



## The University Course "Protection of Intellectual Rights" in the Training of a Corporate Lawyer

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### Abstract

*We are surrounded and continuously interact with intellectual property. The legal regulation of intellectual property is designed to facilitate the process of effective management of innovation processes. The essence of the legislation in the field of patent and copyright law allows innovative-active enterprises to provide competitive advantages, improve the innovation climate, create conditions for the widespread use of innovative results, and obtain appropriate profit from the sale of products. A corporate lawyer is not just a legal adviser; it is a member of the management team and a full member of the enterprise strategy development. The primary task of the lawyer in this area is to help develop the business, to ensure that it is within the framework of the law, it works efficiently and makes a profit. The accelerating development of information technology has a significant impact on the use, protection, and protection of intellectual property. The emergence of social networks, the growing number of mobile devices and applications, the ever-increasing bandwidth of information channels, and the changing behavior of consumers force copyright holders to revise their strategies and models for the distribution, commercialization, and control of the intellectual property in the electronic environment. Undoubtedly, these processes necessitate the training of highly qualified personnel in the field of corporate law. Intellectual property law is the youngest and most dynamically developing legal institution. The course "Protection of Intellectual Rights" is to be studied in a Master's program based on previously acquired legal knowledge in the field of civil law and other related areas of law. One of the main goals of this course is the in-depth professional training of students, the formation of a holistic and systematic understanding of how to protect intellectual rights, the development of skills for independent analysis of legal situations and the adoption of legally competent decisions on disputes related to the protection of intellectual rights.*

Keywords: *intellectual property protection, corporate lawyer, educational process, master's program*

### 1. Introduction

In organizing and conducting business, the role of a corporate lawyer is one of the essential. Most companies around the world are organized according to the corporate type, which necessitates the training of highly qualified personnel in this field. The digital revolution and the widespread introduction of new technologies contribute to the active development of economic ties and trade at the global level [2]. The importance of intellectual property in market relations significantly increases, causing additional competition. In recent years, the phenomenon of the commercialization of intellectual property has become widespread. It represents the process of involving intellectual property in economic circulation, the use of intellectual property in the economic activities of enterprises [5]. The main functions of corporate lawyers have also changed in recent years, and it was not a conflict resolution that came to the fore, but the creation of conditions to prevent the emergence and development of controversial situations. In order to be in demand on the labor market and effective in the workplace, a corporate lawyer must understand the field of law and the fundamental business processes [4]. Such high requirements for specialists in this field pose a challenge to modern teachers of higher educational institutions when teaching students in master's programs.

Most universities that train lawyers do not focus on corporate law and provide only superficial theoretical knowledge without any practical work. The unique course "Protection of Intellectual Rights," which is to be studied in the master's program of the Peoples' Friendship University of Russia (RUDN), on the contrary, aims at teaching the practical aspects of the lawyer in the company and revealing the main areas of activity based on professional standards and the requirements of employers. This training program is designed to teach the company comprehensive legal support, which requires relevant knowledge not only in the field of corporate law but also in the protection of intellectual property rights.

Traditionally, universities and academic institutions are the source of the knowledge that underlies new technological processes. It is this knowledge that can ensure competitiveness among graduates of the legal profession.



In the current conditions of a market economy, the role of the unique course "Protection of Intellectual Rights" is determined by its ability not only to satisfy the public need for training and retraining of specialists in master's program but also the ability to compete in legal protection of intellectual property that meets the requirements of the Russian and world markets.

## 2. The main methodological approaches to training

Intellectual rights, under the features determined by the intangible nature of their objects, require a unique system of protective measures, and the very existence of such rights depends on their effectiveness. The protection system also ensures intellectual property subjects' interests protected by law, including those that exist outside of subjective law [3].

A two-stage education system (bachelor's and master's degrees) allows for powerful theoretical training of students in bachelor's degree, but the task of the master's program is to provide maximum practical consolidation of previously acquired knowledge.

Within the framework of the unique course "Protection of Intellectual Rights," the master's program students are required to study a comprehensive range of issues, such as general characteristics of intellectual rights, protection of intellectual rights in civil, administrative and criminal proceedings, protection of rights to domain names, protection of intellectual rights by customs authorities, issues of legal and economic assessment (IP Due Diligence), the grounds and methods of challenging intellectual rights, and alike.

The primary external consumers of the services of higher education institutions are employers (enterprises, organizations, public authorities, and alike) who hire university graduates and expect them to possess a set of professional competencies that meet the requirements of developing an innovative model of the economy and society.

In recent years, an educational trend has been established in the system of higher vocational education in Russia, within the framework of which the quality of modern education as a result of the provision of educational services is determined by the degree to which professional graduates are formed, that is, the ability to identify links between knowledge and cases and apply the acquired knowledge to solve professional issues adequately.

As a result of the development of the course "Protection of Intellectual Rights," students form the following knowledge, and skills:

- knowledge of the main types and characteristics of intellectual property;
- knowledge of the primary means and methods of protecting intellectual property rights;
- the ability to apply legal norms governing the relevant legal relations to find and be guided in judicial and arbitration practice;
- ability to analyze various legal phenomena, legal facts, legal norms and legal relations that are objects of professional activity;
- knowledge of legal terminology, skills in working with legal acts;
- skills in analyzing law enforcement practice and resolving legal problems and conflicts.

Many modern employers note a low level of student involvement in the educational process. According to their estimates, less than half of the students are interested in acquiring practical skills during the internship. In this regard, the tendency to strengthen the practical bias of master's programs is observed everywhere. The unique course "Protection of Intellectual Rights" is no exception to this.

In order to increase the level of students' preparation, the program is structured in such a way that the student, within the framework of lecture blocks, receives only input data on the discipline. The main volume of classes is held in the form of practical classes, which discuss the latest trends in the protection of intellectual property rights and analyze cases and specific court decisions. This approach to training makes it possible to apply specific provisions of the law in practice. Modern technologies and educational standards determine the transition from classical lectures to innovative ways of transferring knowledge - video materials and Internet technologies [6].

The program of the course "Protection of Intellectual Rights" also includes interactive forms of training, and is provided by electronic educational resources and is accompanied by a specialized scientific and innovative infrastructure. New educational technologies also influence the development of the educational program.

As part of an innovative approach and the use of modern educational technologies, the Peoples' Friendship University of Russia has developed the Telecommunication Educational Information System (TUIS in Russian). This resource, created based on the open-source MOODLE software, includes electronic informational, educational resources, a combination of information and telecommunication technologies that provide support for the educational process and facilitate



students' autonomous work, allowing them to master the tutorial regardless of the student's location. The electronic training course "Protection of Intellectual Rights," created as part of the TUIS, includes all the necessary theoretical and practical tasks and allows us to control the level of students' learning of material from anywhere in the world where there is access to the Internet. When implementing training using the TUIS platform, the students' independent work is activated: the opportunities for providing quality education to all categories of students are expanded, regardless of their residence, state of health, social status, and age.

### 3. The main results of mastering the course

Transferring the training courses into digital format allows solving many problems caused by the current state of the higher education system as a whole [1]. The ever-increasing rate of competition among higher education institutions is creating innovative approaches and developing new strategies in the higher education system. Moreover, the epidemiological situation developed in early 2020 connected with the spread of a new coronavirus infection served as the reason for the transition of the entire education system to a distance-learning format. In this regard, the electronic training course "Protection of Intellectual Rights" acquires even greater practical significance when teaching students in the master's program. When implementing training using the electronic educational environment, these crucial tasks are solved:

- there is an increase in the quality of education through the introduction of modern forms and means of instruction through the Internet;
- the activity and responsibility of teachers and students increases;
- the availability of educational courses, including for persons with disabilities increases;
- there is the possibility of using blended learning technologies;
- the opportunity to study at any convenient time for students is provided.

Undoubtedly, on the one hand, when using information technologies in the educational process, the load on students increases. It is because such a training format is more personalized and allows teachers to approach the verification of students' autonomous work more closely. On the other hand, this approach allows the training of highly qualified specialists.

### 4. Conclusion

Most scholars around the world agree that modern higher education will no longer be the same. Social distance and the widespread transition to electronic educational technologies is a powerful impetus for introducing new standards and training programs. Of course, the ongoing changes in the social and educational environment will entail changes in the labor market. In this regard, the role of highly qualified specialists in the field of corporate law and intellectual property rights protection will increase significantly.

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