



MODULE 7

Intellectual Property

This module forms part of the PLG MSc course in Pharmaceutical Business Development and Licensing. It can be studied on its own for a module credit or as part of a Certificate, Diploma or MSc degree.

Intellectual Property Rights are the basic currency of licensing deals and this module provides an insight and appreciation of the basic concepts involved in securing, maintaining and licensing Intellectual Property Rights.

The module covers each of the key areas:

- ◆ Patent Rights
- ◆ Trade Marks
- ◆ Know How
- ◆ Copyright
- ◆ Registered Designs

Each of these areas is covered in detail, providing comprehensive coverage of the subject.

CONTENT:

Unit 1: Introduction to Intellectual Property Rights. This Unit introduces the concept of intellectual property and reviews some of the strategic issues that companies face as part of their intellectual asset management. In addition, it reviews the legislative framework and the key intellectual property treaties on an international basis.

Unit 2: Patents. Patents are one of the key types of IPRs in the pharma industry. So this Unit considers patents in depth, reviewing the substantive requirements for patentability, the formalities in respect of registration and finally the relationship between registrable “inventions” and unregistrable (but still very important) know-how.

Unit 3: Know How. This unit considers the value and relevance of know-how as a key part of a company’s IPR portfolio.

Unit 4: Trade Marks, Branding and Passing Off, reviews the role of trade marks in pharmaceuticals and in addition addresses the procedures for filing, prosecution and maintenance.

Unit 5: Pharmaceutical Associated Intellectual Property Rights. This unit reviews the entire range of Intellectual Property Rights that are available to protect a product or technology in the market place.

Unit 6: Licensing and Exploitation of Intellectual Property Rights, considers both the legal and practical aspects of IPR licences in respect of patents and trade marks and the key terms that should be incorporated; balancing the obligations and duties of the parties in such arrangements e.g. the right or obligation to bring and pay for infringement proceedings. It then considers one the key drivers of such arrangements; namely, the value that can be ascribed to such rights and how that value can be recovered by the proprietor.