

IPM503 IP Asset Management

Level: 5

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

Synopsis:

IPM503 IP Asset Management examines the management of intellectual assets, which involves the creation, formulation, prioritisation, and value extraction from a set of intellectual property (IP) assets. The course looks into developing a process that gathers data and takes inventory of an organisation's IP assets so that they can be managed and leveraged properly and profitably.

This includes looking into the collation of IP documents needed for IP due diligence and evaluation of IP intelligence to support an organisation's IP and business strategy. Students will also learn how to examine the identification of IP assets, prepare a due diligence report and review IP intelligence to incorporate findings and insights into an organisation's IP practices.

Topics:

- Introduction to IP Asset Management
- What is an IP Audit?
- Objectives and Context of an IP Audit
- Contractual Agreements Related to IP
- Types of IP Exploitation Strategies
- Scope of IP Audit and Audit Procedures
- Analysis of IP Audit Results
- Components of an IP Asset Register
- Creation of IP Portfolio
- Maintenance of IP Portfolio
- Review of IP Portfolio
- IP Management Approaches to Maximise IP
- Evaluation of IP Portfolio

Textbooks:

Harrison, S and Sullivan, P (2011).: Edison in the Boardroom Revisited: How Leading Companies Realize Value from Their Intellectual Property 2nd John Wiley
ISBN-13: 9781118170120

Learning Outcome:

- Examine situations in which IP due diligence is conducted
- Distinguish the importance of conducting due diligence
- Appraise the IP due diligence process and information to analyse
- Examine objectives of IP audit to support IP strategies and objectives
- Critique IP audit scope to ensure completeness, integrity and feasibility of the audit procedures
- Analyse IP audit results to identify key findings
- Assess and incorporate findings from IP audit results into IP exploitation strategies
- Collect documents needed for IP due diligence
- Assemble IP assets and evaluate to understand strength of IP portfolio
- Support preparation of IP due diligence report
- Evaluate IP licensing opportunities and adapt IP licensing strategies
- Appraise the effectiveness of IP licensing strategies

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-COURSE QUIZ 1	4
	PRE-CLASS QUIZ 1	4
	PRE-CLASS QUIZ 2	2
	PARTICIPATION 1	5
	GROUP BASED ASSIGNMENT 1	45
Overall Examinable Components	Written Exam	40
Total		100