

# UGBA 190T – Fall 2024

## Intellectual Property for Entrepreneurship

Todd Fitch, Haas School of Business

Are you planning to start or have already started your own company? Or perhaps join a startup or other small company? Do want to know what you need to do to protect your intellectual property? If the answer is “yes” to any of these, then you need to take this course.

This main objective of this course is to understand how entrepreneurs can best develop and manage intellectual property (IP) assets, integrate them into a successful business, and align the company’s IP strategy with its business strategy. The course will introduce the student to different types of IP (copyright, trademark, patents, and trade secrets) and discuss their uses in companies. The course will cover best practices for developing, protecting, licensing, and enforcing IP rights. Best practices in using Open-Source software, avoiding infringement, and patent insurance and patent pool consortiums will be covered. The course will also cover privacy and its importance to retaining IP rights in the data companies collect. Lastly, we will discuss how angel and venture capital investors, as well as acquisition companies during M&A activity, view IP.

In this course, there will be a capstone project. Time will be given in most class meetings to meet in groups to work on your project and discuss with the professor progress, ideas, and issues.

About the Professor:

Professor Fitch is a technology practitioner and entrepreneur with over 25 years of experience in Silicon Valley as an engineer and executive. He has worked at companies ranging in size from Fortune 500 companies to small startups. He was a member of the Patent Review Board at a Fortune 1000 company and currently advises startups on intellectual property strategies. He is the inventor or co-inventor on 31 issued patents.

Professor Fitch has taught economics and analytics at the University of San Francisco (2009 – 2021). He has also taught at Berkeley Haas since 2010 and in the Economics Department since 2020. He has a B.S. in Computer Science from San Jose State University, MBAs from Columbia University and UC Berkeley, a M.S. in Jurisprudence (specializing in IP and Privacy Law) from Seton Hall School of Law, and a M.S. in Applied Economics from Johns Hopkins University.