

# DEVELOPING AN ADVANCED INTELLECTUAL PROPERTY (IP) CURRICULUM

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## PROJECT DESCRIPTION

The Faculty of Law at Western University is leading a group of industry partners and academic institutions to develop a free, self-paced, online IP curriculum consisting of case studies and practical examples from companies in three main areas: artificial intelligence, automotive, and medical technologies. The curriculum will provide training on generating, protecting, commercializing, and leveraging intangible assets in the knowledge-based economy.

## OBJECTIVE



To provide educational content to start-ups, entrepreneurs, and small and medium enterprises (SMEs) to strengthen knowledge of IP rights and IP strategy, resulting in valuable intangible assets being kept in the Canadian economy.

## MY ROLE

- Research various areas of IP law to generate a list of topics and questions to guide the content to be covered in the modules.
- Prepare templates and best practices with headings and guiding questions to be used by the partner organizations.
- Attend weekly meetings to touch-base with partners; take meeting notes.
- Participate in meetings with companies to gather information to be developed into case studies.



## CURRICULUM MODULES

- IP Strategy
- IP Audit and Valuation
- IP Protection and Maintenance
- Commercialization of IP Rights
- Managing IP in Foreign Markets
- Protecting IP in the Digital Environment

## WHAT ARE IP RIGHTS?

Simplified, IP is a work or invention that someone creates and often owns the rights to. Common forms of IP include copyright, patents, trademarks, and trade secrets. The businesses who will utilize this curriculum will learn how to manage their IP, how to protect against third parties using their exclusive rights without permission, and how to profit from it.

## NEXT STEPS

- Collaborate with partners to generate module content.

## ACKNOWLEDGEMENTS

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