

International Intellectual Property Law Issues in Korea (IS315)

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Office Hours: by Appointment

Classroom: TBD

Class Hours: 09:00-10:40

Course Description:

This course is designed to provide a basic overview of the key legal issues involved in international intellectual property law to non-law undergraduate students while enhancing students' ability to identify and analyze new IP issues as they will undoubtedly advance along with cultural and technological enrichment. We will specifically examine a wide variety of legal and policy issues raised by the collision of international intellectual property law with social, economic and technological advances in Korea. Subject areas covered include copyright, trademark, and patent and their basic concepts. In this course, we will watch, listen or analyze many YouTube videos, music, visual art, and fashion designs then discuss IP issues therein. The diverse perspectives on global intellectual property issues from the international student body will enrich class discussion. Students' active participation is strongly encouraged.

Grading Scale:

Attendance & Class Participation	20%
Midterm Exam (either Open-Note or Take-Home)	35%
Final Exam (Open-Note)	45%

A+ : 96-100%	A : 91%-95%	B+ : 86%-90%
B : 81%-85%	C+ : 76%-80%	C : 71%-75%
D+ : 66%-70%	D : 60%-65%	F : 59% and below

Course Materials:

- No textbook is required.
- Online material will be posted at least two days prior to class.
- However, The Oxford Introductions to U.S. Law: Intellectual Property is recommended for the students' own reference (about \$11 from Amazon Kindle).
Publisher: Oxford University Press; 1 edition (February 2, 2012)
ISBN-10: 0195340604
ISBN-13: 978-0195340600

Attendance:

Class attendance is required. Attendance means arrival before the class begins and departure after the class ends. An attendance list will be circulated during class. It is your responsibility to note your attendance on the sheet. You are not to sign "in" another student. If you arrive late, you should note the time of your arrival on the attendance sheet. HUFS attendance rule will be applied.

Participation:

Active participation in class discussion helps to share diverse ideas among the students. There is no such thing as a stupid idea! I hope to see every student to be actively engage in discussing given subject matter. However, in order to ensure that there is broad class participation from everyone and to encourage everyone to keep up with the assignment readings and problems posted on line, I will be calling on students to answer questions about the assigned readings and problems.

Open-Note Exam:

Students may bring 1page (A4 paper size) of summarized class note of his or her own in Open-Note exam. Such note should not be a copy of other student's. The note can be hand written or typed and printed. Students can choose their own font size in the note. A proctor will pre-examine the note for meeting said requirements before the start of the Open-Note exam. You will sign and submit Honor Code Statement for Exams with your answer sheets.

Take-Home Exam

For a take home exam, students may use any sources including internet sources in answering questions. However, any type of cooperation with other fellow students or receiving substantially material help from others including fellow students shall be treated as an academic misconduct. You will sign and submit Honor Code Statement for Exams with your answer sheets.

Course Outline	
Week No.	
1	<p>Overview of the Course</p> <ul style="list-style-type: none"> • Class Formalities and Structure • Business Considerations for Protecting Intellectual Property in Global Industry <p>Introduction and Review of IIP and Basic legal structure of IIP</p> <p>Copyright</p> <ul style="list-style-type: none"> • Requirements for Copyright • Are you infringing someone else' copyright every day? • Why didn't <i>world star Psy</i> sue illegal users of his famous <i>Gangnam Style</i>? • Is <i>Forever21</i> allowed to copy the design of <i>Forley+Corrina</i>? • Copyright and Plagiarism issues in Korea; New creation or just another stealing? • Policy discussion
2	<p>Patents</p> <ul style="list-style-type: none"> • Requirements for Patent • <i>Samsung v. Apple</i>: what do we learn from this mega patent litigation? • How did Wright Brothers delay advancement of airplane industry? • Should we welcome cheap generic drugs?: <i>CJ (Korea) v. Pfizer over Viagra Patent</i> • How did Korea transform manufacturing industry to innovative and knowledge based industry? • Did we create Patent Trolls? • Policy discussion over enforcing strict patent rights • MIDTERM EXAM (Open-Note or Take-Home)
3	<p>Trademarks</p> <ul style="list-style-type: none"> • What is Trademark and what is the purpose? Why is Trademark considered "intellectual property"? • Requirements for Trademark • <i>Victoria Secret v. Moseley</i> • Why does McDonald aggressively defend its Trademark? • Unfair Competition within Originals and Knock-Offs and the growth of luxury goods market in Korea • Policy discussion
4	FINAL EXAM (Open-Note)