



**Increasing Awareness
of Intellectual Property Rights
at Universities in the Czech Republic**

Prof. Ladislav Jaki

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Increasing Awareness of IPR at the Czech Universities

- Plan for increasing knowledge of intellectual property rights at universities in the Czech Republic
- Based on outline recommended by the European Patent Office in Munich
- Specified and amended on the basis of the "*Disseminating IP Knowledge in Universities*" workshop held by the European Patent Office and the Industrial Property Office of the Czech Republic in Prague, 2 - 3 December 2009
- On the basis of remarks from copyright department of the Ministry of Culture of the Czech Republic

Key Objectives of the Plan

- Increasing of IP Awareness
- Development of IP teaching at the Czech Universities
- Development of Innovations at the Czech Universities, cooperation with industry
- Increasing of Technology Transfer – Cooperation University/Industry
- Contribution to Economic Development and Competitiveness

IP Education directed towards

- Economics Faculties
- Law Faculties
- Technical and Natural Sciences Faculties
- Humanities Faculties
- Artistic Faculties
- Lifelong Education
- Private Universities
- Industrial Property Office
- Independent Bachelor's, Master's and Doctoral's Ph.D. studies of Industrial Property

Time Schedule of the Plan

- Preparation of Road Map proposals *October 2009*
- Road Map conference Prague *December 2009*
- Road Map specification and completion *December 2010*
- Handing over the Road Map to universities *December 2010*
- Creation of wider access to industrial property literature – IP *January 2010*
- Preparation of general IP teaching outlines *April 2010*
- Preparation of a list of textbook materials for IP teaching *May 2010*
- Preparation of a list of doctoral studies in IP *May 2010*
- Seminar for IP teachers at universities *May–June 2010*
- Continuation and kick-off of IP teaching *Septem.–Octob. 2010*
- Annual conferences and seminars on IP teaching - *according to university activities*
- Handover of a list of new IP literature *ongoing*

Preconditions of realization of the Plan

- Teaching on IP rights in all types of universities
- Specification of IP teaching in various study programs
- Understanding the needs for teaching in appropriate bodies, especially Ministry of Education, Youth and Sports, faculties and departments of universities
- Sufficient number of motivated and qualified teachers
- Sufficient informational resources and teaching materials
- Media support

Measures for Implementing of the the Plan

- Expand current teaching capacity
- Increase capacity for doctoral studies focused on these issues
- Conferences on the methods and possibilities for further steps
- Seminars - intention to support these initiatives
- Utilising cooperation with WIPO and EPO Academies, OHIM and national offices
- Expanding the number of universities planning to implement doctoral studies
- Creating a wider approach to literature on intellectual property

Realized Targets of of the Plan

- Establishment of the Depository Library WIPO at the Metropolitan University Prague, accessible to other Universities *January 2010*
- Establishment of Regional Patent Centre-PATLIB at the Metropolitan University Prague, accessible to other Universities *March 2010*
- General IP teaching outlines *April 2010*
- List of textbooks and materials for IP teaching *May 2010*
- Preliminary list of doctoral studies in IP *May 2010*
- Seminar for IP teachers at universities *June 1, 2010*

**Exposition of textbook materials for IP teaching
Hand over of standard study curriculum (REPETITORIUM)**

Forthcoming Targets of of the Plan

- Preparation of a list of IP Ph.D. studies *June 2010*
- Continuation and kick-off of IP teaching *September – October 2010*
- Annual conferences and seminars on IP teaching - *according to university activities*
- Handover of a list of new IP literature *October 2010*
- Preparation of Curricula for teaching IP rights *December 2010*

Comtemporary and forthcoming Targets of the Plan

- Starting of doctoral studies in industrial property at the Metropolitan University Prague *October 2010*
- Starting / continuing classes on IP at Universities *September - October 2010*
- Preparation of Curricula for teaching IP rights *December 2010*
- Seminar for Universities in Prague *June 2011*



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Thank you for your attention

