

Code: 31 „INTELLECTUAL PROPERTY RIGHTS”

ECTS credits: 5	Number of hours per week: 2+0+1
Forms of assessments: Continuous assessment	Types of assessment: Continuous assessment mark - Achievement tests
Department, providing instruction on the discipline: Department: <i>INDUSTRIAL MANAGEMENT</i> <i>FACULTY OF MECHANICAL ENGINEERING AND TECHNOLOGIES</i>	

Lecturer: Assoc. Prof. Eng. Tanya Panayotova, PhD

Department: *INDUSTRIAL MANAGEMENT*

Tel. 052/383612

e-mail: tagea@abv.bg

Annotation: A distinct advantage of modern business is its integration with intellectual property. In the area of material production, the integration of business with intellectual property consists of creation, industrialization and commercialization of technological innovations such as inventions and useful models, as well as building a positive image of business and its goods or services by development and establishment of trademarks and industrial designs. In the area of non-material production, the integration of business with intellectual property consists of creating wealth of all creative industries that function mainly in the cultural sector but are functionally linked and dependent on the creative industries in the technology sector (material production).

The educational objectives of the discipline are promotion of research and development, as well as promotion of ideas and protection of creative efforts. The course focuses on formation of students' competences in the field of identifying and protecting different intellectual property rights, as well as in the proper handling of other people's rights under the conditions of fair competition on our market or on the international one. A significant part is dedicated to the licensing skills and its economic justification, as well as to the organization of commercial operations with the specific objects of intellectual property.

Main issues of the syllabus content:

- Intellectual Property – Subjects;
- Inventions and Useful Models - Nature.
- Trademark - Protection.
- Industrial Design – Nature, Types, Main Characteristics.
- Designation of Origin of Goods and Geographical Indications of Origin
- Know-how. Nature, Main Parameters, Content, Structure and Scope.
- Research and Development Products - Nature and Types.
- Copyright and Related Rights. Commercial Fund.
- Other Unregistered Rights. Other Factual Rights.

Content presentation: The content is presented through lectures and exercises. During the lectures students are introduced to basic notions and theoretical concepts. During the laboratory exercises discussions are planned, practical completion of the lecture course topics and solving of practical case studies.

