# Industrial and Intellectual Property Law

## Prof. Giulio Enrico Sironi

***COURSE AIMS AND EXPECTED LEARNING RESULTS***

The aim of this course is to provide students with the theoretical and practical knowledge needed to understand legislation on unfair competition and on the protection of industrial and intellectual property (trademarks, designations of origin and geographical indications, designs and models, patents, trade secrets, copyright). Students will learn how to apply this legislation to innovative processes within enterprises, to market competition and to communication to consumers.

At the end of the course students:

1. will have gained the ability to understand the rules on unfair competition and protection of industrial and intellectual property and the underlying rationale of legislative choices in this field;

2. will be able to apply their acquired knowledge to concretely assess which strategies an enterprise must implement to best protect its industrial and intellectual property;

3. will have gained the ability to use their acquired knowledge to autonomously interpret the rules of law regarding the topics studied and to critically assess caselaw trends;

4. will have gained knowledge of the technical terms of the course subject matter and the ability to use them appropriately;

5. will have developed learning skills that will allow them to engage in more advanced and specialized studies of the course subject matter and to acquire work experience connected to industrial and intellectual property.

***COURSE CONTENT***

1. Subject matter of industrial and intellectual property law. General rules and fundamental principles.

2. Trademarks and other distinctive signs.

3. Designations of origin and geographical indications.

4. Patents and utility models.

5. Know-how and trade secrets.

6. Registered and unregistered designs and models.

7. Unfair competition legislation.

8. Copyright.

9. Intellectual property rights on utilitarian works: software, databases and designs.

10. Jurisdictional protection of industrial and intellectual property rights and against unfair competition.

***READING LIST***

1. For points 1-7 and point 10 of the programme, students can choose:

Vanzetti-Di Cataldo-Spolidoro, *Manuale di diritto industriale*, 9th edition, Giuffrè, Milano, 2021, first part (“La concorrenza sleale”), second part (“I segni distintivi”), third part (“Le invenzioni. I modelli”), fourth part (“Processo e sanzioni”) and sixth part (“Le regole di tutela della concorrenza nel codice civile”)

or

Auteri-Floridia-Mangini-Olivieri-Ricolfi-Romano-Spada, *Diritto Industriale*, 6th edition, Giappichelli, Torino, 2020, parts I (“Il diritto industriale”), II (“I segni distintivi di impresa. Marchio, ditta, insegna”), III (“Le creazioni intellettuali a contenuto tecnologico”), IV (“I disegni e modelli”), V (“Concorrenza sleale e pubblicità”) and VIII (“La tutela giurisdizionale”).

1. For points 8 and 9 of the programme:

Auteri-Floridia-Mangini-Olivieri-Ricolfi-Romano-Spada, *Diritto Industriale*, 6th edition, Giappichelli, Torino, 2020, part VII (“Diritto di autore”).

***TEACHING METHOD***

Classroom lectures.

***ASSESSMENT METHOD AND CRITERIA***

The exam aims to assess whether and to what extent course aims and expected learning results described above have been achieved.

The exam is oral and consists of three or four questions on the different parts of the program. Through the discussion of the topics covered by the questions, the mastery of the matter and the ability to critically approach the topics studied and apply the acquired knowledge to concrete cases will be ascertained.

The mark will be determined by taking into account the following elements:

- knowledge and awareness of the topics studied;

- ability to reason critically about the topics studied, also through systematic connections between the various parts of the program;

- ability to face and solve concrete problems through the application of acquired knowledge;

- language skills and correct use of legal terms in relation to the topics covered.

The lack of preparation of an entire part of the program will lead in any case to a negative assessment.

There will be no midterm test.

***NOTICES AND REQUIREMENTS***

In the event that the sanitary situation related to the Covid-19 pandemic does not allow for in-presence teaching, distance learning teaching will be guaranteed in a way that will be communicated to the students in good time.

Further information can be found on the lecturer's webpage and in Blackboard.