

Imparting understanding  
of key IP issues to  
Masters students in the  
auto industry

*Cranfield*  
UNIVERSITY

Ian P. Hartwell PhD EPA CEng

Honorary Research Fellow  
Engineering Intellectual Property Research Unit  
School of Engineering, Cranfield University, UK

Visiting Research Fellow  
Centre for IP Policy and Management  
Bournemouth University, UK

© IP Hartwell 2011

[www.cranfield.ac.uk](http://www.cranfield.ac.uk)

## MSc Automotive Product Engineering

*“A very well-established course that has excellent industrial links and an outstanding record for the employment of its graduates”*

- 1 year, full-time course set up in 1960 with the support of UK's Society of Motor Manufacturers and Traders
- Up to date, balanced and relevant to equip students with the skills and knowledge required by leading employers
- Graduate engineer intake, 35 students in 2010/11 from EU, Asia and Americas.

## Key IP issues in the auto industry

On the basis of personal experience both as in-house IP manager and consulting EPA, in two hours available lecture time:

- IP remedies and their commercial significance
- Types of subject-matter protected by IP laws
- Criteria for patentability
- Espacenet database

WHY DOES IP  
MATTER?

WHAT IS  
COVERED?

WHAT MUST I DO?

## Illustration using case studies

- IP remedies

- Types of subject-matter

- Criteria for patentability

- Espacenet database

	<b>Paice v. Toyota</b>	<b>Antonov v. Toyota</b>	<b>KSR v. Teleflex</b>
	Damages and threat of injunction leading to licence	Injunction for failure to take licence	Injunction against infringement by competing product
	Patent	Patent	Patent
	Failed attempt to invalidate patent for lack of novelty	Invalidated for lack of novelty	Invalidated for lack of inventive step

## Assessment: Design Project

*12-week duration, groups of 10 students*

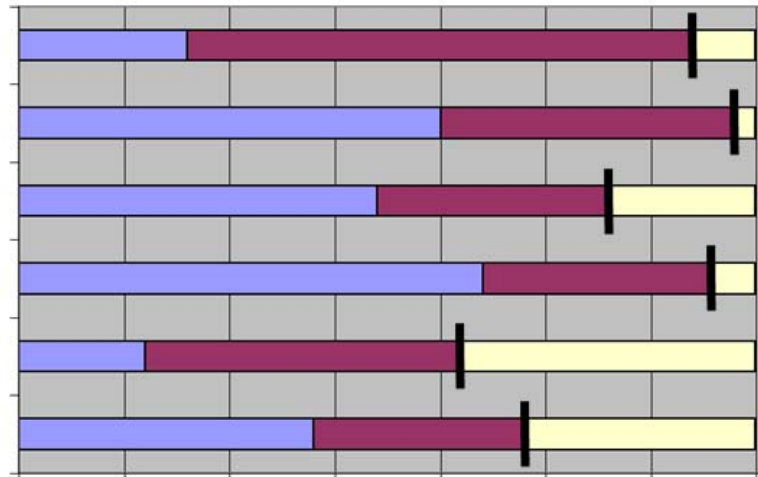
### **IP Module**

1. identify an aspect of design warranting protection  
*(justify choice)*
2. identify/summarise prior art document of relevance  
*(justify search strategy)*
3. identify differences
4. comment on novelty/inventive step
5. recommendation on how best to protect aspect

## Adoption of key IP issues

### LEVEL OF ADOPTION

1. identify design aspect  
(justify choice)
2. identify/summarise prior art  
(justify search strategy)
3. identify differences
4. comment on novelty/IS
5. recommend protection



Imparting understanding  
of key IP issues to  
Masters students in the  
auto industry

*Cranfield*  
UNIVERSITY

THANK  
YOU

Engineering Intellectual Property Research Unit  
School of Engineering  
Cranfield University  
Cranfield, Bedford, MK43 0AL, UK

[i.hartwell@cranfield.ac.uk](mailto:i.hartwell@cranfield.ac.uk)  
[www.cranfield.ac.uk/soe/departments/ipresearch/](http://www.cranfield.ac.uk/soe/departments/ipresearch/)

© IP Hartwell 2011

[www.cranfield.ac.uk](http://www.cranfield.ac.uk)