Course Information: Intellectual Property for Business Students 
MBA797 
Enterprise Hall 277 
M and W, 7:20-10:00 pm

Professor’s Contact Information: Richard Peet, Ph.D., J.D. 
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202 294-5033 (m) 202 672-5483 (w) 
Office Hours: M and W, 5:00-7:00 pm 
Location: Enterprise Hall 050

Course Materials:

3. Additional readings, online materials, and reference materials available on Blackboard

Program Learning Goals:

The learning goals for this course include:

1. Develop the ability to analyze a fact pattern to identify subject matter that may be protected by a patent, trademark, copyright, or trade secret;
2. Develop a business plan that includes intellectual property;
3. Develop a worldwide intellectual property strategy;
4. Manage an intellectual property budget;
5. Manage in-house and outside intellectual property legal counsel;
6. Manage launch of a new product or service that involves intellectual property; and
7. Develop an intellectual property enforcement strategy.

Course Objectives:

Students will learn to identify subject matter that can be protected by patent, trademark, copyright, or trade secret. They will learn how to secure patent, trademark, copyright, or trade secret protection and how to enforce these rights. Students will learn how to build a business plan that includes intellectual property. In the process, they will learn how to manage intellectual property issues in advance of new product and/or service launch. Students will learn strategies for valuing intellectual property, how to manage intellectual property budgets, and how to best use in-house or outside intellectual property legal counsel.
**Student Responsibilities:**

Each class will include discussion of the reading material. It is therefore important that students read the material assigned for each class including PowerPoints, textbook, legal cases, and other assigned readings. A portion of your grade will be based on class participation. A significant portion of your grade will be based on the GMU Invention Project: Intellectual Property Strategy and Impact on Business Plan. Teams of 2-4 students will select a GMU published patent application of interest to them. This project is designed to provide MBA students with practical experience in analyzing intellectual property associated with a potential business and will require good team work.

**Exams and Assignments:**

<table>
<thead>
<tr>
<th>% of Grade</th>
<th>Assignment/Exam and Date</th>
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<tbody>
<tr>
<td>10%</td>
<td>Class participation</td>
</tr>
<tr>
<td>20%</td>
<td>Mid-Term: June 27, 2011; 1.5 hours including essays</td>
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<tr>
<td>30%</td>
<td>Final: July 27, 2001; 3 hours including essays</td>
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*If a student cannot take an exam for a legitimate reason a make-up exam will be offered.

**Academic Integrity:**

GMU is an Honor Code university. Please see the University Catalogue for a full description of the code and honor committee process. The principle of academic integrity is taken very seriously and violations are treated gravely. What does academic integrity mean in this course? When you are responsible for a task, you will perform that task. When you rely on someone else’s work in an aspect of the performance of that task, you will give full credit in the proper, accepted form. Another aspect of academic integrity is the free interplay of ideas. Vigorous discussion and debate are encouraged in this course with the firm expectation that all aspects of the class will be conducted with civility and respect for differing ideas, perspectives, and traditions. When in doubt (of any kind) please ask for guidance and clarification.

**GMU Email Accounts:**

Students must activate their GMU email account to receive important University information, including messages related to this class.

**Office of Disability Services:**

If you are a student with a disability and you need accommodations, please see me and contact the Office of Disability Services (ODS) at 703 993-2474. All academic accommodations must be arranged through the ODS. [http://ods.gmu.edu](http://ods.gmu.edu)
Other Useful Services:

Writing Center: A114 Robinson Hall; (703) 993-1200; http://writingcenter.gmu.edu
University Libraries “Ask a Librarian”; http://library.gmu.edu/mudge/IM/IMRef.html
Counseling and Psychological Services (CAPS): (703) 993-2380; http://caps.gmu.edu

University Policies:

The University Catalog, http://catalog.gmu.edu, is the central resource for university policies affecting student, faculty, and staff conduct in university affairs.