

# BUL3514 : Intellectual Property

The Intellectual Property course examines how artists, athletes, game creators, filmmakers, and businesses use trademarks, copyrights, publicity rights, trade secrets, and patents to enhance goodwill and generate revenue from ideas and properties. Students will explore the ownership, licensing, and transfer of rights as well as infringement, prevention, and enforcement measures. Students will also explore the impact of technological and cultural evolution and privacy restraints on the creation, ownership, and spread of content in the sports and entertainment industries.

**Credits** 4