



International Intellectual Property Law

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The aim of the course

Intellectual property is traditionally understood as the product of the creative mind, of creativity: it includes inventions, literary and artistic works, as well as signs, names, images and forms used in commerce. Creating these intangible assets requires creativity, expense, and investment, but by their nature they are easy to copy. Recognizing this, the legal protection of these goods has evolved over the course of legal development. This legal protection has a double purpose: on the one hand, legal protection must have an incentive effect on the creation of intellectual property and, on the other hand, it must ensure that the owners of inventions or other works receive appropriate moral and material recognition for their activities. However, this must be achieved in such a way that members of the public are not unnecessarily excluded from the use of these products.

As information is an ever-growing source of commercial value in the modern economy, it is not surprising that intellectual property is also a rapidly evolving and growing field of law. **Copyright** has long provided a solid legal ground for classical works such as literature, music, film. However, the possibilities of new technology must be further developed and adapted in order to maintain the social balance between the creator and the user described above. **Trademarks** play a central role in business communication, effective advertising and marketing, while helping and facilitating consumer orientation in the consumer society. And **patents** sustain important industries such as the pharmaceutical, biotechnology, and computer industries in the broadest sense. Patents provide innovative economic operators with a return on their innovation investment.

The aim of the course is to give students an overview of the most important areas of intellectual property law. In addition to introducing students to the most important legal regulations on copyright, trademarks and patents, the course would place a special emphasis on the challenges of the present age in this area of law, be it technology (e.g. technology copying, storage, AI) or social (e.g. pirate parties). We examine the economic, social, cultural, political, and technological influences that affect the development of this area of law.



Course topics

1. Introduction to intellectual property law: basic concepts, international convention background

2. Copyright:

- a. Basics of copyright protection: international conventions, the system of EU copyright directives and Hungarian law
- b. Basis of copyright protection: author and types of works
- c. Copyright, limitations of copyright
- d. License agreements, the licensing system

3. Trademark law:

- a. Basics of trademark law: international conventions, the system of EU trademark law and Hungarian law
- b. The concept and protection of trademarks and trade names, including international and European Union trademarks
- c. Registration and other trademark procedures
- d. Domain names

4. Patent law:

- a. The concept, protection and registration procedure of a patent

5. Rules of enforcement

- a. Civil, criminal and customs enforcement
- b. Relationship between the Code of Civil Procedure and sectoral laws

Literature/Textbook/Materials

WIPO Intellectual Property Handbook: Policy, Law and Use

Respective international treaties, EU directives/regulations and Hungarian laws including their ministerial explanations

Assessment/exams

Oral (20 minutes) or written (5-6 pages) presentation of an IP topic chosen by the student