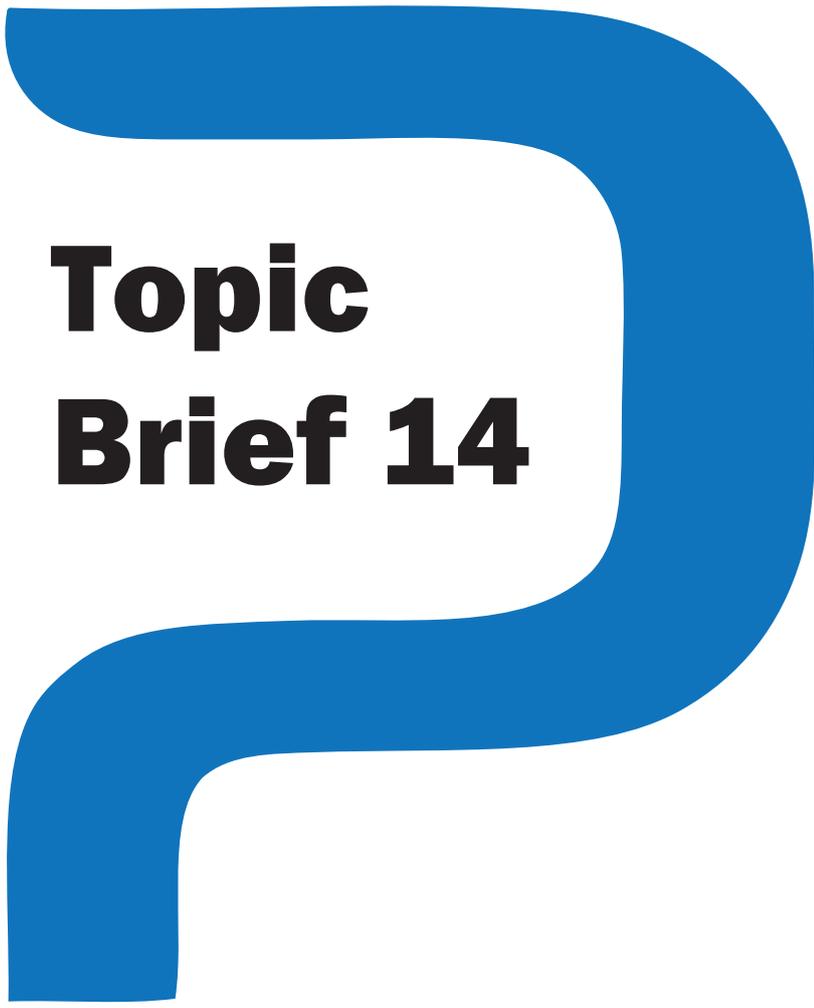
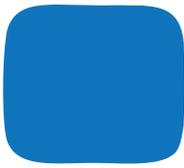




 Intellectual Property Awareness Network

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Topic Brief 14



IP in education

Brief 14



More than other intellectual property rights, copyright is relevant to all teachers, academics and students alike.

IP in education

IPAN Education Group offers a selection of providers and resources that you will find useful in the many different situations where you are looking for information on intellectual property education.

IP creators

If you are innovative, inventive or creative in your work, you create intellectual property rights and will want to learn more, or facilitate others' learning, about those rights. IPR Education helps you understand how to protect what's yours, exploit your rights commercially, and use someone else's IPR without creating a problem.

The Intellectual Property Office site <https://www.gov.uk/government/organisations/intellectual-property-office> is an ideal starting point. The self-managed 40 minute learning resource, aimed at students, with a certificate on completion is on <http://www.ipo.gov.uk/blogs/iptutor/>

The World Intellectual Property Organization has a global perspective, and interesting case studies www.wipo.org. **Creative industries resources, from Own-it www.own-it.org include IPR courses.**

Teachers and academics

Teachers and academics may be keen to know what their intellectual property rights are in respect of learning and teaching materials created in the course of their work, or in respect of journal articles or other publications.

Universities UK www.universitiesuk.ac.uk/ and the Higher Education Academy <https://www.heacademy.ac.uk/> have addressed these issues, and have helpful information.

Copyright concerns

More than other intellectual property rights, copyright is relevant to all teachers, academics and students alike. Teachers need to understand the copyright restrictions on schoolroom resources. Copying, when it is plagiarism, is a threat to academic success. Ignorance of copyright restrictions in respect of music, film and social media can lead to serious problems. Many copyright education resources are available, but Copyright User is an ideal starting point. <http://copyrightuser.org/>

Students

Students, researchers and staff who are involved in projects will want to know more about ownership and exploitation of IPR created and used in the course of their research. University technology transfer organisations provide IPR education opportunities, including the Association for University Research and Industry Links www.auril.org.uk. Much can be learnt from the recently published guide to IP asset management <http://www.ipo.gov.uk/ipasset-management.pdf> **about managing IPR in institutions**.

National Union of Students, with IPAN and UKIPO, researched student attitudes to IP (published in 2012). Findings gave a clear picture of student enthusiasm for IP awareness, particularly as they contemplate graduation and the world of work, but showed an absence of structured approaches to IP education on campus. <http://www.nus.org.uk/PageFiles/12238/IP%20report.pdf> At the time of writing, IPAN and NUS have embarked on a second research project into ‘university intellectual property policies – perception and practice’.

The UKIPO has begun the task of working with the Higher Education Quality Assurance Agency www.qaa.ac.uk/ to get IP included in QAA subject benchmarks—engineering and enterprise, so far.

Employers and employees

Employers and employees needing to learn more about the intricacies of IPR ownership and how to make the most of intellectual property will find this <http://www.own-it.org/knowledge/i-m-an-employee-who-owns-the-ip-rights> helpful, along with the IPO website.

Potential IP advisors

If you are considering a career advising others how to protect, manage and exploit their intellectual property, you will find IPR education opportunities at many universities or through the intellectual property professional bodies, some of which are detailed below.

The Universities of Bournemouth, Brunel, Manchester, Nottingham, Queen Mary UL, have IPR research centres and postgraduate programmes accredited by the Chartered Institute of Patent Attorneys www.cipa.org.uk and Institute of Trade Mark Attorneys www.itma.org.uk. Many other universities offer Intellectual Property Rights studies as part of LLM, MSc, MBA and PhD programmes. The Intellectual Property Regulation Board www.ipreg.org.uk regulates the IP professions, and is currently consulting on a revised qualification regime for patent attorney and trade mark attorney litigators to facilitate the grant of relevant rights to registered patent and trade mark attorneys. The Licensing Executives Society www.lesi.org offers IP education opportunities for professionals engaged in IPR exploitation.

Education, learning and teaching suggestions

Teachers and academics wondering how best to introduce their students to IPR and to provide education opportunities to satisfy student curiosity about this crucial business asset may find the following suggestions useful:

UK Intellectual Property Office's Think Kit http://crackingideas.com/third_party/Think%20Kit is a rich source of lesson plans, case studies and enterprise scenarios for use in schools and colleges.

The European Patent Office Academy 'Patent Kit' provides a resource for teaching students about patents www.epo.org/learning-events/materials/kit.html.

School based intellectual property education has been the focus of research. In 2014, Mike Weatherley MP (IP Adviser to the Prime Minister) published 'Copyright Education and Awareness – a Discussion Document' <http://tinyurl.com/zac3tnm> OHIM has commissioned a major research into IP education in the school curricula of the 28 Member States. <http://tinyurl.com/hxdj4ez>

European IP educators forum – developing IPR education

The European Intellectual Property Teachers Network www.eiptn.org provides a forum for sharing and developing IPR education ideas amongst university teachers who deliver IPR programmes across disciplines and faculties.

Access to further information through IPAN

The IPAN Education Group offers the above suggestions as a starting point. Numerous opportunities to acquire IPR education have, for reasons of being concise, been omitted. IPAN knows also that intellectual property rights awareness, amongst SMEs especially, could be improved. IPAN is working to encourage professional bodies to include IP education in the accreditation requirements for new members. IPAN feels UK plc's fortunes would improve if graduates left university knowing something about intellectual property rights.