This course is about the tightly linked roles of intellectual property law and innovation in the 21st century global economy. Innovations in technology, business and the arts transform our world by changing what is technically doable, what is personally desirable, and our hopes for what might be possible. Think of our lives before and after smart phones and social networking. Ponder the many whose lives have been saved or improved by medicines that didn’t even exist a decade before. The pace and depth of these changes grow with today’s global information economy – where intellectual property provides one of the principal toolkits that governments, firms, and communities use to manage who controls, accesses, and profits from flows of knowledge and innovation. Intellectual property law and innovation policy are thus about opportunities to build value, startup new projects, and attract investment. But they are also about social justice, democracy, and the freedom to participate in culture – about who enjoys access to the benefits of innovations and who suffers exposure to greater risk.

This course offers an overview of the use of intellectual property in business, law and public policy, as well as in-depth coverage of current controversies impacting the future of the global information economy: gene patents; online piracy; music sampling; open source business models; access to medicines; and the impact of the 3D printing revolution. Beside overviews of trends in intellectual property law, research and development strategies, university technology transfer, and government and private sector investment, we also examine case studies of specific innovators, companies, and places. The information technology revolution continues to radically change innovation and entrepreneurship across sectors, from manufacturing and computing to agriculture and healthcare. How best to adapt intellectual property law and innovation policy in response is currently under hot debate. We will examine these policy debates and follow how entrepreneurs deploy novel innovation strategies to make the most of our ever-more-connected world. You will have the opportunity to interact with a range of intellectual property lawyers, policy professionals and entrepreneurs via field trips, guest visits and Skype calls.

This course will provide:
- Background on innovation policy, intellectual property law & entrepreneurship strategy
- A multidisciplinary toolkit for thinking about innovation
- Methods for influencing innovation policy and starting up new ventures
- Expertise in conducting and presenting policy analysis, using intellectual property law, and assessing startup risks & opportunities
Requirements and Percentage of Grade:
- 15% Class Participation & Attendance
- 10% Background Memo (3 pg.)
- 10% Presentation 1
- 10% Presentation 2
- 5% Rough Draft Fluff/No Fluff
- 30% Final Policy Analysis & Recommendations (5 pg.)
- 10% 5-Minute Project Presentation
- 10% Final Exam Exercise (2 pg.)

Course Requirements

1. **Class preparation, attendance, and participation.** This is a discussion-intensive course. Attendance and active participation are mandatory and will be important parts of your final grade. Unreasonable absences will reduce your grade. If you miss a class, it is your responsibility to cover the material discussed in class via independent research and consulting with classmates. (15% of grade)

2. **Presentations.** You will give TWO roughly 10 minute multi-media presentation on selected innovation, intellectual property and entrepreneurship topics. Assignment descriptions will be handed out in class beforehand. (20%)

3. **Policy Analysis Project.** The major assignment for the course is a critical policy assessment. You will chose an intellectual property and innovation law, policy or program that is the subject of some dispute or controversy. Over the course of the semester, you will conduct research and draft two policy memos. For each assignment, you will write as the advisor to a policymaker working on your policy. **Selecting an appropriate topic is crucial to your success in this assignment.** (55% of grade)

   a) **Background memo.** maximum 3 pages single-spaced; worth 10% of your grade. You will describe the context and background of your policy topic.

   b) **Final policy analysis with recommendations.** maximum 5 pages single-spaced; worth 30% of your grade. For this assignment, you will construct an argument for how your policy can be improved. Using your prior research and the tools we have discussed in class, you will propose a new policy solution that better balances the appropriate knowledge and values in your policy. A rough draft (minimum 6 pages) is due before hand for grading on a Pass/Fail basis, **worth 5% of your grade.**

   c) **Presentation.** 5-minute slide presentation video; worth 10% of your grade. In your final presentation, you will present your policy problem and give a concise argument for your proposed changes in policy. You will submit your presentation on a standard video platform. Grading does NOT consider video production. You can earn an A by recording your voice over a slide presentation. You are welcome to produce a fancier video if you like, but production quality does not affect your grade.
4. **Final Exam Exercise.** Date: Dec. 10. **10% of your grade.** Open book, open notes, open computer, open internet. You will draft a 2-page policy memo responding to an innovation opportunity revealed in the exam. You may write from the position of a policymaker or an entrepreneur.

**Field Trips:** There are two optional field trips to the offices of **IBM & Red Hat** in Research Triangle Park. These will be scheduled in November at times that work for most students.

**Office Hours & Check-In Meetings:** I am available to meet at the office hours listed and by appointment. Additionally, I require that each of you meet with me individually early in the semester and toward the end. Sign-up sheets will be presented in class. These meetings give us further opportunities to relate course material to your interests and professional goals.

**Course Books:**

**For Purchase:**

**Available Free Online:**

Other readings & media assignments posted on Sakai.
TOPICS LIST:

IP & Innovation Policy
1. IP Overview & Core Debates
2. Innovation & Economic Growth: Theories & Evidence
3. International IP, the WTO & TRIPS
4. Free Trade Agreements & TRIPS-Plus
5. IP & Investment Law
6. IP & Human Rights

Firm Strategy
7. Trademark, Marketing & Branding
8. Social Franchising
10. Cybersecurity, Trade Secrets, & Commercial Espionage

Culture & Creativity
11. Sampling, Remix, Mashups
12. Open Source Software
13. Creative Commons
14. Open Access Publishing & Open Educational Resources (OERs)

Science & Technology R&D
15. Gene Patents & Medical Diagnostics
16. GMOs & Agriculture
17. Traditional Knowledge
18. Microbial Commons
19. Green Energy Tech
20. 3D Printing / Additive Manufacturing

Mobile Tech
21. Network Neutrality & Telecoms
22. Apple-Samsung Patent War
23. Open Innovation Strategies & Platform Development
Current & Future Challenges

24. Defense & Aerospace R&D
25. Access to Medicines
26. Neglected Disease R&D
27. World IP Organization (WIPO) Development Agenda
28. Antifragile Innovation Law & Policy
29. Climate Crisis, Innovation Policy & Entrepreneurship

Deadlines:
Oct. 9    Background Memo (3 pg.)
Oct. 21   Presentation 1
Nov. 11   Presentation 2
Dec. 4    Rough Draft Fluff/No Fluff
Dec. 12   Final Policy Analysis & Recommendations (5 pg.)
Dec. 12   5-Minute Project Presentation
Dec. 10   Final Exam Exercise (2 pg.)

Readings Schedule:

(1) Tuesday, Aug. 26:
Introduction & Course Mechanics

(2) Thursday, Aug. 28:
Begin Boyle, Public Domain

(3) Tuesday, Sept. 2:
Complete Boyle, Public Domain

(4) Thursday, Sep. 4:
Listen to This American Life “When Patents Attack, Part II”

(5) Tuesday, Sep. 9:
Introduction, Benkler, The Wealth of Networks

(6) Thursday, Sep. 11:
Part I, Benkler, The Wealth of Networks

(7) Tuesday, Sep. 16:
Project research

(8) Thursday, Sep. 18:
Project research
(9) Tuesday, Sep. 23:
Project research

(10) Thursday, Sep. 25:
Project research

(11) Tuesday, Sep. 30:
Access to Knowledge in the Age of Intellectual Property (pg. 17-56)

(12) Thursday, Oct. 2:
Access to Knowledge in the Age of Intellectual Property (pg. 57-98)

(13) Tuesday, Oct. 7:
Begin Reis, The Lean Startup

(14) Thursday, Oct. 9:
Background Memo DUE
Complete Reis, The Lean Startup

(15) Thursday, Oct. 16:
Wu, The Master Switch

(16) Tuesday, Oct. 21:
Presentations
Begin Gollin, Driving Innovation

(17) Thursday, Oct. 23:
Presentations
Continue Gollin, Driving Innovation

(18) Tuesday, Oct. 28:
Presentations
Complete Gollin, Driving Innovation

(19) Thursday, Oct. 30:
Presentations
Begin Chesbrough, Open Innovation

(20) Tuesday, Nov. 4:
Complete Chesbrough, Open Innovation

(21) Thursday, Nov. 6:
Begin Bessen & Meurer, Patent Failure
(22) Tuesday, Nov. 11:
Presentations
Complete Bessen & Meurer, *Patent Failure*

(23) Thursday, Nov. 13:
Presentations
Von Hipple, *Democratizing Innovation*

(24) Tuesday, Nov. 18:
Presentations
Suber, *Open Access*

(25) Thursday, Nov. 20:
Presentations
Begin Rifkin, *The Zero Marginal Cost Society*

(26) Tuesday, Nov. 25:
Continue Rifkin, *The Zero Marginal Cost Society*

(27) Tuesday, Dec. 2
Complete Rifkin, *The Zero Marginal Cost Society*

Final Memo Rough Draft DUE, Dec. 4

Final Exam Exercise, Dec. 10, Finals Period

Final Policy Memo & Presentation Video DUE: Friday, Dec. 12 at 5pm on SAKAI