

Module 4 – Trademarks in Physics

Lesson Plan

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REVISION HISTORY

Version	Date	Author	Description	Action	Pages
1.0	20/01/2021	HESO	Creation	C	TBS

(*) Action: C = Creation, I = Insert, U = Update, R = Replace, D = Delete

REFERENCED DOCUMENTS

ID	Reference	Title
1	2020-1-UK01-KA201-078934	IPinSTEAM Proposal
2		

APPLICABLE DOCUMENTS

ID	Reference	Title
1		
2		

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1. Trademarks in Physics

1.1 General Information

1.1.1 Brief Description

This lesson plan is focused around trademarks and is using techniques of investigation and roleplay to ignite and promote knowledge acquisition.

It is themed around makers clubs and put students in the position of the owners that want to expand their business offering more services to their clients (ip protection consulting for inventions related to physics).

1.1.2 Learning Objectives – Intellectual Property in STEAM topics

The learning objectives of this lesson plan are:

- To acquire practical understanding of what trademarks are and in which form or type they appear.
- To comprehend how important they are in the world of business, commerce and industry.
- To apply some knowledge in a hypothetical scenario

1.1.3 Links to curriculum

This lesson plan can be linked to the following curriculum domains:

- Physics
- Solar energy
- Entrepreneurship

1.1.4 Duration

1hour &20minutes, in classroom of 20-25 students

1.1.5 Extra materials required

Paper sheets

Devices with access to the internet (pc or smartphone)

1.2 Step-by-step instructions

The lesson plan is divided in four inquiry phases, namely introduction, preparation, investigation and conclusion. The latter one consists of the sub-phases of presentation and discussion.

1.2.1 Introduction or orientation

The lesson starts with an introduction on the concept behind trademarks and what they are. The following video can be shown to support the intro:

https://youtu.be/_CM9-4Qrj3I?list=PLij_WrWeezY8ImE7_m35m_LxPm2H3bta0

After students see the video, they will be divided into teams of 4 and allowed some time to search and answer these questions:

- What are trademarks
- Why trademarks are important
- Find one trademark for each of these categories:
Sound | Logo | Smell | Phrase

After the general discussion is held and some examples presented, the work case is shared:

Students will assume the role of the board directors of a maker's space, and they want to launch a contest for the creation of an efficient low cost solar light for the mass.

They have to come up with a name for their maker space, assign roles (COO, CFO, etc) and design a contest that has a unique trademark name and logo, and will be associated with the winning product for commercial promotion.

1.2.2 Preparation or conceptualization

First, students are given some time to organize their roles in the teams.

Then they have to come up with a name for their Makerspace business, that is unique, and also a slogan.

After this is done, they design a contest with a unique trademark name and logo for the solar light challenge.

They now present their ideas in the class.

1.2.3 Investigation

Students now start the investigation on how they can register for the trademark, and develop a strategy for the operationalisation of it.

After the investigation, students present to the classroom their findings and the journey they would follow to register trademark for their contest.

1.2.4 Conclusion

For the conclusion, each team will receive the role of evaluating one other team's proposal on whether can be admissible, what weaknesses can it have, and what type of trademark it tries to establish.

1.3 Key questions for knowledge testing

WHY ARE TRADEMARKS CATEGORIZED IN DIFFERENT CLASSES?

To improve administrative organization.

To prevent companies that operate in a certain market to register trademarks that are not adapted to their activity.

To group trademarks in commercial categories in order to limit its protection to the chosen scope of protection.

WHAT IS THE DURATION IN MARKET OF A REGISTERED TRADEMARK?

Forever, provided it is renewed every 10 years.

It has the duration of 20 years, renewable at 10 years from its date of registration.

It can exist during the period in which its product or service is commercialized, extended by 10 years.

ARE THERE DIFFERENT TYPES OF TRADEMARKS?

Yes

No

CAN A COMPANY HAVE MORE THAN ONE TRADEMARK?

Yes

No

WHAT DOES A TRADEMARK PROTECT?

An invention

A work of art

Logos, names and brands

2. Additional resources

2.1 Further reading

Mention here any references or additional resources related to this lesson plan or activity

2.2 Appendix

Attach or include here any additional items such as student worksheets, hand-outs that accompany this lesson plan

References

Please remember to use APA style for your references. You can add references by clicking on the relevant tab (references) in the tool bar and insert citation.