



INTELLECTUAL PROPERTY
LAW INSTITUTE



The need for teaching IP management issues at higher education institutions: experiences from Poland and international projects

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What is IP management?

- Different dimensions
 - economic
 - managerial
 - legal
- Defining by process
 - identifying, assessing, protecting, commercializing of intangible assets
- Specifics of IP management process at High Education Institutions



HEI's and IP management

External dimension

- Teaching IP management/offering degree
- Developing knowledge on IP and IP management
- Correspondence with primary functions of universities

Internal dimension

- Managing intangible assets generated within HEI
- Third mission
 - University as an engine of innovation



Teaching IP Management

- What should be taught?
 - IP law. To what extent?
 - Economics / management
- Who is going to teach?
 - economists, lawyers, managerial scientists?
- Who should be taught?
 - Non-lawyers?
 - Entrepreneurs? Management personnel?
 - Transfer Technology Offices' staff



IP management studies in Poland

- **Launching the new degree course at Jagiellonian University**
 - joint initiative of IP Law Institute and Institute of Economics and Management
- **In a framework of Bologna process**
 - 2nd cycle – awarding a Master's degree
 - 870 lessons hours
 - 120 ECTS points
- **Rationale**
 - enhancing the educational offer
 - training of unique profession
 - answering the demands from knowledge based economy



IP management degree at UJ

- **Requirements**
 - 1st cycle graduates – other faculties related to economics, management, finances, banking, administration
 - law faculty graduates
- **Structure**
 - basic content
 - law basics, IP basics, macro– microeconomics,
 - expertise content
 - particular IP fields, technology transfer, specific economics and management issues



IP management process at HEIs

- Information, communication and awareness building
- Creating and maintaining inventories and documentation
- Searching and identifying possible value in research
- Establishing/clarifying ownership
- Assessing the value identified in research
- Evaluating and seeking protection
- Commercializing
- Revenue distributing



IP management at Polish HEIs

- Establishing internal policies
 - introducing regulations, policies, missions
 - forming TTOs
 - awareness rising
- Creating the environment at national field
 - educating
 - funding (e.g. Academic Entrepreneurship)
 - networking



Experiences from international projects



PILA



IP-UniLink



Mercury

PILA – Red de Propiedad Intelectual e Industrial en Latinoamérica

Creation of an Intellectual Property Network as a platform for exchange and interaction, with a view to modernize the IP management practices of Latin America Universities

- 18 LA countries involved, 4 European
- Associated Members EPO, WIPO, National Patent Offices

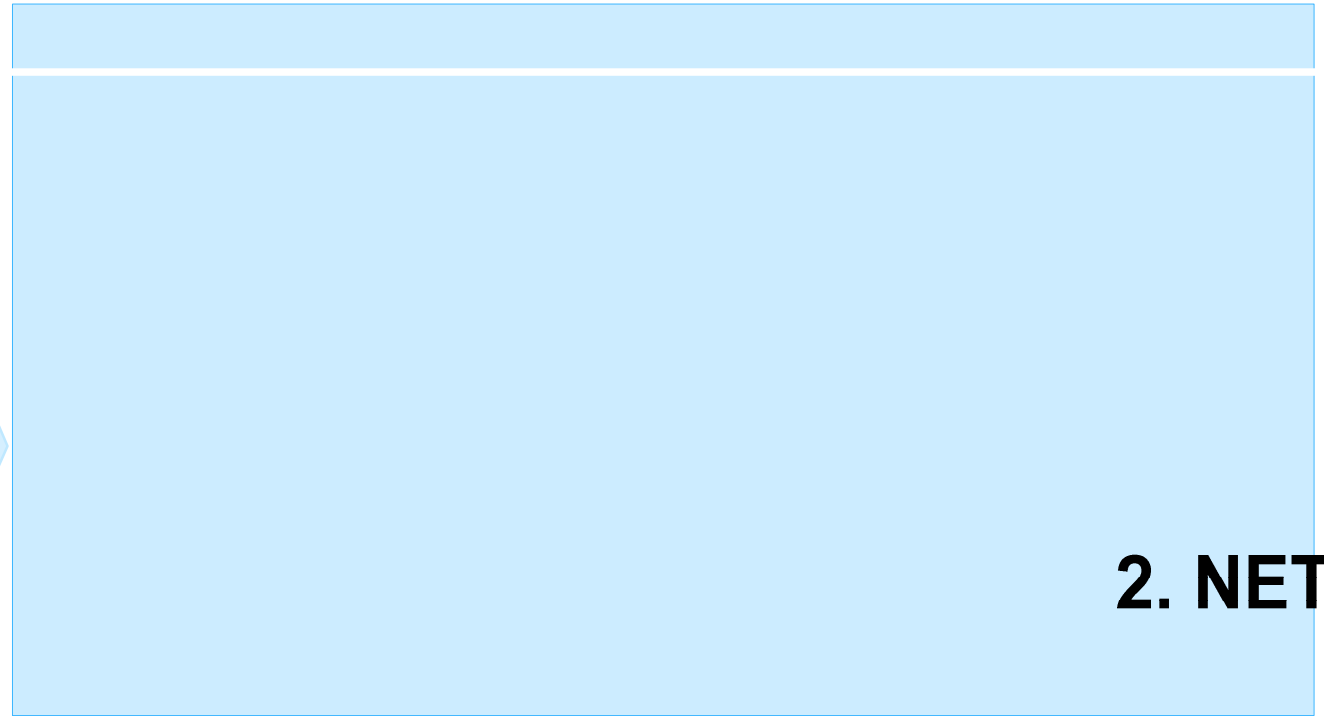
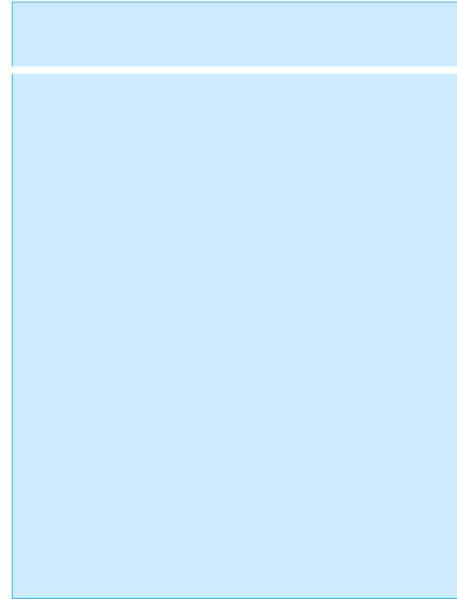
www.pila-network.org

PILA – Project Objectives

- Overall objective – **promote the modernization of Intellectual Property Management practices in higher education systems** : To at regional level (LA), with a view to enhance university–industry collaborations and contribute to economic and social development.
- Specific objective: – **establish a Regional Higher Education IP Network as a learning platform** to foster the modernization and strategic planning of IP Management practices and regional integration in HE of Latin America.

PILA – Project Activities

PILA NETWORK



2. NETWORK

2.1. Establishment of reg

2.2. Creation of sustaina

Implementation Period:
Official Start: 22.11.2008

Official End: 22.11.2011

2.2.1. Development of t

2.2.2. Delivery of trainin

1.1. Benchmarking of IP

2.2.3. IP training worksh

PILA – intermediary findings

- Benchmarking study
 - Huge discrepancies among LA countries as regards IP awareness and management of intangible assets created within universities
 - Lack of IP culture among academics.
 - IP policies, if in place, are too weak, or not well implemented
 - Qualified human resources and know-how on how to handle IP issues in knowledge transfers are scarce
 - Enforcement of IP rights, management of IP portfolios, transfer and commercialisation are the aspects that are least developed.
 - There is a clear interest in IP issues and a need for training in practical issues of IP management in HEIs.

Unilink

IP



Education and Culture

Erasmus Mundus

IP-UniLink

“Enhancing IP management in EU and BRIC countries to boost Higher Education and business links and technology transfer, with a view to promote economic and technological cooperation”

www.ip-unilink.net

IP–UniLink – Objectives

- To promote IP management practices to facilitate RTD linkages with BRIC countries and university–industry links
 - To study HE R&D trends between the EU and BRIC countries with a view to enhance the visibility of joint research and understand future developments
 - To conduct an analysis which could contribute to transparency and mutual understanding of IP management practices
 - To draft a “Good practice Guide for IP management and research collaboration between EU and BRIC countries, including Case studies”

IP-UniLink – Project structure

I. THE MACRO-LEVEL ANALYSIS

- Trends in R&D Cooperation among EU & BRIC countries' HEI
 - Most active players in EU-BRIC cooperation
 - Main areas of co-operation
 - Types of co-operation
 - Case studies

II. THE MICRO-LEVEL ANALYSIS

- IP policies and regulations
- Processes
- Culture for Innovation

III. GOOD PRACTICE PHASE

IP–UniLink – findings

- Set of examples of good practices on IP management
 - Searching the value in research
 - Assessing the market potential of IP generated
- No developed practices on IP management at cooperation and collaboration research identified
 - law attention towards IP issues



**“Towards Research and
Entrepreneurial University Models
in the Russian, Ukrainian and
Moldavian Higher Education”**

www.mercury-project.eu

Higher education of Russia, Ukraine, Moldova

Existing approaches are built on a status quo when universities provide predominantly educational services, while research is being done in Academies of Sciences.

highlighted as one of the 3 main challenges of the Russian HE in the Bologna Country Report for 2006;

Knowledge is not seen as a supreme value in possession of a university.

As a consequence intellectual property's protection and marketing are often neglected, and this results in a very weak transfer of university knowledge into economies and societies;

Legislative frameworks and supporting instruments, as well as traditions of technology transfer and entrepreneurship in education are inappropriate.

The links between Universities and major economic stakeholders are weak.

Mercury – Specific Objectives

- **To create/restructure IPR Management Offices in the partner Universities**
 - enabling them to efficiently protect and manage University Knowledge, generate more value and stimulate Technology Transfer;
- **To study and benchmark European and local experiences of University services for Technology Transfer and Entrepreneurship support, and develop recommendations for structural reforms;**
- **To improve the capacity of the partner Universities to attract financial resources for innovation activities via private–public partnerships and securing competitive funding of projects and programmes;**

Thank you for your attention!

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