

ISOM2030 Business Protections for Innovation

Course Syllabus and Outline (Spring 2022)

Class Details: Tuesday/Thursday, L1: 12:00 PM – 1:20 PM Zoom ID: 966-0671-9871

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Objective and Learning Methodology

Intellectual property rights (IPR) has a great impact on innovation development and society. In Science, Engineering, and Business, we seek to create wealth through innovation in products, designs, manufacturing processes, and business systems or models. However, innovation leaders often FAIL to benefit from their discoveries and inventions when they are unable to adequately protect those innovations. This negative impact can have negative inertia on new innovations and the future development of entrepreneurship. In this course, we explore approaches that companies (and individual inventors also) can use to effectively protect and capitalize on their innovative ideas for creating value for society. We also examine ways that firms can get around barriers to innovation protection in order to quickly copy or reverse engineer new product or process innovations. Finally, students will be more aware of IP rights and their impact on society, citizens, and business.

This course combines a business case discussion approach with readings on the basic aspects of business innovation protection to illustrate strategic and legal issues and challenges in business related to protection of business innovations. Using case studies from business and law with fundamental software innovation and technology introduction, we examine protections for engineering products, biotechnology, semiconductor protection laws, computer hardware, microcode, software licenses, encryption, trademark, copyright, music downloading and entertainment laws, personal privacy, business process patents, and reverse engineering issues.

This course will help students in applying legal and strategic approaches to protecting and encouraging business innovation, as well as in understanding and communicating key social and ethical issues related to innovation protection. Professor Clark has degrees in Engineering (BS), Law (JD), Business (Harvard MBA) and IS Management (Harvard DBA), and has taught multiple MBA and MSc ISM courses in the past. Professor Clark also has extensive consulting experience with McKinsey & Company, involving sourcing, strategy, and operations.

Grading Policy

The course grade consist of 4 components. The weight of each is shown below:

Assessment	Percentage	Details
Attendance	10%	Attend Tuesday class discussion; 1 pt per lecture (10pts max)
Participation	20%	Actively participate in Tuesday class discussions
Quizzes	33%	13 quizzes; 2 pts per quiz; drop 2 lowest scores, 3% per quiz
Final Exam	37%	M/C, Short Answer and Essay(s) – F2F

Participation in discussions or asking questions is strongly encouraged.

Studying the assigned course reading materials will be an important part of the overall learning experience.

Books Used (Assigned reading excerpts posted online in CANVAS)

[Nutshell] Miller, A., & Davis, M. (2012). *Intellectual property: Patents, trademarks, and copyright in a nutshell* (5th ed.). St. Paul, MN: Thomson/West.

[Intellectual Property] Dreyfuss, R., & Kwall, R. (1996). *Intellectual property: Trademark, copyright, and patent law: Cases and materials*. Westbury, N.Y.: Foundation Press.

[Software] Lemley, M. (2000). *Software and Internet law*. Gaithersburg, Md.: Aspen Law & Business.

Course Schedule

WK	F2F Class	Lecture Videos / Optional F2F Class	Reading Assigned	Submissions Deadline
0	[Feb 8] Introduction	[Feb 10] Copyright 1	No readings assigned before the first class	[Feb 13] Quiz 1
1	[Feb 15] Introduction to Copyright	[Feb 17] Copyright 2	Nutshell pp. 303-313 (11 pages)	[Feb 20] Quiz 2
2	[Feb 22] Copyright Limitations	[Feb 24] Copyright 3	Nutshell pp. 375-397 (23 pages)	[Feb 27] Quiz 3
3	[March 1] Derivative Work & Parody	[March 3] Copyright 4	Software pp. 97-112 (15 pages)	[March 6] Quiz 4
4	[March 8] Protecting Software Innovations	[March 10] Trademark 1	Nutshell pp. 39-50 (12 pages) Nutshell pp. 71-82 (12 pages)	[March 13] Quiz 5
5	[March 15] Introduction to Trademark	[March 17] Trademark 2	Intellectual Property pp. 6-23 (18 pages)	[March 20] Quiz 6
6	[March 22] Trademark Global Issues & Challenges	[March 24] Trademark 3	Intellectual Property pp. 118-134 (17 pages)	[March 27] Quiz 7
7	[March 29] Trademark Infringement Cases	[March 31] Patent 1	Software pp. 149-153, 214-218 (10 pages) Software pp. 891-901 (11 pages)	[April 3] Quiz 8
8	[April 5] Holiday	[April 7] Patent 2	Nutshell pp. 10-20 (11 pages) Nutshell pp. 21-29 (9 pages)	[April 10] Quiz 9
9	[April 12] No F2F Class- Online Lecture Video → [April 14] Mid-Term Break Holiday	[April 12] Patent 3(No F2F Class)	Nutshell pp. 105-119 (15 pages) Nutshell pp. 121-135 (15 pages)	[April 17] Quiz 10
10	[April 19] Introduction to Patents	[April 21] Patent 4	Nutshell pp. 105-119 (15 pages) Nutshell pp. 121-135 (15 pages)	[April 24] Quiz 11
11	[April 26] Process of Getting a Patent & Utility Patent Requirements	[April 28] Strategy 1	Nutshell pp. 452-460 (9 pages)	[May 1] Quiz 12
12	[May 3] Resource-Based Strategy	[May 5] Strategy 2	Software pp. 49-68 (19 pages)	[May 8] Quiz 13
13	[May 10] Move Fast or Get Passed			