

The Hebrew University of Jerusalem

Syllabus

Intellectual property and strategies for R&D commercialization - 55540

Last update 07-10-2018

HU Credits: 2

Degree/Cycle: 1st degree (Bachelor)

Responsible Department: Business Administration

Academic year: 0

Semester: 2nd Semester

Teaching Languages: Hebrew

Campus: E. Safra

Course/Module Coordinator: Eyal Bressler

Coordinator Email: Eyal@Bressler.co.il

Coordinator Office Hours: Mondays 16:00-16:30

Teaching Staff:

Dr. Eyal Bressler

Course/Module description:

The course pertains to intellectual properties, especially patents, and financial aspects thereof

Course/Module aims:

The course enables BSc students to read and evaluate patents, to focus their research and development towards an economically feasible market niche.

Learning outcomes - On successful completion of this module, students should be able to:

NA

Attendance requirements(%):

90%

Teaching arrangement and method of instruction: Oral presentations and discussions.

Course/Module Content:

NA

Required Reading:

BOOKS [all available in HUJI]

Pressman, David. Patent it yourself. Nolo, 2004.

Beginners book for non-attorneys: The art of claiming and description drafting.

Durham, Alan L. Patent Law Essentials: A Concise Guide: A Concise Guide. ABC-CLIO, 2013.

Advanced book for teaching patent prosecution, patent laws, timetables & and other administrative issues.

Sterckx, Sigrid. "Biotechnology, patents and morality." (2000).

A students-level book for those in biotech, especially genome science.

Maynard, John T., and Howard M. Peters. Understanding chemical patents: a guide for the inventor. American Chemical Society, 1991.

A students-level book for those in chemistry, material sciences, polymers etc.

ARTICLES [all available in HUJI or as PDFs]

Libecap, Gary D., and Sherry Hoskinson, eds. *Entrepreneurship and Global Competitiveness in Regional Economies: Determinants and Policy Implications*. Vol. 22. Emerald Group Publishing, 2011.

Software and Hardware issues:

- *Procuring knowledge* / Stephen M. Maurer, Suzanne Scotchmer
- *Firm strategies and trends in patent litigation in the United States* / Deepak Somaya
- *Crossing the great divide : using adverse possession to resolve conflicts between the antitrust and intellectual property regimes* / Constance E. Bagley, Gavin Clarkson
- *Incomplete contracting and the structure of R&D joint venture contracts* / Suzanne E. Majewski, Dean V. Williamson
- *Will MP3 downloads annihilate the record industry? The evidence so far* / Stan J. Liebowitz
- *Strategies that work when property rights don't* / Bharat Anand, Alexander Galetovic
- *Economic perspectives on open source* / Josh Lerner, Jean Tirole
- *Submarines and technological innovation : U.S. continuation patenting in software and biotechnology technologies in the 1980s and 1990s* / Stuart J.H Graham, David C. Mowery

Sanberg, P.R., Gharib, M., Harker, P.T., Kaler, E.W., Marchase, R.B., Sands, T.D., Arshadi, N. and Sarkar, S., 2014. Changing the academic culture: Valuing patents and commercialization toward tenure and career advancement. *Proceedings of the National Academy of Sciences*, 111(18), pp.6542-6547.

Siegel, D.S. and Wright, M., 2015. Academic entrepreneurship: time for a rethink?. *British Journal of Management*, 26(4), pp.582-595.

Chatterji, A., Glaeser, E.L. and Kerr, W.R., 2013. Clusters of entrepreneurship and innovation (No. w19013). National Bureau of Economic Research.

Kiebzak, S., Rafert, G. and Tucker, C.E., 2016. The effect of patent litigation and patent assertion entities on entrepreneurial activity. *Research Policy*, 45(1), pp.218-231.

Additional Reading Material:

NA

Grading Scheme:

Additional information:

NA