

Topic: **Intellectual property rights**

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Intellectual property refers to creations of the mind: inventions; literary and artistic works; and symbols, names and images used in commerce. So, intellectual property consists of products, work or processes that you have created and which give you a competitive advantage.

There are 3 subcategories of intellectual property:

- Industrial property: inventions (patents), trademarks, industrial designs, new varieties of plants and geographic indications of origin.
- Artistic work protected by copyright: original literary and artistic works, music, television broadcasting, software, databases, architectural designs, advertising creations and multimedia.
- Commercial strategies: trade secrets, know-how, confidentiality agreements, or rapid production.

Learning goal:

To provide knowledge about the importance of protecting intellectual property in business and to develop the skills to protect intellectual property.

Learning objectives:

By the end of this session participants will:

- understand the concept of "intellectual property" and the need to protect intellectual property rights,
- understand the nature of unfair competition and improve the skills to recognize the unfair competition regarding intellectual property rights,
- improve the skill to protect intellectual property.

Methodology:

- lecture (illustrations, infographics, multimedia tools),
- gamification,
- group work, discussions (including case studies).

Content:

1. Intellectual property rights, its subcategories.
2. Unfair competition.
3. How to protect intellectual property.

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Structure:

1. Welcome and introduction, work rules:

(5 minutes)

Welcome all participants in this session. If you have not done it yet, introduce yourself and share some information regarding your background.

You should present shortly the subject of this session and rules of the first game.

2. Lecture 1 and exercise 1, Intellectual property rights:

(30 minutes)

You should introduce young people to the forms of intellectual property and why it is necessary to protect intellectual property. It should be done through the game.

Give to each student list of paper with different statements or questions and ask them to find other students who know the answers. It is necessary to write in every box only the name of the student who knows the answer. It is not allowed to write own names and one person can be written only once (if there are more than 12 students in the group).

I can explain what is patent	I know why are trademarks necessary?	I can tell 5 types of works covered by copyright	I know what is innovation
I know what kind of innovations cannot be patented	I know what is intellectual property	I can tell the example of unfair competition	I know what is EPO
I know how to register copyright	I can tell why it is necessary to protect intellectual property	I know where to find information about intellectual property rights	I have already done or made something that others have copied