

## EELISA-Lecture

### IP from the perspective of Engineering (“IP meets Engineering”)

**Description:** The lecture particularly aims to address students with a technical background (e.g. engineering) all around Europe interested in Intellectual Property and management. The lecture not only provides an overview of the most important intellectual property rights from an international point of view, but also looks at the topic through the lens of strategic management. The approach of the lecture is interdisciplinary. The focus lies on practical impacts of IP rights and respective challenges from a business perspective.

**Scope:** 5 ECTS

**Online Lecture:** <https://fau.zoom.us/j/65120612738?pwd=VUVnelUxSzZYbkVBWH-dOUUY3ZHA5dz09> (Meeting-ID: 651 2061 2738; Code: 432550)

**Materials:** [https://www.studon.fau.de/studon/goto.php?target=crs\\_4322357](https://www.studon.fau.de/studon/goto.php?target=crs_4322357)

**Lecturers:** Prof. Dr. Bernhard Grill/Prof. Dr. Franz Hofmann, LL.M.

**Requirements:** The lecture is open to all students within the EELISA alliance; registration required

**Contact:** [getr@fau.de](mailto:getr@fau.de)

**Schedule:**

		<b>Content</b>	<b>Lecturer</b>
<b>1</b>	<b>25 April 2022 (5.00-5.45 pm)</b> <i>(45 minutes mandatory pro-paedeutic video will be provided in advance)</i>	International Framework of Intellectual Property Law	<i>Hofmann</i>
<b>2</b>	<b>25 April 2022 (6.00-6.45 pm)</b> <i>(45 minutes mandatory pro-paedeutic video will be provided in advance)</i>	Introduction to Patent Law	<i>Hofmann</i>
<b>3</b>	<b>16 May 2022 (5.00-5.45 pm)</b>	Introduction to Copyright Law	<i>Hofmann</i>

	<i>(45 minutes mandatory pro-paedeutic video will be provided in advance)</i>		
<b>4</b>	<b>16 May 2022 (6.00-6.45 pm)</b> <i>(45 minutes mandatory pro-paedeutic video will be provided in advance)</i>	Introduction to Trade Mark Law	<i>Hofmann</i>
<b>5</b>	<b>23 May 2022 (5.00-7.15 pm)</b> <i>(the last 45 minutes reserved for interaction with the students [Q&amp;A session])</i>	Strategy and Management of IP in research, development and (open) innovation (I)	<i>Grill</i>
<b>6</b>		Strategy and Management of IP in research, development and (open) innovation (II)	<i>Grill</i>
<b>7</b>	<b>30 May 2022 (5.00-7.15 pm)</b> <i>(the last 45 minutes reserved for interaction with the students [Q&amp;A session])</i>	Exploitation of IP rights through licensing contracts and patent pools (I)	<i>Grill</i>
<b>8</b>		Exploitation of IP rights through licensing contracts and patent pools (II)	<i>Grill</i>
<b>9</b>	<b>27 June 2022 (5.00-7.15 pm)</b> + 45 min <i>Grill</i>	Case Study	<i>Hofmann/Grill</i>
<b>10</b>	<b>4 July 2022 (6.00-6.45 pm)</b> <i>(45 minutes mandatory pro-paedeutic video will be provided in advance)</i>	Enforcing IP rights (legal perspective)	<i>Hofmann</i>
<b>11</b>	<b>11 July 2022 (5.00-7.15 pm)</b> <i>(the last 45 minutes reserved for interaction with the students [Q&amp;A session])</i>	Enforcing IP rights (economic perspective)	<i>Grill</i>