

Programme Title: Post Graduate Certificate in Trade Mark Law and Practice (M2C1/M2CY/M2CZ)



## Programme Specification

Awarding Body/Institution	Queen Mary University of London
Teaching Institution	Queen Mary University of London
Name of Final Award and Programme Title	Certificate in Trade Mark Law and Practice
Name of Interim Award(s)	N/A
Duration of Study / Period of Registration	9 months
QM Programme Code / UCAS Code(s)	N/A
QAA Benchmark Group	N/A
FHEQ Level of Award	Level 7
Programme Accredited by	Institute of Trade Mark Attorneys (ITMA) and the Intellectual property Regulatory Board (IPReg)
Date Programme Specification Approved	2 March 2016 (previously approved programme)
Responsible School / Institute	Centre for Commercial Law Studies

Schools which will also be involved in teaching part of the programme

Institution(s) other than Queen Mary that will provide some teaching for the programme

### Programme Outline

The Certificate in Intellectual Property Law is designed for trainee trade mark attorneys. It is a one-semester course offering concentration on many of the practical aspects of trade marks and designs, and greater involvement of trade mark practitioners to complement the academic treatment of the subject matter. Basic English Law, Copyright & Designs and introductory sessions in Patents are also taught.

### Aims of the Programme

The Programme aims to:

- Provide students with a sound understanding of the essential principles of law providing a foundation and context for

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intellectual property law and practice;

- Equip students with the skills of legal analysis essential for practice as an intellectual property professional and specifically trade marks;
- Provide students with a detailed understanding of the laws and procedures (UK and Community) relating to the protection of industrial design through registered and unregistered design laws and copyright;
- Provide students with a detailed understanding of the laws and procedures relating to the protection of trade marks (domestic, international and comparative);
- Provide students with a basic understanding of the laws and procedures relating to the protection of patents (domestic, international and comparative);
- Provide students with a sound understanding of basic IP law (particularly those areas with relevance to the exercise of intellectual property rights).

### What Will You Be Expected to Achieve?

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced to the relevant QAA benchmark statement(s) (see above) and the Framework for Higher Education Qualifications in England, Wales and Northern Ireland (2008), and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education 2003 and Queen Mary Statement of Graduate Attributes have been used as a guiding framework for curriculum design.

#### Academic Content:

A1	Discuss and learn the laws and procedures (UK and Community) relating to the protection of industrial design through registered and unregistered design laws and copyright;
A2	the laws and procedures relating to the protection of trade marks (domestic, international and comparative);
A3	the basic laws and procedures relating to the protection of patents;
A4	Foundations of Law for Trade Mark Professionals

#### Disciplinary Skills - able to:

B1	conduct a legal argument in written form;
B2	compare legal rules from different jurisdictions.

#### Attributes:

C1	analyse factual situations (real and hypothetical) by applying recognised legal rules.;
C2	demonstrate critical reading skills.
C3	read legal writing (statutes, cases and commentary) effectively.

## How Will You Learn?

This Programme commences on the 12th September or 1st Monday following this date with an intensive 2 weeks of teaching, Monday to Friday from 09.00 - 18.00 hours daily followed by 10 Friday and Saturday sessions, and is delivered via lectures and seminars throughout the first and second semester of the academic year on a part time basis. Most teaching takes place in a whole-group setting. Teaching and learning methods vary from module to module. In some sessions, teaching is conducted in interactive lecture format. In others, teaching is conducted through group discussion of pre-assigned questions and problems. Each module is supported by a detailed and clearly structured set of materials and reading list. These materials include guided learning exercises which the students are required to complete in advance of the teaching sessions. Students have the opportunity to submit written solutions to legal problem questions and receive feedback on these submissions. The delivery of each module is supported by the QMPlus VLE area containing essential module information, module outlines and questions for self-study.

Each module is be organised and convened by a subject expert from within the Centre for Commercial Law Studies at Queen Mary and also includes a number of classes run by experienced practitioners in the relevant field. Such practitioners include trade mark attorneys, barristers, and solicitors. The contribution of such practitioners is an important element of this professional programme. CCLS is uniquely well-placed to deliver a programme integrating professional expertise in this way as a result of the extensive contacts that it has built up with senior intellectual property practitioners over the years (both through the Certificate in Intellectual Property Law and other programmes and through its research activities).

### Programme structure

The Programme extends over a 9 month period of part-time study and candidates for the full award must study the following component modules:

- Foundations of Law for Trade Mark Practice
- Trade Mark Law A
- Trade Mark Law B
- Designs and Copyright Law

Each component module requires a student to undertake approved studies to the value of 15 credits.

### Assessment and Award

Assessment takes the form of an unseen examination in each of the four modules carrying 15 credits. The duration of the unseen examinations is 3 hours 15 minutes. A candidate's classification for the programme as a whole is therefore determined on the basis of marks in 4 assessed modules.

An assessment method based on unseen examination has been chosen in order to ensure a rigorous assessment of the students' knowledge and skills in each of the subjects. This is an assessment method that has traditionally been employed on the Certificate in Trade Mark Law Programme and is particularly attractive to the professional bodies accrediting the programme for the purpose of professional qualification. Students on the Programme are provided with suitable preparation for assessment by this method.

Matters of final assessment, student progression and the making of the award for the programme fall within the responsibility of the Subject Examination Board ("SEB"). The SEB is chaired by a senior member of staff at the CCLS In addition to the Chair, the Programme Director, each of the Leaders for the Programme's modules and the programme's two external examiners will be members of the SEB. The decisions of the SEB will be taken in accordance with the relevant academic regulations.

Assessment is by written examination in each component module to which credits are attached.

The examinations take place in the Summer examination period with resits undertaken in the Late Summer Resit period.

Assessment takes the form of an unseen examination in each of the four modules carrying 15 credits.

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Additionally, in both Patent Law and Trade Mark Law, students take a further unseen examination of 2 hours duration. A candidate's marks for the 3 hour 15 minutes and 2 hour examination papers in the Trade Mark Law and the Patent Law modules are added together and then divided by two to provide overall marks for each of these two modules.

A candidate's classification for the programme as a whole is therefore determined on the basis of marks in 4 assessed modules.

The examination board for the Programme may condone a student's failure in one component module of the Programme provided:

- The student's average mark over all taught modules exceeds 50%.
- The mark in the failed module(s) is not below 45%
- There is good performance in the modules that have been passed.

The examination board may make an award with merit to a student who has an average mark of at least 60% over the whole programme and who has achieved marks of 60% or over in at least 3 compulsory modules.

The examination board may make the award with distinction to a student who has an average of at least 70% over the whole Programme and has marks of 70% or over in at least 3 compulsory modules.

Examinations for those candidates presenting themselves for re-assessment will be held during the academic year in which the semester of full-time study falls.

Programme structure(s) and requirements, levels and modules

- Foundations of Law for Trade Mark Practice (compulsory)
- Trade Mark Law A (compulsory)
- Trade Mark Law B (compulsory)
- Designs and Copyright Law (compulsory)

Students on the Programme study the four compulsory modules simultaneously during the academic year.

The compulsory modules are each worth 15 credits.

### How Will You Be Assessed?

Assessment takes the form of an unseen examination in each of the four modules carrying 15 credits. The duration of the unseen examinations is 3 hours 15 minutes. A candidate's classification for the programme as a whole is therefore determined on the basis of marks in 4 assessed modules. The examinations are taken during the summer and late summer resit period annually..

An assessment method based on unseen examination has been chosen in order to ensure a rigorous assessment of the students' knowledge and skills in each of the subjects. This is an assessment method that has traditionally been employed on the Certificate in Trade Mark Law and Practice Programme and is particularly attractive to the professional bodies accrediting the programme for the purpose of professional qualification. Students on the Programme are provided with suitable preparation for assessment by this method.

Matters of final assessment, student progression and the making of the award for the programme fall within the responsibility of the Subject Examination Board ("SEB"). The SEB is chaired by a senior member of staff at the CCLS In addition to the Chair, the Programme Director, each of the Leaders for the Programme's modules and the programme's two external examiners will be members of the SEB. The decisions of the SEB will be taken in accordance with the relevant academic regulations.

Assessment is by written examination in each component module to which credits are attached.

Assessment takes the form of an unseen examination in each of the four modules carrying 15 credits.

A candidate's classification for the programme as a whole is therefore determined on the basis of marks in 4 assessed modules (Trade Mark Law A & B, Foundations of Law for Trade Mark Practitioners and Designs and Copyright Law). The examinations are taken at the standard college examination periods in Summer (late April to early June) and the Late Summer Resit Examinations

(August) annually.

The examination board for the Programme may condone a student's failure in one component module of the Programme provided:

- The student's average mark over all taught modules exceeds 50%.
- The mark in the failed module(s) is not below 45%
- There is good performance in the modules that have been passed.

The examination board may make an award with merit to a student who has an average mark of at least 60% over the whole programme and who has achieved marks of 60% or over in at least 3 compulsory modules.

The examination board may make the award with distinction to a student who has an average of at least 70% over the whole Programme and has marks of 70% or over in at least 3 compulsory modules.

Examinations for those candidates presenting themselves for re-assessment will be held during the academic year in which the semester of part-time study falls during the Late Summer Resit examination period.

### How is the Programme Structured?

Please specify the full time and part time programme diets (if appropriate).

This Programme commences on the 12th September or 1st Monday following this date with an intensive 2 weeks of teaching, Monday to Friday from 09.00 - 18.00 hours daily followed by 10 Friday and Saturday sessions, and is delivered via lectures and seminars throughout the first and second semester of the academic year on a part time basis. Most teaching takes place in a whole-group setting. Teaching and learning methods vary from module to module. In some sessions, teaching is conducted in interactive lecture format. In others, teaching is conducted through group discussion of pre-assigned questions and problems. Each module is supported by a detailed and clearly structured set of materials and reading list. These materials include guided learning exercises which the students are required to complete in advance of the teaching sessions. Students have the opportunity to submit written solutions to legal problem questions and receive feedback on these submissions. The delivery of each module is supported by the QMPlus VLE area containing essential module information, module outlines and questions for self-study.

Each module is be organised and convened by a subject expert from within the Centre for Commercial Law Studies at Queen Mary and also includes a number of classes run by experienced practitioners in the relevant field. Such practitioners include trade mark attorneys, barristers, and solicitors. The contribution of such practitioners is an important element of this professional programme. CCLS is uniquely well-placed to deliver a programme integrating professional expertise in this way as a result of the extensive contacts that it has built up with senior intellectual property practitioners over the years (both through the Certificate in Intellectual Property Law and other programmes and through its research activities).

#### Programme structure

The Programme extends over a semester of full-time study ("the semester of study") and candidates for the award must study the following component modules:

- Foundations of Law for Trade Mark Practice (compulsory)
- Trade Mark Law A (compulsory)
- Trade Mark Law B (compulsory)
- Designs and Copyright Law (compulsory)

Each component module requires a student to undertake approved studies to the value of 15 credits.

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Academic Year of Study FT - Year 1

Module Title	Module Code	Credits	Level	Module Selection Status	Academic Year of Study	Semester
Design and Copyright Law	IPLC008	15	7	Compulsory	1	Semesters 1 & 2
Foundations of Law for Trade Mark Practice	IPLC009	15	7	Compulsory	1	Semesters 1 & 2
Trade Mark Law A	IPLC010	15	7	Compulsory	1	Semesters 1 & 2
Trade Mark Law B	IPLC011	15	7	Compulsory	1	Semester 2

### What Are the Entry Requirements?

minimum 2:2 undergraduate degree

### How Do We Listen and Act on Your Feedback?

Students are encouraged to select a class representative, failing this we offer feedback throughout the semester and encourage students to contact the programme coordinator.

At the end of the academic teaching period students complete both the college module feedback forms and an in-house basic questionnaire.

### Academic Support

The programme director offers help and assistance to students if required. Students are encouraged to communicate directly with the module leaders, programme director and programme coordinator with any queries.

### Programme-specific Rules and Facts

The programme offers exemptions to those with previous experience and specific qualifications approved by IPReg.

### Specific Support for Disabled Students

Disabled students are directed to the disability and dyslexia service and their guidance is used by programme staff to ascertain the needs of the individual and programme staff follow guidance issued by the disability and dyslexia professional staff.

### Links With Employers, Placement Opportunities and Transferable Skills

One of the most notable features of the CCLS is its extremely close relationship with the legal profession and the commercial world. It has an advisory council that includes several senior members of the judiciary and legal profession and persons occupying senior roles in the commercial world. Currently, senior members of the legal and intellectual property professions play important roles on the examination board for the programme. The majority of students are employed as trainee trade mark attorneys or administrators while studying on that Programme. They are usually supported financially for their period of study. Almost all graduates from the Programme are employed within the profession following their studies. Most programmes within CCLS have the benefit of prizes for achievement supported by commercial organisations.

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## Programme Specification Approval

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**Person completing Programme Specification**

Miss Sharon Watson

**Person responsible for management of programme**

Dr Gaetano Dimita

**Date Programme Specification produced/amended by School Learning and Teaching Committee**

1 Feb 2016

**Date Programme Specification approved by Taught Programmes Board**

2 March 2016 (previously approved programme)