Unit 02: Intellectual Property

Content Area: **Business**
Course(s): **Generic Course**
Time Period: **Semester 1 & 2**
Length: **3 weeks**
Status: **Published**

Standards

MA.K-12.3	Construct viable arguments and critique the reasoning of others.
LA.RH.9-10.4	Determine the meaning of words and phrases as they are used in a text, including vocabulary describing political, social, or economic aspects of history and the social sciences; analyze the cumulative impact of specific word choices on meaning and tone.
PFL.9.1.12.C.5	Analyze the information contained in a credit report and explain the importance of disputing inaccurate entries.
PFL.9.1.12.E.4	Evaluate how media, bias, purpose, and validity affect the prioritization of consumer decisions and spending.
PFL.9.1.12.E.7	Apply specific consumer protection laws to the issues they address.
PFL.9.1.12.F.1	Relate a country's economic system of production and consumption to building personal wealth and achieving societal responsibilities.
PFL.9.1.12.F.2	Assess the impact of emerging global economic events on financial planning.
PFL.9.1.12.F.3	Analyze how citizen decisions and actions can influence the use of economic resources to achieve societal goals and provide individual services.
TECH.8.1.12.D.1	Demonstrate appropriate application of copyright, fair use and/or Creative Commons to an original work.

Enduring Understanding

Intellectual property is any product of the human intellect that the law protects from unauthorized use by others. Intellectual property is traditionally comprised of four categories: patent, copyright, trademark, and trade secrets

Essential Questions

How can a person or business protect an invention or original expression from being used by others? How does a trademark add value to a business? Why are trade secrets protected?

Knowledge and Skills

Students will be able to explain intellectual property and its 4 main categories

Students will be able to differentiate between the types of intellectual property

Students will be able to analyze an “invention” and determine if a patent could be granted based on criteria of original and not obvious

Students will be able to explain the brand power that is associated with trademarks and articulate the damages that could arise if the trademark is violated

Students will be able to identify and categorize trade secrets from common knowledge

Students will be able to describe how non-disclosure agreements help protect trade secrets

Transfer Goals

Students will be able to appreciate the potential value of intangible property to a business/person

Resources

Kahoot!
EdPuzzle
YouTube