

## Skill-Builders for Engineering Leaders

### Intellectual Property (IP) Module

Engineering Innovation Institute or Leadership Institute Faculty  
Herbert Wertheim College of Engineering, University of Florida

<b>Contact Hours</b>	1 hour consisting of a 50-minute session
<b>Target Audience</b>	Undergraduate and graduate students
<b>Learning Objectives</b>	<p>Students will be able to learn:</p> <ol style="list-style-type: none"> <li>1. The definitions of and types of Intellectual Property</li> <li>2. The process of protecting intellectual property at a university and in a private company setting</li> <li>3. Why intellectual property protection is necessary and how it factors into the entrepreneurial strategy</li> </ol>
<b>Session Overview</b>	This session covers the importance of Intellectual Property and the role it plays in innovation and entrepreneurship. It explores the different types of IP, explains the common misperceptions about IP and describes the process of obtaining patents and other forms of IP protection.
<b>Session</b>	
<b>Key Content</b>	<b>Approach</b>
Understanding IP and Technology Transfer	<ul style="list-style-type: none"> <li>• Discussion of intellectual property from the perspectives of the different stakeholders in the process including researchers, private companies and universities</li> </ul>
Definition of a patent and patentability	<ul style="list-style-type: none"> <li>• This section explains in detail what a patent is and what it is not. What does patentability mean and why is it important for innovators to know these concepts?</li> </ul>
Patents vs Other Forms of IP	<ul style="list-style-type: none"> <li>• Discussion of the patenting process. Comparing forms of intellectual property and the similarities and differences between them</li> <li>• Relevance and importance of patenting strategy. Use of intellectual property as a competitive advantage</li> </ul>
<b>Resources Provided</b>	<b>Assessments</b>
<ul style="list-style-type: none"> <li>• Presentation materials. Presentation materials include references to literature and articles.</li> </ul>	<ul style="list-style-type: none"> <li>• Pre and Post-assessment</li> </ul>

