

NEW

100% online!

# Master 2

## Applied Intellectual Property Law



Center for International

**Intellectual Property** Studies | CEIPI

University of Strasbourg

## Introduction

In our modern world, Intellectual Property serves as the driving force behind progress, safeguarding economic development and encouraging creativity. In a global economy that is increasingly driven by innovation and knowledge, Intellectual Property Rights are crucial.

If intellectual property issues are social, cultural and economic, intellectual property rights are assets for the companies and creators themselves. In that perspective, as in the same activity, service or product, different IP rights might be involved, cross-Intellectual properties legal expertise is often required.

This master's program meets a need for specialized legal expertise in intellectual property and cross-disciplinary issues. Building on the success of the Masters created at CEIPI since 1975, this new program aims to meet the growing demand from professionals. It offers participants the opportunity to explore all the legal dimensions necessary to master intellectual property law in its entirety.

The course is delivered online, featuring group work, workshops and case studies throughout the year.

Upon completion of the course, participants will have acquired not only an in-depth knowledge of intellectual property law but also an understanding of conventional international intellectual property law, IP management and internet liability law.

# Curriculum

This master's degree offers a cross-disciplinary, practical approach to intellectual property law. The program is structured into 6 teaching units.

## 1 International Law

- Understand the fundamentals of International IP Conventions.
- Develop a thorough comprehension of international treaties (e.g., Paris Convention, Madrid Protocol, Lisbon Agreement, TRIPS Agreement).
- Gain hands-on problem-solving experience through practical examples.

## 2 Acquisition and protection of creations

- Understand legal principles for analyzing complex situations involving inventions, works, designs (in French, US and EU laws).
- Gain a precise overview of the EU legal landscape regulating patent, copyright and design
- Gain hands-on problem-solving experience through case studies.

## 3 Distinctive signs

- Acquire a precise understanding of legal rules (in French, US and EU laws) governing distinctive signs.
- Analyze and interpret landmark judicial decisions from various jurisdictions, understanding their precedential value and implications for new cases
- Apply complex regulations related to identification, differentiation and communication in commerce and the digital world through case studies.

## 4 Copyright and content produced with AI

- Master the regulation of IP contracts law.
- Develop IP strategy and specific strategies for licensing IP assets.
- Acquire specific skills in contract negotiation and drafting contractual clauses.

## 5 AI, designs, trademarks, and other IP rights

- Identify IP infringements and master IP rights defense.
- Understand rules of intermediary services liability.

## 6 Summary note

- Conduct in-depth research on one specific issue relating to IP rights.
- Strengthen analytical, methodological, and academic writing skills

## **Educational Methodology**

This program relies on an educational approach designed to equip students with the critical and collaborative skills necessary for the legal analysis of complex IP situations.

The curriculum emphasizes active, communicative, and collaborative teaching methods: rather than merely transmitting knowledge, various educational activities incorporate techniques of active learning, such as problem-solving, discussions, group work.

Throughout the training, students are encouraged to work on concrete projects (simulations, case studies) that foster constructive exchange, co-creation of solutions, and critical reflection on the complex issues involving intellectual property rights

## Speakers

**Elodie Migliore** (Research assistant, PhD-cand., CEIPI, University of Strasbourg) | **Yann Basire** (Associate Professor and CEIPI Director) | **Julien Cabay** (Professor, Université Libre de Bruxelles) | **Valérie Baussant** (Director, Head of the Patents Department at the INPI) | **Stéphanie Carre** (Associate Professor at CEIPI, Coordinator for the LL.M.s « Droit européen et international de la propriété intellectuelle » and « Applied IP Law ») | **Carlos M. Correa** (Executive Director of the South Centre and Professor at University of Buenos Aires) | **Diogo Costa-Cunha** (Associate Professor, CEIPI) | **Isabelle Boutillon**, CEIPI Lecturer, formerly World Intellectual Property Organization (WIPO) | **Jean-Marc Deltorn** (Professor / Coordinator for Training and Scientific Projects, CEIPI) | **Laurence de La Gorce** (Head of the Designs and Models Department at the INPI) | **Séverine Dusollier** (Professor, Political Science, Paris) | **Luc Dessaunettes** (Doctor of Law, Research Assistant, and Adjunct Lecturer, Université de Louvain, Belgique) | **Andreas Dilg** (European patent attorney and partner at DHS in Munich, Director of the International Section) | **Neil Greenblum** (Founding Counsel, GREENBLUM&BERSTEIN Firm, USA) | **Jeffrey Handelsman** (Off Counsel, GREENBLUM&BERSTEIN Firm, USA) | **Ronan Hardouin** (Lawyer, Cabinet Juriscom.Law, Paris) | **Christopher Heath** (Member of the Boards of Appeal, European Patent Office, Munich; Professor of Industrial Property Law, Maastricht University.) | **Olivier HOARAU** (Head of the Trademarks Department at the INPI) | **Didier Intes** (IP Counsel, Cabinet Beau de Loménie, Paris) | **Camille Jalicot** (Associate Professor, Co-Manager of the URFIST Bordeaux) | **Caroline Le Goffic** (Professor, Université Paris Descartes) | **Franck Macrez** (Associate Professor and Director of CEIPI's Research Laboratory) | **Paul Maier** (Former director of the European Observatory on Infringements of Intellectual Property Rights – EUIPO) | **Pierre Massot** (Attorney, Cabinet Arenaire, Paris) | **Stefan Martin** (Member of the Boards of appeal, EUIPO) | **Pilar Montero** - Director of the Alicante Master's program in Intellectual Property and Digital Innovation | **Alexandre Nappey** (Attorney, Cabinet SCAN Avocats, Paris) | **Alexander G. Würzer** (Director, Steinbeis Transfer Institute for Intellectual Property Management at Steinbeis Akademie; Managing Partner, WURZER & KOLLEGEN GmbH)

# Practical information

## Language:

This Master program is proposed in English. A sufficient level of proficiency in English (B2) is expected.

## Teaching modalities:

The entire course can be attended remotely. Nevertheless, attendance and active participation in classes and all related training activities is mandatory. One inaugural session is offered in Strasbourg.

## Examination:

Each of the six units will be assessed through at least one examination. Completion of the Master 2 program requires the submission and successful defense of a final dissertation.

## Fees:

Continuing education (including university fees): 5350 €

## Website and contact:

For more information, see the dedicated page on the university website:  
<https://formations.unistra.fr/fr/formations/master-MAS/master-droit-de-la-propriete-intellectuelle-ME97/applied-intellectual-property-law-m2-uniquement-formation-continue-LGNS1MFF.html>

For questions related to the educational program and registration please contact:

email: [aipl@ceipi.edu](mailto:aipl@ceipi.edu)

## Direction:

Stéphanie Carre