



UNIVERSITÀ DI PAVIA

Anno Accademico 2020/2021

INTELLECTUAL PROPERTY AND DIGITAL COMMUNICATION

Enrollment year	2019/2020
Academic year	2020/2021
Regulations	DM270
Academic discipline	IUS/04 (COMMERCIAL LAW)
Department	DEPARTMENT OF POLITICAL AND SOCIAL SCIENCES
Course	DIGITAL COMMUNICATION
Curriculum	PERCORSO COMUNE
Year of study	2°
Period	1st semester (28/09/2020 - 11/12/2020)
ECTS	6
Lesson hours	36 lesson hours
Language	Italian
Activity type	ORAL TEST
Teacher	SANNA FABRIZIO (titolare) - 6 ECTS
Prerequisites	N/A
Learning outcomes	<p>The aim of the course is to offer students (also with a practical approach) an overview of the issues related to the use of protected content (audio/video, images, brands, promotional content) in carrying out online communication activities, to create awareness on the main IP issues related to those activities. In this way, it is intended to provide the attendees with the preliminary tools to navigate this area in their future positions.</p>
Course contents	<p>The course first of all addresses issues related to the content of the digital message, and in particular exposes the issues relating to the use in its context (a) of third party creative materials (and in particular audiovisual and photographic content) (Part A - Digital Content and copyright); (b) brands and distinctive signs (Part B - Digital Content and brands); and (c) promotional messages that may breach the rules on</p>

	<p>fair competition between companies and professional correctness (Part C - Digital Content and fairness of the message). The course then focuses on the issues related to (d) the personal data of the recipients of digital communication (Part D - Digital Data and IP), and (e) the responsibility of the subjects who manage the places of its dissemination and in particular the platforms of the Internet Service Provider (such as e-bay, Instagram, Youtube, Google AdWord; Part E - Digital Platform and IP).</p>
Teaching methods	<p>Lectures carried out with the support of PowerPoint presentations. Further materials are also made available.</p>
Reccomended or required readings	<p>M. Bertani, "Diritti d'autore e connessi", in L.C. Ubertaini (edited by), "La proprietà intellettuale", in G Ajani e G.A. Benacchio (edited by), "Trattato di diritto privato dell'Unione Europea", vol. XII, Giappichelli, Torino, 2011, pp. 253-296, 357-359, and 370-404.</p> <p>D. Sarti, "Segni distintivi e denominazioni d'origine", in L.C. Ubertaini (edited by), "La proprietà intellettuale", in G Ajani e G.A. Benacchio (edited by), "Trattato di diritto privato dell'Unione Europea", vol. XII, Giappichelli, Torino, 2011, pp. 30-67 and 95-99.</p>
Assessment methods	<p>The exam consists of an individual oral examination, aimed at verifying the achievement of the aim of the course. The exam covers at least three topics. For those attending the classes, the exam is focused on the topics cover during the lectures.</p>
Further information	
Sustainable development goals - Agenda 2030	<p>\$ibl legenda sviluppo sostenibile</p>