

## **IPM507 IP Intelligence**

**Level:** 5

**Credit Units:** 5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY JAN

### **Synopsis:**

IPM507 IP Intelligence explores how the rapid rise of technological innovation has led to a shift in business strategies worldwide. The course evaluates the relevance of IP intelligence in supporting IP and business strategies, review IP intelligence information, and incorporate insights from IP intelligence reviews into an organisation's IP practices.

### **Topics:**

- Introduction to IP Intelligence
- IP Intelligence and IP Strategy
- IP Intelligence in Business Strategies
- Approaches to IP Intelligence (1)
- Approaches to IP Intelligence (2)
- IP Intelligence over the IP Life Cycle
- Review of IP Intelligence
- Applications of IP Intelligence (1)
- Applications of IP Intelligence (2)
- Patent Statistics
- Analysis of Patent Statistics
- Mapping Technology Trends and Convergences

### **Textbooks:**

Liu, S-J, Fong, A H Y and Lan, T Y (2017).: Patent Portfolio Deployment: Bridging the R&D, Patent and Product Markets (eText) World Scientific, 272p, ISBN-13: 9789813142459

**Learning Outcome:**

- Analyse considerations when evaluating IP intelligence
- Apply IP intelligence approaches
- Assess applications of IP intelligence
- Evaluate IP intelligence across stages in the IP life cycle to support IP and business strategies
- Organise IP intelligence information to determine potential impact on IP and business strategies
- Formulate insights from IP intelligence reviews into IP practices to support IP and business strategies

**Assessment Strategies (Evening Class):**

<b>Components</b>	<b>Description</b>	<b>Weightage Allocation (%)</b>
Overall Continuous Assessment	PARTICIPATION 1	5
	GROUP BASED ASSIGNMENT 1	45
Overall Examinable Components	ECA	50
<b>Total</b>		<b>100</b>