



Master of Intellectual Property Law



WORLD
INTELLECTUAL
PROPERTY
ORGANIZATION

World Intellectual Property Organization (WIPO)
Queensland University of Technology (QUT)
With the support of IP Australia





Master of Intellectual Property Law

The Master of Intellectual Property Law, commencing in February 2010, is offered jointly by the World Intellectual Property Organization (WIPO) and QUT Faculty of Law in Brisbane, Australia.

This innovative course has been developed in collaboration with WIPO Worldwide Academy and is unique to the Asia-Pacific region.

It provides knowledge of IP law, policy and practice in an international context with an emphasis on the Asia-Pacific region.

WHY CHOOSE THIS COURSE?

The Master of Intellectual Property Law:

- provides graduates with a Master of Intellectual Property Law degree, jointly awarded by QUT and WIPO
- is the first of its kind to the Asia-Pacific region
- is available to both lawyers and non-lawyers
- focuses on the principles of IP law and developments in IP in a comparative and international context with an emphasis on the Asia-Pacific region
- imparts practical and real-world knowledge of IP law and practice
- builds knowledge of international conventions and treaties including the role of WIPO in addressing IP in relation to global challenges such as climate change, public health and food security
- is taught by IP experts from WIPO, IP Australia, industry, legal profession and academia
- is suitable for busy professionals as each unit (subject) is delivered in a week of intensive classes which are supported by online learning
- is offered at QUT's city campus, adjacent to the Brisbane River, City Botanic Gardens and Parliament House.



LECTURING STAFF

Leading IP experts will be drawn from WIPO, IP Australia, industry, legal practice and academia. In addition to the WIPO and IP Australia experts, the lecturing staff may include QUT's internationally renowned faculty members (Professors Brian Fitzgerald, Kamal Puri, Stephen Coronos, Anne Fitzgerald) and legal and industry professionals (Anna Sharpe, Philip Mendes, among others).

COURSE STRUCTURE

The course consists of 8 units (subjects):

- General Introduction to Intellectual Property
- Patents and Biotechnological Inventions
- Copyright and Related Rights
- Trade Marks, Domain Names and Geographical Indications
- Industrial Designs and Plant Variety Protection
- Traditional Knowledge and Other Emerging Issues, Interface Between Antitrust and IP Rights
- Intellectual Property Management
- Research Project.

Each unit will address significant IP principles and practices particularly relevant to the Asia-Pacific region. The main focus of this course will be on the principles of intellectual property law.

UNIT SYNOPSES

General Introduction to Intellectual Property

This unit provides an overview of the major areas of intellectual property law in order to demonstrate the scope of the law and some of the key issues affecting its operation in today's society. Topics covered include: patents, trademarks, designs, copyright and related rights, confidential information, plant variety protection, geographical indications, traditional knowledge; IP in action and the role of registering authorities; sources of international IP law; role of international and regional

IP related organisations; IP rights and economic development; IP in the global economy; passing-off; breach of confidence.

Patents and Biotechnological Inventions

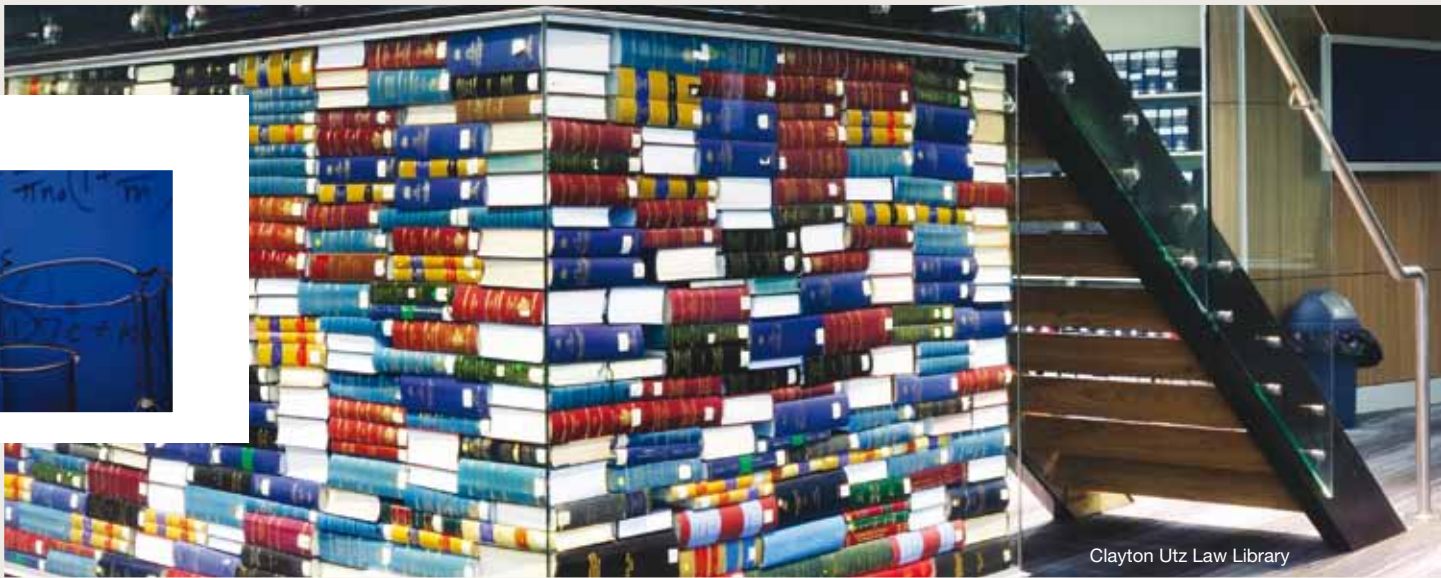
In the modern world, commercial entities are increasingly faced with issues concerning the exploitation of and access to innovative products relating to information technology and biotechnology. This unit apprises IP enthusiasts of the workings of the patent system in a fast-changing, dynamic and global environment in the light of current economic, political and strategic innovations. Topics covered include: patent ownership and registration procedures; substantive conditions of patentability; publication and registration of patents; scope and exceptions of exclusive rights; preparation and prosecution of patent applications; infringement and enforcement of patents; biotechnological patents; commercialisation of technology management and agreements; innovation patents, utility models trade secrets; international conventions.

Copyright and Related Rights

Given the increasingly complex nature of copyright law in the digital age, it is necessary not only to be familiar with the current copyright law but also to understand both the international and policy context driving the reform agenda. The aim of this unit is to analyse the complexities of copyright law in the digital age. Topics include: copyright protection; ownership of copyright and related rights; requirements for protection; term of copyright; protection of economic and moral rights; exceptions, limitations, user rights; digitisation of copyright works; international protection of copyright and related rights; open content licensing; software and databases protection; rental and lending rights, enforcement, collective management.

Trademarks, Domain Names and Geographical Indications

In order to gain a sound understanding of trade mark law, it is important to know the statutory requirements and the associated procedures relating to registration of trademarks,



domain names and geographical indications. This unit aims to provide an understanding of the legal protection provided to trade marks under legislation and the common law. Topics include: functions of trademarks; requirements and processes for registration; management and maintenance; licensing, assignment, franchising and parallel importation; trademark protection; passing-off; Domain Name System; protection of geographical indications.

Industrial Designs and Plant Variety Protection

This unit comprises two discrete branches of intellectual property law: industrial designs law and the law relating to protection of new plant varieties. Industrial designs are everywhere around us: they cover every industrial sector, ranging from textiles to furniture, packaging to jewellery, household goods to toys. Protection of industrial designs encourages creativity in the industrial and manufacturing sectors, as well as in arts and crafts. These, in turn, boost economic growth triggered by the expansion of commercial activities and export of national products. Topics covered include: definition and economics of design; drafting and filing design applications; requirements for protection; regional and international protection systems; copyright versus design protection; assignments and licences; infringements. Protection of new varieties of plants and trees, also called a “plant breeder’s right” is a form of intellectual property right which is granted to the breeder of a new plant variety in relation to certain acts relating to the reproduction of the protected variety which requires the prior licence of the breeder. New plant varieties are of fundamental significance for production of sufficient and high-quality food in the agricultural and horticultural fields. Topics covered include: conditions for the grant of protection, application procedure, scope of protection, international treaties for plant genetic resources.

Traditional Knowledge and Other Emerging Issues, Interface Between Antitrust and IP Rights

In the knowledge and information technology age where knowledge and IP-based assets have become key factors in global competition and economic growth, IP law has

become a crucial crossover for several economic, scientific and political decisions and the awareness of the ethical implications connected to IP law is constantly growing. This unit aims to provide an understanding of the relationship between intellectual property and competition laws and includes a critical analysis of topical issues that are challenging the limits of the intellectual property regime. Topics include: protection of traditional knowledge and expressions of Indigenous culture; WIPO’s development agenda; IP Rights and public health issues; policy goals of IP and competition law; refusal to license IP rights and inter-operability; standard setting, compatibility and suits for infringement; restrictions; digital rights management and anti-circumvention.

Intellectual Property Management

This unit investigates the key issues dealing with commercialisation of intellectual property in order to apply strategies that need to be put in place to transform the IP into new and useful products and services. The aim of this unit is to examine the principles of IP management and their application in the commercialisation of intellectual property. Topics include: IP and technology transfer; material transfer agreements; joint ownership; licensing and strategic alliances; start up companies and venture capital investment; outsourcing by biotech companies; commercialisation; arbitration and alternative dispute settlement.

Research Project

This unit is the vehicle for a structured, individual research project under supervision. The project is to be a substantial piece of work relevant to the course carried out on an individual basis, investigating and analysing the legal aspects of a real-world intellectual property problem. The aim of the research project is to expose students to a real-world problem related to their profession and to develop skills in research, critical analysis and application of intellectual property law in professional practice.

WIPO

The World Intellectual Property Organization (WIPO) is a specialised agency of the United Nations. It is dedicated to developing a balanced and accessible international IP system, which rewards creativity, stimulates innovation and contributes to economic development while safeguarding the public interest. WIPO provides education and training in IP via the WIPO Worldwide Academy. The Academy meets the growing demand for education and awareness in IP through collaborative degree programs in Europe and Africa, and now in the Asia-Pacific region with QUT's Master of Intellectual Property Law.



Dr Francis Gurry | Director-General, WIPO

'The QUT/WIPO Master of Intellectual Property Law builds on WIPO's existing collaborations with universities in Europe and Africa and furthers WIPO's strategic goals in providing global IP education and awareness, and understanding of the importance of IP in relation to global policy challenges, such as climate change, public health and food security.'

IP AUSTRALIA

Intellectual Property (IP) Australia is responsible for registering and administering patents, trademarks, designs and plant breeder's rights, and supports Australia's economic development and the knowledge and advancement of IP in the Asia-Pacific region.



Mr Philip Noonan | Director-General, IP Australia

'As the Australian Government agency responsible for administering patents, trademarks, designs and plant breeder's rights, IP Australia is pleased to form a strategic relationship with QUT to support the new Master of Intellectual Property Law program. I believe that the program will assist Australian businesses to establish and maintain globally competitive positions by providing education and training in IP matters specific to the Asia-Pacific region.'

QUEENSLAND UNIVERSITY OF TECHNOLOGY

Queensland University of Technology (QUT) is a highly successful Australian university with an applied emphasis in courses and research. Based in Brisbane with a global outlook, it has 40,000 students, including 6000 from overseas. QUT courses are in high demand and graduate employment rates are well above the national average for Australian universities.



Professor The Hon. Michael Lavarch | Executive Dean, QUT Faculty of Law

'The curriculum brings to Australia an international course covering such broad areas as the impact of technology on intellectual property and the emergence of new business models, as well as the protection of traditional knowledge, genetic resources and traditional cultural expressions. The course also focuses on the use of the IP system as a platform for diffusing and sharing the benefits of creativity and invention, and the role of universities in IP creation and commercialisation, the impact of IP on culture and on other public policy issues like health, environment and climate change.'

PROGRAM DIRECTORS

The program directors are Professor Kamal Puri, Professor of Intellectual Property, QUT and Dr Tshimanga Kongolo, Head of Professional Development Program, WIPO Worldwide Academy.

STEERING COMMITTEE

The steering committee includes Professor The Hon. Michael Lavarch, Executive Dean, QUT Faculty of Law; Professor Kamal Puri, Professor of Intellectual Property, QUT Faculty of Law; Dr Ros Macdonald, Director Graduate Programs, QUT Faculty of Law; Yo Takagi, Executive Director, Global IP Infrastructure Department, WIPO; Gao Hang, Deputy Dean of WIPO Worldwide Academy; and Martha Chikowore, WIPO Worldwide Academy.



COURSE DETAILS

Mode: Intensive mode at QUT's Gardens Point campus, Brisbane | **Entry:** February | **QUT Course Code:** LW53 | **Duration:** 1 year full-time (2 semesters). Part-time study is available for domestic students after consultation with the Program Director. | **CRICOS code:** 067376C

ENTRY REQUIREMENTS

Students require a four-year bachelor degree in any discipline from QUT or an equivalent Australian or overseas institution.

Applicants with a three-year bachelor degree plus professional experience in the field of intellectual property or a related area may be considered for entry.

FEES

For domestic and international fees go to www.studentservices.qut.edu.au and consult the fees schedules, which are updated by 1 October each year.

APPLICATION FORMS

Application forms are available at:
www.studentservices.qut.edu.au > Applying

APPLICATION CLOSING DATE

The closing date for semester 1, which starts in February each year, is mid January. Consult the QUT key dates for the exact closing date.

www.studentservices.qut.edu.au > Key Dates

ENGLISH LANGUAGE REQUIREMENT

Applicants from a non-English speaking background may be required to meet QUT's English language requirements.
www.studentservices.qut.edu.au/apply/internat/english.jsp

SCHOLARSHIPS FOR INTERNATIONAL STUDENTS

International students may apply for relevant Australian scholarships which include:

- Australian Development Scholarship (ADS) www.aisaid.gov.au/scholar/studyin.cfm
- Australian Leadership Awards Scholarships (ALA) www.aisaid.gov.au/scholar/ala.cfm
- Endeavour Awards www.endeavour.deewr.gov.au
- WIPO Scholarships—each year WIPO offers scholarships to two persons originating from developing countries in the Asia-Pacific region and highly motivated to participate in this course. For more information: www.wipo.int or www.wipo.int/academy/en

MORE INFORMATION

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