



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Industrial Law For Management

2021-2-F7701M027

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#### Learning objectives

The main objective is to provide specific training on legal institutions of industrial law particularly with reference to trademarks, patents and confidential company information, in terms of protection, exploitation and management. The course will provide the ability to know and critically deepen the operational, legal and economic issues connected to protection and management of industrial property. The course aims to provide the tools to know the regulatory environment (primary and secondary national, EU and international standards) in which managers and professionals in the sector operate with reference to the different perspectives that industrial property rights involve. It then leads anyone who operates in a company to manage industrial property assets in a conscious and profitable way. In particular, the course will be aimed at teaching how to correctly set up and solve the main technical-legal and operational problems related to the business management of industrial property. The student must acquire the ability to illustrate and interact on the different and numerous issues related to industrial property, according to the different perspectives of the various company roles that are usually involved in protection and management of industrial property. First of all, the top management (CDA or AU) - which usually deals directly with I.P. - the R & D Office (for the management of technological innovation with inventions, models and know-how), the Marketing Office (for the management of distinctive signs such as Trademarks brands, company, and domain names), the Legal Department (for the protection of the various I.P. rights and for I.P. contracts) and the HR (for the employee inventions).

#### Contents

The course is aimed at learning and deepening the Institutes of Industrial Law, through the study of unfair competition, trademarks, designs and models registered for invention patents and utility models. The course includes the analysis of contracts for the transfer or licensing of various industrial property rights and the study of numerous national and non-national court cases. All against the background of national, international and community law.

## **Detailed program**

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## **Prerequisites**

There are no prerequisites

## **Teaching methods**

Frontal lesson in the classroom

## **Assessment methods**

An oral exam is scheduled. Oral exam means that the teacher will ask questions to the candidate, who will have to answer in fluent Italian language showing a sufficient preparation. The number of questions is not predetermined because it depends on the specific topic and to the overall preparation of the student

## **Textbooks and Reading Materials**

Aa.Vv., Diritto Industriale, proprietà intellettuale e concorrenza, Giappichelli, Torino, ultima edizione.

## **Semester**

Second Semester

## **Teaching language**

Italian

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