

Construct an IP Current Affairs Resource

Ask your students to start collecting press clippings that report about intellectual property issues. This will provide real life examples of intellectual property both in Australia and globally, how and why business values it and the significant contribution to business that IP can provide.

There is usually something being reported in the press about intellectual property - from a major dispute about a trade mark to a new patent having been registered.

Aim for as wide a variety of topic and hopefully covering the whole range of IP - trade marks, patents, designs and plant breeder's rights. Or you could be specific and ask for articles relating to biotechnology, science, entertainment or tourism.

You may wish to set aside an entire wall to make a large impact in your class - mounting the articles on coloured paper or even laminating them so that you can take them down for reference and then return them to the wall easily. It could be a good idea to enlarge them on the photocopier first and keep the original in your resource file.

You might like to use these clippings in a variety of ways:

- The clippings could form a useful exercise in identifying which areas are currently of more concern to the business community, which areas are reported more often and which seem to be of concern to the general community. This would form a very useful introduction to the types of intellectual property and the different ways intellectual property can be commercialised or protected;
- Many of the items currently reported in the press are of a developing nature. The collection of clippings provides an opportunity to track developments and to discuss the implications of these developments. You might like to compare and contrast developments in similar cases and discuss possible reasons for these differences;
- You may even like to ask each student to prepare a short report on a clipping highlighting the key details and important implications of the issue. For some classes it may be necessary to ask them for additional research that may not have been reported in the press or to ask them to provide a history of the issue;
- Compiling all the clippings into a collective "A year in the life of IP" publication would also form a valuable resource for your teaching and your students learning; and

- Another opportunity for watching developments might be the creation of "A year in the life of a specific brand" for a trade mark. Combining the tracking of share performance with the tracking of any developments in relation to intellectual property issues might provide interesting reflections about the value of the intellectual property.