UGBA 190T.7 – Spring 2021
TuTh 2:00pm-3:30pm
Intellectual Property for Entrepreneurship
3 units – Delivery Mode: Remote Synchronous via Zoom
Todd Fitch, Haas School of Business

Are you planning to start 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. 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 time to meet in groups to work on your project and discuss with the professor progress, ideas, and issues.

About the Professor:

Todd 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 since 2009. He has taught economics at Haas since 2010 and in an MBA/Law course on Intellectual Property since Fall 2015. He has a B.S. in Computer Science from San Jose State University, MBAs from Columbia University and UC Berkeley, a Graduate Certificate in Intellectual Property Law from Seton Hall School of Law, and will complete his MS Jurisprudence (specializing in IP and Privacy Law) from Seton Hall School of Law in Spring 2019.