

BUL 6930: Legal Aspects of Technology **Management**

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Canvas and Contacting Me

I employ the Canvas course management platform. There are many advantages (and, unfortunately, several disadvantages) to using Canvas including improved course management. Please, ask you questions on the Discussion Board on Canvas and do not e-mail me directly. This is so that the entire class may benefit from the answers. We (myself and my assistant) review the Discussion Board on a daily basis. Of course, if the question is a personal nature you may e-mail me directly.

Class Web Page Problems

I cannot help with any of the technical issues. But the computer technicians can help—and the feedback I get from the students is that they are a lot of help! So, if you have a problem, please contact the technology services area.

Course Materials

TEXT:

Lee Burgander, Deborah E. Bouchoux, *The Legal Aspects of Managing Technology* (5th ed. South-Western Cengage Learning 2011)

Other materials will be distributed electronically. It is your responsibility to check the course website for supplemental materials

Scope of the Course

This course focuses on the law of intellectual property (IP), which accounts for about one-third of U.S. GDP. The U.S. is also the world's largest exporter of intellectual property rights (IPR), technology, and business know-how. The course will immerse the student in the law of IPR, covering such areas as patent, trademarks, copyrights, trade secrets, and database protection, as well as selected IP licensing issues. Inherent in this acquired knowledge base will be an examination of how best to manage such property and the dangers posed by others to the value such rights produce.

Viewing Lectures

IMPORTANT: Reading material in advance is essential so you are familiar with the conceptual frameworks to be discussed in the video lectures. The lectures cover almost all of the materials in the reading, but not all of the materials in the assigned readings. More importantly, material will be covered in the lectures that are not found in the textbook readings, but these topics do appear in the PowerPoint Presentations, Worksheets, and other “Supplemental Materials.” Therefore, be sure to read the assigned Chapters, as well as review the PowerPoint Presentations, Worksheets, and Supplemental Materials prior to watching the video lecture. This approach is essential for success in the course. It is imperative that you take notes for quiz purposes.

What to Expect

The reading assignments indicate the breadth and scope of the subject matter. The final grade will be based on the following:

Total Available Points: 1050 Points

A. Three Online Quizzes: 150 Points Each (Total: 450 points)

B. Problems Sets: 1 & 2: 200 points each (Total: 400 points)

C. Final Quiz: 200 Points

Ethical Rules for Quizzes & Problems

The Quizzes and Problems are to be the sole written product of the individual student. There is to be no communications between students relating to the above assignments.

Schedule, Scope & Due Dates:

A & C: 2 Quizzes & Final Exam: There will be 3 online quizzes covering the first half of the course and a Final Exam covering the second part of the course (non-cumulative). The quizzes and final exam consist of True/False, Multiple Choice, and “Matching” (connect items from left column to items of right column) types of questions.

The quizzes are non-cumulative but there might also be some slight cumulative aspects to it, too. This is due to the fact that some concepts may be discussed more than once in the course (in this sense, they are not really cumulative in nature). Most of the quizzes questions will be taken from the lectures and worksheets or PowerPoints. In order to excel in the course you should take copious notes, using the worksheets and PowerPoints provided. The bulk of the quizzes will be taken from this coverage. On each quiz, there will be at least some questions taken from the book and required supplements that I have may have not talked about in class. This is to make sure you read the required materials. I try to have a relatively equal amount of questions directed at the major areas covered in the course.

Final Exam (30%) (December 3rd). This will be an in-class non-cumulative exam covering the material in the second part of the course. It will be made up of a series of objective questions including true/false, multiple choices, and matching exercises. The final will be given the final day of class. The exam will be open textbook, but closed everything else, such as outlines, notes, other course materials, etc.

Quiz 1 (150 Points): **Module 1: Parts 1 & 2**

Opens at noon on Friday, Sept. 2nd & closes at Midnight on Monday, Sept. 5th (no exceptions)
Allotted Time: 2 hours (from first opening of session) Note: the latest you may open the exam and get the full 2 hours is at 10:00pm on Sept. 5th.

Quiz 2 (150 Points): **Module 2: Parts 1 & 2**

Opens at noon on Friday, Sept. 23rd & closes at Midnight on Monday, Sept. 26th (no exceptions)
Allotted Time: 3 hours (from first opening of session)

Note: Problem #2 due before Quiz #3: Friday, Oct. 7th (noon); closes: Monday, Oct. 10th (midnight), SEE BELOW.

Quiz 3 (150 Points): **Module 3: Parts 1 & 2**

Open at noon on Friday, Oct. 14th & closes at Midnight on Monday, Oct. 17th (no exceptions)
Allotted Time: 3 hours (from first opening of session)

Problem Sets 1 & 2 (Total: 300 Points)

IMPORTANT: Please, type the answers to the problems on a word document and NOT directly into the online answer box. This serves 2 purposes: (1) The grader can then insert comments directly into your answers, which will provide you some feedback (model answers will also be provided) and (2) You will have a copy of the answer that you should save in case there is a technological problem.

Write Clear, Concise Answers: Using as many of the Concepts (lectures and readings) covering that area of law. Limit answers to each problem to  no more than 750 words!  The grader of the problems will “STOP” reading once she gets to the 751st word! The key is to edit out unnecessary language, redundancy, & pack your answer with strait forward analysis of the law and its application to the facts of the Problem.

Problem 1 (150 Points)

Opens: Friday, Oct. 7th (noon); closes: Monday, Oct. 10th (midnight)
Allotted Time: 3 hours (ONE session only; once close problem you cannot return to finish)

Problem 2 (150 Points)

Opens: Friday, Nov. 4th (noon); closes: Monday, Nov. 7th (midnight)
Allotted Time: 3 hours (ONE session only; once close problem you cannot return to finish)

Final Exam: Module 4, Parts 1 & 2 (300 Points): **December 3rd**

Allotted Time: 1 hour & 40 minutes (approx.)

Grading Scale: A = 4.0: 940 points or above; A- = 3.67: 900 Points; B+ = 3.33: 870 Points; B = 3.0: 820 Points; B- = 2.67: 780 Points; C+ = 2.33: 740 Points; C = 2.0: 700 Points; C- = 1.67: 675 Points; D+ = 1.33: 630 Points; D = 1.0: 600 Points; D- = 0.67: 575 Points; E = 0.0: 574 Points or below

A Note on the Instructor

Dr. DiMatteo is the Huber Hurst Professor of Contract Law & Legal Studies, past Chair of the Management Department, and former Editor-in-Chief of the *American Business Law Journal*. He teaches courses in the legal environment of business, commercial law, law for entrepreneurs, international business law, and Legal Aspects of Technology Management. Dr. DiMatteo is a graduate of the Cornell and Harvard Law Schools. He also has a PhD in Business & Commercial Law from Monash University (Australia). Dr. DiMatteo is the author or editor of 10 books and has over 80 publications. His most recent books include *International Sales Law: Contracts, Principles & Practice* (C.H. Beck, Nomos & Hart Publishing 2016); *Comparative Contract Law: British & American Perspectives* (Oxford University Press 2016); and *International Sales Law: A Global Challenge* (Cambridge University Press 2014). He was named the 2011-2012 University of Florida Teacher-Scholar of the Year. In 2011 and 2014, he was named the Hough Graduate School Teacher of the Year and is a former Fulbright Scholar.