

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF MANAGEMENT
DEPARTMENT OF MARKETING

Adopted by the FC: record №12/29.04.2024

Adopted by the DC: record №10/15.04.2024

ACCEPTED BY:

Dean:

(Assoc. Prof. Dobrin Dobrev, PhD)

SYLLABUS

SUBJECT: INTELLECTUAL PROPERTY

DEGREE PROGRAMME: International Business (in English); BACHELOR'S DEGREE

YEAR OF STUDY: 3; SEMESTER: 6

TOTAL STUDENT WORKLOAD: 150 hours; incl. curricular 60 hours

CREDITS: 5

DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK, hours
CURRICULAR: incl. <ul style="list-style-type: none">• LECTURES• SEMINARS / LAB. EXERCISES	30 30	2 2
EXTRACURRICULAR	90	-

Prepared by:

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I. ANNOTATION

Business Management in any company requires taking Intellectual Property into account both for value creation and risk management. The aim of the course is to provide specialized knowledge on the regulatory framework related to the intellectual property. The course provides an overview of the main principles and legal rules of IP, focusing specifically on the theoretical and practical connections between IP and academic and business manifestations and on the IP issues with which the students are likely to come into contact in their different areas of knowledge. The course aims to introduce students to the general concept of intellectual property; the objects of intellectual property, as well as the levels of protection from infringements against individual objects of intellectual property - administrative and criminal. In the course of the discipline students will acquire knowledge on the scope of intellectual property; the ways in which it is possible to infringe it, as well as the liability provided for the infringers. They will acquire a general knowledge of the remedies available for the protection of intellectual property and of their rights in the event of being the victim of such infringement. In this way, they will, on the one hand, receive comprehensive information on the acts which they should refrain from in order not to infringe another's intellectual property right and, on the other hand, gain knowledge on how to protect their own non-material goods from infringement. It is this specificity to cover in a broader scope legal aspects and problems that may arise in relation to intellectual property, justify the relevance and necessity of the discipline.

The objective of this course is not to form a future patent and trademark attorney, nor to train a specialized IP lawyer; rather, this course is designed to give an understanding of the use of Intellectual Property as a strategic tool and, for future entrepreneurs, to show how to implement the appropriate IP policy and best practice in a company according to the market and the technology in question. At the end of the course, students should be able to demonstrate and develop awareness of the relevance and impact of IP on their academic and professional lives.

The expected results of the study of the discipline "Intellectual Property" can be summarized in the following parameters: acquiring knowledge of the basic institutes in the relevant legislation and understanding their nature; building on economic knowledge and linking them to legal theory and legislation; developing the ability to interpret and apply in practice the legal framework. In this way, students will gain extensive legal knowledge and skills to help them better navigate their businesses through a sea of legal challenges. On the basis of this knowledge, students have the opportunity to develop the following skills: to form the ability to work with specialized legal acts; the ability to refer to documents relating to patents, trademarks, copyrights and/or designs, to understand the information contained therein and to correctly assess the potential value of that information; to identify the pros and cons of patents, trademarks and/or designs for the purposes of business strategy design; to understand the value of IP rights for building a strong IP strategy; to know the different strategies for protecting trade secrets; to adequately solve individual practical cases, to orient themselves in the relevant legislation, to orient and evaluate in individual practical situations. In this way, they will be prepared for the growing number of professional fields that require not only economic but also legal competence.

The efforts of the team are also directed towards specific practical skills of the students as a result of the knowledge they acquire during the lecture course. For this purpose, during the training they work independently with normative acts, get acquainted with relevant case law. The connection with practice and business is also essential for the educational process. For this purpose, during the training students are provided if possible to participate in the examination of court cases or visit the practice. The methods applied in the training, namely: development of independent and/or group academic research - coursework, problem solving and case studies, visits to practice should contribute to the development of the following key competences: active citizenship competence, entrepreneurial competence,

personal competence, cultural awareness and expression; literacy/linguistic competence, multilingualism competence, digital and technology based competence,

II. THEMATIC CONTENT

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
Theme 1. INTELLECTUAL PROPERTY LAW		3	3	
1.1.	General characteristic			
1.2.	Basic concepts			
1.3.	Legal framework			
Theme 2. PROTECTION OF THE INTELLECTUAL PROPERTY		2	2	
2.1.	Basic concepts			
2.2.	Legal framework			
Theme 3. THE WORLD INTELLECTUAL PROPERTY ORGANIZATION WIPO		2	2	
3.1.	History of WIPO. WIPO today			
3.2.	WIPO – organizational structure and main functions			
3.3.	Accession of Bulgaria to WIPO and admission criteria			
Theme 4. OBJECTS OF INTELLECTUAL PROPERTY		2	2	
4.1.	Essence			
4.2.	Types			
Theme 5. PATENTS		3	3	
5.1.	Essentials of patents			
5.2.	Patent rights, limitations			
5.3.	Conditions of patentability. Patent Office.			
5.4.	International patent protection			
Theme 6. COPYRIGHT		5	5	
6.1.	Objects of copyright – why do we have laws and what do they cover			
6.2.	Bearers of copyright – who can hold a copyright			
6.3.	Copyright Content. Non-property rights. Property rights. Term of protection			
6.4.	Use of the works. Contracts for use. Copyright in a work created under an employment contract and in a work created on commission			
6.5.	Rights akin to copyright. Rights of performers, record producers and film producers. Rights of broadcasting organisations			
6.6.	Copyright protection			
Theme 7. TRADEMARKS		5	5	
7.1.	Trademark – definition. Types			
7.2.	Trademark vs. trade name			
7.3.	Registration of a trade mark. Procedure in the Patent Office			
7.4.	Disposal of trademark rights			
7.5.	Protection of the trademarks and service marks			
7.6.	Geographical indications – registration and procedure			
7.7.	Protection of the geographical indications			
7.8.	Registration of industrial design. Disposal of industrial design			
7.9.	Protection of industrial design			
Theme 8. TRADE SECRETS		3	3	
8.1.	Concept of trade secret			

8.2.	Comparative analysis between trade secret and patents			
8.3.	Types of information that can be classified as trade secret			
8.4.	Protection of trade secrets			
Theme 9. CIVIL LEGAL PROTECTION OF INTELLECTUAL PROPERTY		2	2	
9.1.	Types of claims			
9.2.	Mediation as a means of resolving intellectual property disputes			
Theme 10. CRIMINAL AND ADMINISTRATIVE LEGAL PROTECTION OF INTELLECTUAL PROPERTY		3	3	
10.1.	Administrative legal protection of intellectual property. Particular types of administrative violations in the field of intellectual property			
10.2.	Criminal legal protection of intellectual property. Features of criminal proceedings for intellectual property crimes			
10.3.	Plagiarism			
Total:		30	30	

III. FORMS OF CONTROL:

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
1.	Midterm control		
1.1.	Test	1	20
1.2.	Work with normative acts and online resources	2	10
1.3.	Course work - written on a specific task	1	10
1.4.			
Total midterm control:		4	40
2.	Final term control		
2.1.	Examination (test)	1	50
Total final term control:		1	50
Total for all types of control:		5	90

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Bainbridge, D. Intellectual property. Sixth edition. Pearson. 2006.
2. Stanimirov, E. and Zhechev, V. Trademark and Brand management. Handbook, "Science and economics", UE-Varna, 2013.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Bently, L. and Sherman, B. Intellectual property law. Oxford University Press. 2014.
2. Maskus, K. Intellectual property rights in the global economy. Ins. for Intl. Economics. 2000.
3. Саракинов, Георги, Авторско право и сродните му права в Република България. Сиби, С., 2009 (или следващо изд.);