

# script

Problem based learning over  
space and time

EIPTN workshop 2008



Arts & Humanities  
Research Council

# Problem based learning over space and time

LLM in Innovation Technology and the Law  
launched on-line 2005

2008 Three new LLMs  
Intellectual Property  
Information Technology  
Medical Law



Arts & Humanities  
Research Council

script

# Problem based learning over space and time

my eScript Room - Windows Internet Explorer

https://www.escript.law.ed.ac.uk/myescript\_staff.asp

File Edit View Favorites Tools Help

my eScript Room



My eScript

Distance Learning with eScript

eScript Discussion  
eScript Debates  
My Annotations

Programme Handbook  
eScript User Guide

MyEd

Westlaw  
Lexis-Nexis  
Hein Online  
Library e-journals portal  
Searcher

AHRC Lectures - audio files  
eScript map

View personal profile  
Change personal profile

## My eScript space for Charlotte Waelde

Welcome to eScript, Charlotte.

[eScript Café \(opens a new window\)](#)

### About LLM - 2007/08 (your current courseview context)

#### Next steps at the end of 2007/8

As the official end of semester approaches, here are a few reminders on dates and next steps.

#### Module assessment grades

Final marks were agreed by the board of examiners on **3 June**. We will contact you very soon to report the outcome of the examiners' meeting and to let you know how to view your results online via MyEd.

A letter with your results will also be sent. Could you therefore please ensure that your postal address is correct in the personal details section of MyEd ([www.myed.ed.ac.uk](http://www.myed.ed.ac.uk) - you will need to log in with your EASE user name and password)?

#### Dissertation

The submission deadline for the dissertation is **4pm GMT on Monday 25 August 2008**.

#### Graduation

#### Teaching modules

- ▶ Intellectual property law 1: copyright and related rights
- ▶ International intellectual property law
- ▶ Information: control and power
- ▶ Law & medical ethics 1: fundamental issues in consent and negligence
- ▶ International public health law & security
- ▶ Information technology, investigation & evidence
- ▶ Intellectual property law 2: industrial property
- ▶ Managing intellectual property
- ▶ Information technology law
- ▶ Law & medical ethics 2: start & end of life issues
- ▶ Biotechnology, law & society

Done

start Internet ... Microsoft ... AHRC Centre Proposal for ... Microsoft ... EN 12:00



Arts & Humanities  
Research Council

script

# Managing Intellectual Property

The screenshot shows a Windows Internet Explorer browser window displaying the eScript website. The address bar shows the URL: <https://www.escript.law.ed.ac.uk/node.asp?ID=820>. The page content includes a navigation menu on the left, a main content area with a table of sessions, and a right-hand sidebar with additional links and information.

**Navigation Menu (Left):**

- My eScript
- eScript Discussion
- eScript Debates
- My Annotations
- Programme Handbook
- eScript User Guide
- MyEd**
- Westlaw
- Lexis-Nexis
- Hein Online
- Library e-journals portal
- Searcher
- AHRC Lectures - audio files
- eScript map
- View personal profile
- Change personal profile
- Change Password
- view Developer Toolset
- Log Out of eScript

**Main Content Area:**

of learning sessions board  
join the "Timetabling of learning sessions" discussion now

**Semester 2 module - December 2007 to March 2008**

17 December - 4 January	Orientation period	About the 'Managing IP' module
7-11 January	Session 1	Managing an IP audit
14-18 January	Session 2	Patent protection
21-25 January	Session 3	Trade mark protection
28 January - 1 February	Session 4	Employment issues
4-8 February	Session 5	Distribution & agency
11-15 February	Mid-semester break	Study leave
18-22 February	Session 6	Licensing & assignation
25-29 February	Session 7	Technology transfer
3-7 March	Session 8	Infringement
10-14 March	Session 9	Litigation
17-21 March	Session 10	Insolvency

**Right-hand Sidebar:**

- Return to About the 'Managing intellectual property' module
- Or view the other topics within About the 'Managing intellectual property' module
  - Module teaching method
  - Module assessment
  - Timetabling of learning sessions
  - Reading & learning resources
  - Preparing for session 1
- There are currently no documents associated with this page. As a staff member you can upload a Word document, PDF file, or Powerpoint presentation relating to this topic page
- Upload a file?
- There are currently no external links associated with this page. As a staff member you can add a link to this page.
- add a link?
- There are currently no questions associated with this page. As a staff member you can add a question to this page.
- add a question?



Arts & Humanities  
Research Council

script

# Introducing a case study using a wiki

## The Lost World



The screenshot shows a Windows Internet Explorer browser window. The address bar contains the URL: <https://www.escript.law.ed.ac.uk/wiki/wikiNode.asp?id=root&wiki=3&nav=off>. The page title is "Return to the Lost World - Windows Internet Explorer". The main content area features a "Lost world" header with a "CMVM WIKI" logo. Below the header, there are navigation links: "[edit wiki] [my wikis] [help] [my e-Script]". The main heading is "Return to the Lost World" with sub-links: "[edit page] [add page] [files] [show/hide tools] [history] [authors]". The text on the page reads: "Welcome to the Managing IP module wiki. This wiki is designed for the class to develop and discuss ideas prompted by the 'Return to the Lost World' case study. Each week, a new instalment in the story of Professor Challenger will be available within the wiki. You will be asked to respond to a particular problem or set of problems each week, by making a contribution to the relevant page of the wiki. The issues raised in the case study correspond to the areas covered in the module's teaching sessions." There are three sections: "Assessment" (describing how contributions are assessed), "Case study tutor" (welcoming Patricia Barclay), and "Orientation: finding your way round the wiki" (with a "Click here" link). A "Week 1: Managing an IP audit" section is also present with another "Click here" link. The browser's taskbar at the bottom shows several open applications, including Internet Explorer, Microsoft Office, and the AHRC Centre.



Arts & Humanities  
Research Council

script

# Why?

The desire to see students put acquired knowledge to practical use over space and time

Run concurrently with weekly sessions – building on knowledge acquired in sessions



Arts & Humanities  
Research Council

script

# Space and Time

## **SPACE**

Physical space between students

Closing the space between theory and practice

Closing the space between IP advisors and their clients

## **TIME**

Linking the sessions in the module together over time

Advising a client over time

Advising a client with respect to the various stages of the business over time



Arts & Humanities  
Research Council

script

# Using the wiki

- Split into groups
- Set groups
- One group
- Choose the group

## Why?

To ensure students could experience all the different roles

- Client
- Advisor
- Supplier
- Competitors
- Or other players in the scenario



Arts & Humanities  
Research Council

script

# The case study – Week 1

The screenshot shows a Windows Internet Explorer browser window with the address bar displaying <https://www.escript.law.ed.ac.uk/wiki/wikinode.asp?id=7&wiki=3>. The page title is "Week 1 - IP audit". The main content area features a navigation menu with links for "home", "week 1", "week 2", "week 3", "week 4", "Week 5", "Week 6", "Week 7", "Week 8", "Week 9", and "Week 10". Below this, there are links for "week 1 group A" and "week 1 group B". The main heading is "Meet Professor Challenger", followed by a paragraph of text: "Professor Challenger has returned to Edinburgh after several years exploring the Amazon. A gifted raconteur he has been able to command substantial fees on the lecture circuit, his colourful and controversial autobiography has proved a best seller and the sale of the serialization rights has further swollen his bank balance. However, he views these riches as the mere tip of the iceberg compared with what he expects to make from the commercial exploitation of various samples he has brought back with him and the ideas he has had during his travels." This is followed by another paragraph: "He is interested in investing in (and ultimately taking over – although he is keeping that to himself for the meantime) a small, well-equipped biotech company on the outskirts of the city. This was founded by an old friend of his, Professor Nemo, who had sold out to a Russian company two years before and has apparently retired to Florida. Under the new management the company has concentrated on cardiovascular products based on fish oils but Prof Challenger believes that the earlier work of Prof Nemo indicated a potential in anti-infectives which has been overlooked. The company has several products on the market including EVALAN that has been licensed in from Jones Medical Ltd and a recently launched generic. (A generic is a medicinal product that is usually unbranded and marketed by a company that did not invent it after the patent on the original product has expired)" and a third paragraph: "The Russian owners (who unbeknown to the Professor are facing a cash crisis) agree in principle to selling 51% of the shares in the company. Prof Challenger has proposed contributing certain rights to his intellectual property to the company in lieu of part of the purchase price." Below this is a section titled "Activity" with the text: "Prof Challenger and the current owners will both want to carry out certain investigations. Whom should each involve and what should be their respective key questions?". The browser's taskbar at the bottom shows several open applications, including Internet Explorer, Microsoft Office, and the AHRC Centre. The system tray shows the time as 12:09.



Arts & Humanities  
Research Council

script

# The case study – Week 4

**Week 3: Trade mark protection**

**You are not a wiki user**

[home](#) | [week 1](#) | [week 2](#) | [week 3](#) | [week 4](#) | [Week 5](#) | [Week 6](#) | [Week 7](#) | [Week 8](#) | [Week 9](#) | [Week 10](#)

The development work has gone well over the years: the syringe has been out licensed and the royalties have funded work on the pharmaceutical projects while a refocused sales force has massively increased sales. Other partners have been brought in and the Russians' shareholding reduced to 15%.

Prof Challenger is now thinking towards the commercialization of some of the projects in development. He has in mind assigning trademarks to them ahead of any licensing or distribution discussions although he has been told that marketing companies often prefer to choose their own marks. He has looked at the UK Register on line in Class 5 and was pleased that none of his favoured choices were registered. He sends his list to the trade mark agent with a curt note to get them registered:

VANDEN (MC357) for a treatment for Dengue Fever

ALLCURE (MC289) for an antibiotic

MORTTU (MC346) for an antifungal

GEOCHAL (MC172) for an antifungal (Prof Challenger has not told anyone but he thinks this could be used in shampoos and over the counter foot creams – he is planning to do a deal outside the company on this)

He did note a registration for GEOCHAN for an anaesthetic product filed in 1984 but he has never heard of the product. He is familiar with a cold remedy marketed by Jones Medical under the name VAMDAM but it did not show up on the search. He would be surprised if it were sold outside the UK and Ireland.

word count = 6898 (approx)

search wikis:  this  or all

Back to EEMeC

Pages in this Wiki

Files for this Wiki

Authors for this Wiki

CMVM Wiki ©2008 MVMLTS, The University of Edinburgh



Arts & Humanities  
Research Council

script

# Assessment

10% participation in case study  
10% for a reflective piece

- In what ways has your participation in the case study informed your thinking about the practice of managing intellectual property, or your ideas of how such intellectual property management occurs?
- What have you learned about the processes involved in giving advice over time?
- How have you benefited (how might you have benefited more) from your involvement in the case study?
- How has it influenced or shaped your interaction with clients and ways of giving advice or how might it so influence and shape your interaction?
- Comment also on the extent to which you think that your work on the case study, using the wiki tool, has facilitated this learning experience.



Arts & Humanities  
Research Council

script

# Comments

## **Students learned a great deal about the practice of IP law.**

- Theoretical and policy info applied in a simulated environment in ways similar to how a real client's problems would be addressed in practice.

## **They acknowledged the different roles and perspectives involved.**

- Clients may be mistrustful and secretive – you need to know the right questions to ask.
- Value in considering different perspectives on hands-on problems.
- Need to seek advice from other patent agents and lawyers.

## **And generally saw the bigger picture.**

- The exploitation of IP rights depends on a multitude of factors besides the law.
- Glimpse into huge array of contentious issues that the average business might encounter when seeking to protect their products.
- Never ceased to amaze me how many various angles had to be considered in order to operate soundly in the client's best interests.



Arts & Humanities  
Research Council

script

## **They grasped the time factor**

- Pace was fast & furious, like the real world – an attorney often does not have luxury of time to research and then respond; need to prioritise client matters in the wiki such as in the real world.
- Development over time mirrors real like management of a client's portfolio.

## **They learned from each other.**

- Watched and learned from the experience of fellow students.
- Insights from veterans' years of experience; fresh perspectives from novices.

## **While having to find a balance between focus and breadth of outlook.**

- Dilemma whether to spend time analysing the issues and providing a preliminary and instinctive response
- Tension between focus and diversity of possibilities within the scenario

## **Some wanted more time.**

- I needed to do reading first before responding and my points may already have been made. My solution was to add contributions without reading others first – at least I could then apply my knowledge although this meant missing out on the interactive element.
- Try alternate weeks for case study and normal discussion.



Arts & Humanities  
Research Council

script

### **Some liked the group work.**

- When a group is allowed to tear a problem to pieces, a greater variety of solutions appear. With this approach the actual best solution (rather than a familiar solution) can be discovered.
- Group selection strategy was successful as it stopped the urge to pick the most comfortable group based on experience, and vice versa being able to choose on some occasions.

### **But felt that more consistent participation by more students was needed.**

- I would have benefited more if students had posted more.



Arts & Humanities  
Research Council

script

# The wiki

- Not really used 'as a wiki'
- Does it matter?
- Pedagogical approach should determine use of technology
- Technology should not drive pedagogical approach



Arts & Humanities  
Research Council

script

# Problem based learning over space and time

Charlotte.Waelde@ed.ac.uk



Arts & Humanities  
Research Council

script