**Training Fiche**

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| **Title**  | Customs, International IPR, Legal Aspects |
| **Keywords (meta tag)** | Intellectual Property Rights (IPR) – international commerce – legal aspects of internationalisation – international commerce transactions |
| **Language** | English  |
| **Objectives/ Goals/ Learning outcomes** | * Learn more about the essentials of Intellectual Property Rights (IPR)
* Recognize the different typologies of IPR and how they are applies
* Get familiar with the basic legal implication of International Business
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| **Training area: (Select one)** |
|  Strategies for Internationalisation | **X** |
|  E-commerce, international and digital marketing |  |
|  Social selling |  |
|  Sociologic and cultural aspects of Extra EU Export |  |
| **European Qualification Framework (EQF)** |
| Level 3  |  |
| Level 4 | **X** |
| Level 5 |  |
| **Description** | **The following module describes the legal aspects of international commerce, customs and international Intellectual Property Rights (IPS).****The module is divided into two units. The first one analyses the intellectual property rights in the framework of international trade. It gives definition and examples of IPR, along with some examples of violation of intellectual property rights.****The second unit explains the legal aspects of international businesses.****Its sections are about some examples of legal issues that may emerge in international business transactions.**  |
| **Contents arranged in 2 levels** | **Module name: Customs, International IPR, Legal Aspects****1 Intellectual Property Rights (IPR) and International Trade*** 1. **What is Intellectual Property?**
	2. **Examples of IPR**
	3. **Typical cases of Intellectual Property Rights violation**

 **2 Legal Aspects of an International Business****2.1 Legal Aspects of an International Business****2.2 Legal issues in international business transactions****2.3 Choice of law****2.4 E-Contractual form** |

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| **Glossary** | * **Copyright**: the legal protection of artistic and literary works such as books, music, and films.
* **Intellectual Property**: Intellectual property (IP) is a mental invention manifested in physical and digital items.
* **Intellectual Property Rights**: Intellectual property rights (IPR) are legal, private, enforceable rights granted to inventors and artists by governments.
* **International commercial transaction**: Any form of arrangement involving partners from at least two different nations is considered an international commercial transaction, and such deals might include sales, licensing, and investments. An international commercial transaction can be also an e-commerce transaction.
* **Patents**: they are used to protect new ideas and inventions such as pharmaceuticals, chemical processes, new business technology, and computer software.
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| **Self-evaluation (multiple choice queries and answers)** | 1. Intellectual Property Rights are granted by:
	1. Investors
	2. Privates
	3. Governments
2. The legal protection of artistic and literal works such as books, music and films is named:
	1. Patent
	2. Copyright
	3. Licence
3. Can an e-commerce transaction be considered an international commercial transaction?
	1. Yes
	2. No
4. What can patents be used for?
	1. Chemical processes
	2. Pharmaceuticals
	3. Both of them
5. Website’s “Terms of Service” are a:
	1. Choice of Law
	2. Contractual Form
	3. Legal Complication
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| **Toolkit (guidelines, best practices, checklist, lessons learned…)** | **Name**  | Study on the role and involvement of women in the community-based industries related to IPR in ASEAN |
| **Description** | In accordance with the Annual Work Plan 3-2020, ARISE+ IPR conducted a study on the position and participation of women in community-based IPR-related enterprises in the ASEAN. The content includes a discussion on women's interactions with the region's IP landscape, a comparative analysis of significant community-based and women-led enterprises, and a product showcase from pertinent industries.The study intends to promote the advantages that IPR protection offers to community-based industries run by women and to enhance knowledge of the gender component of micro, small and medium-sized companies (MSMEs) and creative sectors. It also helps achieve many of the Sustainable Development Goals set forth by the United Nations Development Programme, including quality education, gender equality, decent employment opportunities and economic growth, business, innovation, and infrastructure, as well as sustainable cities and communities. |
| **Link of interest / filename** | <https://internationalipcooperation.eu/en/ariseplusipr/activities/study-role-and-involvement-women-community-based-industries-related-ipr>  |
| **Resources (videos, reference link)** | // |
| **Related material** | // |
| **Related PPT** |  |
| **Bibliography** | <https://crsreports.congress.gov/product/pdf/IF/IF10033/15><http://www.inveiss.com/legal-aspects-of-an-international-business/><https://www.hg.org/legal-articles/legal-aspects-of-international-business-transactions-30504><https://malesculaw.com/legal-issues-in-international-business-transactions/><https://ec.europa.eu/info/business-economy-euro/doing-business-eu/intellectual-property-rights_en> |
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