

**Intellectual Property Strategy and Management  
University of Houston Law Center  
Spring 2012**

**Professor Gavin Clarkson**

Room TUII 117

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**Class time:**

Tuesdays and Thursdays

1:00 pm – 2:20 pm

**Office Hours:**

by appointment

**Course Description**

This 3-credit course examines the legal and managerial issues facing an IP or information-based organization from its startup phase through either an initial public offering (IPO) or an acquisition by another firm. The course will cover a range of topics including forming the initial venture and structuring its ownership, obtaining financing, operating the venture, maintaining corporate records and databases, and developing and pursuing an exit strategy such as IPO or acquisition. These topics will be explored in the context of organizations whose primary assets are intangible, and thus the course will comparatively examine the various forms of intellectual property protection available for the informational assets of an organization. The course will emphasize heavily a variety of transactions in intellectual property, such as licensing and technology transfer, using a series of case studies.

**Grading Criteria**

100% Final Examination

Note: At the professor's discretion, class participation can affect the final grade up or down by up to 1/3 of a letter grade

**Reading Assignments**

A list of assignments for the full semester (subject to change) follows. Most reading will be in either Bagley & Dauchy, *THE ENTREPRENEUR'S GUIDE TO BUSINESS LAW*, 4<sup>TH</sup> ED. (Cengage Learning, 2012) or the coursepack containing the various case studies. Other assignments will be posted online or will be in a course supplement.

## Course Schedule

- Class 1 Introduction
- Class 2 Informational Assets - Patents and Trade Secrets  
B&D Chapter 14
- Class 3 Informational Assets - Copyrights and Trademarks
- Class 4 Informational Assets  
X-IT and Kidde (A), HBS 803-041
- Class 5 Informational Assets  
Marvel Enterprises, Inc., HBS 505-001
- Class 6 Informational Assets and Infringement Risk  
Southern States Communications, HBS 806-170
- Class 7 Forming a Firm  
B&D Chapters 1, 2, and 3
- Class 8 Informational Assets of the Firm  
Cadence vs. Avant! (A), Stanford E-61A
- Class 9 Introduction to Strategy  
Competition and Business Strategy in Historical Perspective, HBS 798-010  
Michael Porter, How Competitive Forces Shape Strategy, HBR Mar/Apr 1979  
Michael Porter, What is Strategy, HBR Nov/Dec 1996
- Class 10 IP and Standards  
Wi-Lan, Babson BAB103
- Class 11 IP and Standards  
Rambus Inc., 2004, HBS 704-500
- Class 12 IP and Strategy  
QUALCOMM, Inc. 2004, HBS 705-401
- Class 13 IP and Strategy  
The Rise and Fall (?) of Palm Computing in Handheld Operating Systems, HBS  
703-519
- Class 14 Midterm exercise  
Time Warner and the ORC Patents, IVEY 901M59

- Class 15 Information Strategy  
Learning from LeapFrog: Creating Educational and Business Value, HBS 804-062
- Class 16 Information Strategy  
Black Duck Software, HBS 806-121
- Class 17 Incorporation and Ownership Structures  
B&D Chapters 4, 5, and 6
- Class 18 Corporate Finance and Accounting  
Accounting Framework, Financial Statements, and Some Accounting Concepts, HBS 193-028  
Introduction to Financial Ratios and Financial Statement Analysis, HBS 193-029
- Class 19 Valuation of IP Assets  
Intellectual Asset Valuation, HBS 801-192
- Class 20 Decision Analysis  
Jackson, et. al, Analytical Methods for Lawyers, pp. 1-33
- Class 21 Decision Analysis  
Merck & Co.: Evaluating a Drug Licensing Opportunity, HBS 201-023
- Class 22 Raising Money, VC to IPO  
B&D Chapters 7, 13 and 17
- Class 23 Venture Capital  
BitTorrent, HBS 806-169
- Class 24 Initial Public Offering  
Preparing for the Google IPO: A Revolution in the Making? IMD 185
- Class 25 Business Method Patents  
Priceline.com vs. Microsoft (A), HBS 802-074
- Class 26 Information Security  
The iPremier Co.: Denial of Service Attack (A), HBS 601-114
- Class 27 Information Privacy  
DoubleClick, Inc.: Gathering Customer Intelligence, IVEY 901E05

### **Final Exam**