip/en/iprm/

Reference Material

• Joyce Ng, Brand is the ultimate IP" - ASICS counsel urges Japanese companies to place more emphasis on proactive branding, World TM Review, April 20, 2022 (In the readings folder) [ ]

Classroom Language

English

Keywords