



Module Details

Short Title:	IP & Commercialisation APPROVED		
Full Title:	Intellectual Property and Commercialisation		
Module Code:	POLA9002	NFQ Level:	Expert
		ECTS Credits:	5.0
Valid From:	Semester 1 - 2014/15 (September 2014)		
Module Coordinator:	Niall Smith		
Module Author:	SIOBHAN O SULLIVAN		
Description:	<p>Not everyone is aware of the complex process involved in identifying, protecting and managing the intellectual property (IP) that they create. Protection of IP ensures it is treated like an asset which means it can be sold, licensed or traded. Commercialisation involves transfer of knowledge to the marketplace. It involves the protection and packaging of the IP inherent in the research knowledge into a "product". These products or outcomes of research, can be an actual physical product e.g. a publication or a pharmaceutical therapeutic to a technology or a consulting activity. This module introduces the learner to the process of IP and its application to day to day research activities. Learners will be encouraged to explore IP from a strategic, commercial and legal perspective.</p>		
Learning Outcomes:			
<i>On successful completion of this module the learner will be able to</i>			
<ol style="list-style-type: none"> 1. Describe in detail the types of intellectual property and the nature of intellectual property management. 2. Outline the way to structure a research project to generate intellectual property with commercial potential. 3. Summarise how intellectual property can be protected on a daily basis. 4. Evaluate the issues relating to intellectual property ownership for employees and students 5. Cite the pathways of commercialisation, the broad commercialisation process and funding. 6. Define and differentiate the specific roles researchers can play in the commercialisation process 			
Pre-requisite learning			
Module Recommendations			
<i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named CIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>			
No recommendations listed			
Incompatible Modules			
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module. You may not earn additional credit for the same learning and therefore you may not enrol in this module if you have successfully completed any modules in the incompatible list.</i>			
No incompatible modules listed			
Requirements			
<i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed. You may not enrol on this module if you have not acquired the learning specified in this section.</i>			
No requirements listed			
Co-requisites			
No co-requisites listed listed			



Module Content & Assessment

Indicative Content

- **What is IP and how is it protected?**

Fundamentals and types of IP. Identification of research with IP and evaluating its commercial potential. IP ownership, the costs associated with IP protection and ways in which IP should be protected on a daily basis. Rights of use of IP legally owned by others. Protecting IP internationally and IP management.

- **Role of the researcher in the innovation process**

Application of tools for maintaining high quality verifiable research records. Awareness of the mix of people and skills needed to achieve own IP goals in relation to own specific research, the wider research community and society.

- **IP Registration**

The Patents Office; patent applications; grants, searching patent databases and finding existing patents. Trade mark applications and registrations, design applications and registrations. Protection of inventions. Copyright law.

- **The Commercialisation Process**

Evaluate commercialisation strategies for new technology products, processes and services from a business, technological and IP perspective. Associated costs of protection, sources of funding and obligations to stakeholders.

Assessment Breakdown	%
Course Work	100.0%
End of Semester Formal Examination	0%

Coursework Breakdown				
<i>Type</i>	<i>Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Project	Design, research and defend a commercialisation report for a new product, process or service based on third level research	1,2,5	70.0	Sem End
Project	Presentation of Commercialisation Report based on project	2,4,5	30.0	Sem End

Reassessment Requirement**Coursework Only**

This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.

The institute reserves the right to alter the nature and timings of assessment



Module Workload & Resources

Workload		Full-time		
Type	Description	Hours	Frequency	Average Weekly Learner Workload
Lecturer-Supervised Learning (Contact)	Workshop	6.0	Every Second Week	3.00
Independent & Directed Learning (Non-contact)	Workshop preparation and self-directed learning	8.0	Every Second Week	4.00
Total Weekly Learner Workload				7.00
Total Weekly Contact Hours				3.00

Workload		Part-time mode		
Type	Description	Hours	Frequency	Average Weekly Learner Workload
Lecturer-Supervised Learning (Contact)	Workshop	6.0	Every Second Week	3.00
Independent & Directed Learning (Non-contact)	Workshop preparation and self-directed learning	8.0	Every Second Week	4.00
Part-Time Total Weekly Learner Workload				7.00
Part-Time Total Weekly Contact Hours				3.00

Resources

Recommended Book Resources

- **Olwan, Rami L 2013, *Intellectual Property and Development*, 1st Ed., Springer [ISBN: 3642279066]**
- **Evers,N., Cunningham, J and Hoholm, T 2013, *Technology Entrepreneurship – Bringing Innovation to the Marketplace*, Palgrave-Macmillian, London, UK London, UK [ISBN: 978-1137020109]**
- **Holger Patzelt (Editor), Thomas Brenner (Editor) 2008, *Handbook of Bioentrepreneurship*, 1st Ed., Springer [ISBN: 0387483438]**
- **edited by Paul L. C. Torremans 2008, *Intellectual property and human rights*, Kluwer Law International Alphen aan den Rijn,The Netherlands [ISBN: 978-9041126535]**
- **John W. Mullins 2003, *The new business road test*, Financial Times Prentice Hall London [ISBN: 0273663569]**
- **Sterne, John 2004, *Adventures in Code: The Story of the Irish Software Industry*, The Liffey Press [ISBN: 1-904148-59-X]**
- **Hua, Ji Jua 2014, *Toward A More Balanced Approach: Rethinking and Readjusting Copyright Systems in the Digital Network Era [Hardcover]*, 2015 Edition Ed., Springer [ISBN: 978-3662435168]**

Supplementary Book Resources

- **Francois Therin (Editor) 2007, *Handbook of Research on Techno-entrepreneurship*, Edward Elgar UK [ISBN: 1845422864]**
- **Damian Hine, John Kapeleris, 2006, *Innovation And Entrepreneurship in Biotechnology, An International Perspective*, 1st Ed., Edward Elgar [ISBN: 1843765845]**
- **edited by Timothy A. Caulfield and Bryn Williams-Jones 1999, *The commercialization of genetic research*, Kluwer Academic/Plenum Publishers New York [ISBN: 978-0306462870]**
- **Abbe E. L. Brown. 2012, *Intellectual property, human rights and competition*, 1st Ed., Edward Elgar Publishing Ltd UK [ISBN: 978-0857934963]**
- **Fitzgerald, B and Atkinson, B 2013, *The History of Copyright: The Genie of Information*, 1st Ed., Springer UK [ISBN: 978-3319020747]**

