

Topic: **Intellectual property rights**

Structure:

After filling the worksheet, discuss every question and show a short presentation with theoretical information about each question.

During discussion about the intellectual property, ask each student to find on the internet examples of geographic indication of origin. More precisely, examples of products in your country which names are protected from misuse and imitation and help consumers by giving them information concerning the specific character of the products (Protected Designation of Origin - PDO, Protected Geographical Indication - PGI, Traditional Speciality Guaranteed - TSG).

Hint: before the session you must prepare the worksheets for students.

3. Lecture 2 and exercise 2, Unfair competition:

(30 minutes)

To get to know how students understand the term “unfair competition” and whether they know some examples of an unfair competition, ask students to work in small groups (3-4 people) and make poster about an unfair competition. After 10 minutes ask each group to present their poster. At the end you should summarize all information and classify it according to the theory.

Hint: before the session you must prepare markers and paper for posters.

4. Lecture 3 and exercise 3, How to protect intellectual property:

(10 minutes)

Show the summarized table of forms of intellectual property and possibilities to protect it on the screen.

Ask each student to think about his or her mobile phone (or smart phones, tablets, PC) - what kind of intellectual property is included in their devices and how is it protected. Shortly discuss students' opinion.

If students are working in groups on their business ideas, ask them to work in their groups and find out what kind of intellectual property does their product include and how could it be protected. After short presentation of students' opinion, discuss the results.

5. Conclusion:

(15 minutes)

You can prepare some questions about intellectual property rights and using an ICT tool Kahoot! (<https://goo.gl/cbuvyC>) do a small competition.

Please consider to have some prizes with you, to award 3-5 best persons (depending on the activity, numbers of questions and group size).

Hint: you must prepare, for example, some sweets as rewards.