

## 97-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	智慧財產權管理	Serial No. / ID	0612 / IEI4110
Dept.	工業工程與科技管理學系	School System / Class	大學日間部4年1班
Lecturer	邱紹成	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(四)1 / H540 (五)12 / H540	Language	Other

Introduction
<p>In knowledge economic era intellectual property (IP) is the essential for business success. In order to achieve a company growth, business should have a strong IP portfolio by applying for more patents. In addition, company with a strong patent portfolio is generally in a better position to negotiate.</p> <p>To maximize the value of company ' s intellectual property, company must understand how he protects current or future product positions, provides competitive advantage, and adds value through c r e a t e i v e, nontraditional applications.</p> <p>The course is designed to introduce the definition and contents of the intellectual property. Also introduce the situation of Taiwan high-tech industries including their technology innovation, international competitiveness, and threat of IP litigation. These will benefit for students to understand the IP ' s role in industry development.</p>

Outline
<ol style="list-style-type: none"> <li>1.Introduction of the major industries development in Taiwan.</li> <li>2.Creativity, innovation and entrepreneur</li> <li>3.The basic concept of intellectual property</li> <li>4.The management and application of intellectual property</li> <li>5.Technology transfer and intellectual property</li> <li>6.The environment of intellectual property progress in Taiwan.</li> </ol>

Prerequisite
nil