



Intellectual Property Training of Library and Information Management Bachelor's Students

Assoc. Prof. Tereza Trencheva PhD

Prof. Tania Todorova PhD

Chief Assist. Prof. Elisaveta Tsvetkova PhD

**University of Library Studies and Information Technologies (ULSIT)
Sofia, BULGARIA**



B U L G A R I A

Capital: Sofia

Area: 110 993 km²

Population: 7 364 570

Official language: Bulgarian



UNIVERSITY OF LIBRARY STUDIES AND INFORMATION TECHNOLOGIES (ULSIT) - SOFIA, BULGARIA





Structure of the presentation

1. Introduction;
2. Short Overview of ULSIT;
3. The Hypotheses of the Presentation;
4. Why IP is Important for our Future Specialists?
5. Educational IP Model for LIS Students at ULSIT
6. Conclusion
7. Contacts with the authors





1. Introduction

- ❑ The purpose of this presentation is to present our multi-disciplinary teaching approach in preparation of Bachelor's students in Library and Information Management (LIM).





2. Short Overview of ULSIT

- ULSIT has **65-year history as university;**
- ULSIT has contributed to the successful dissemination of knowledge in the field of Intellectual Property, as there are already **20 years of experience in Intellectual Property courses for non-lawyers .**



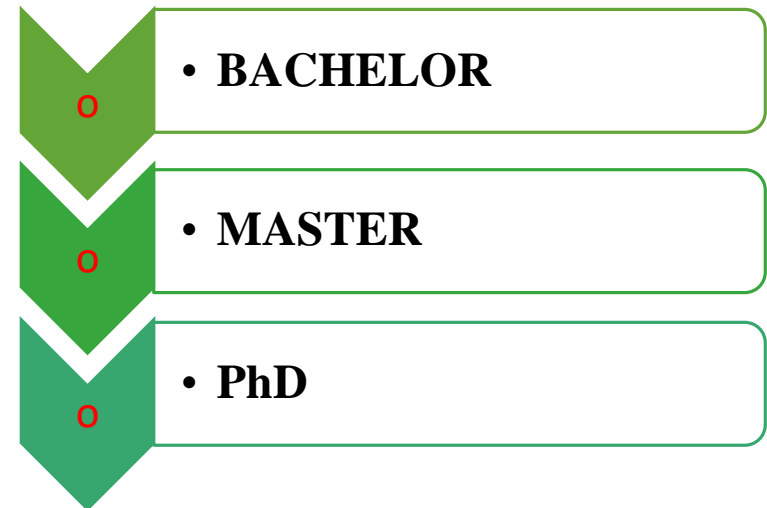


2. Short Overview of ULSIT

Today ULSIT has two faculties:

1. Faculty of library studies and cultural heritage and
2. Faculty of information sciences.

ULSIT provides education in:





3. The Hypotheses of the presentation

ULSIT's graduates can work in:

- Libraries;
- Publishing-houses;
- Public administration;
- Information centers;
- Archives and museums;
- Galleries and etc.

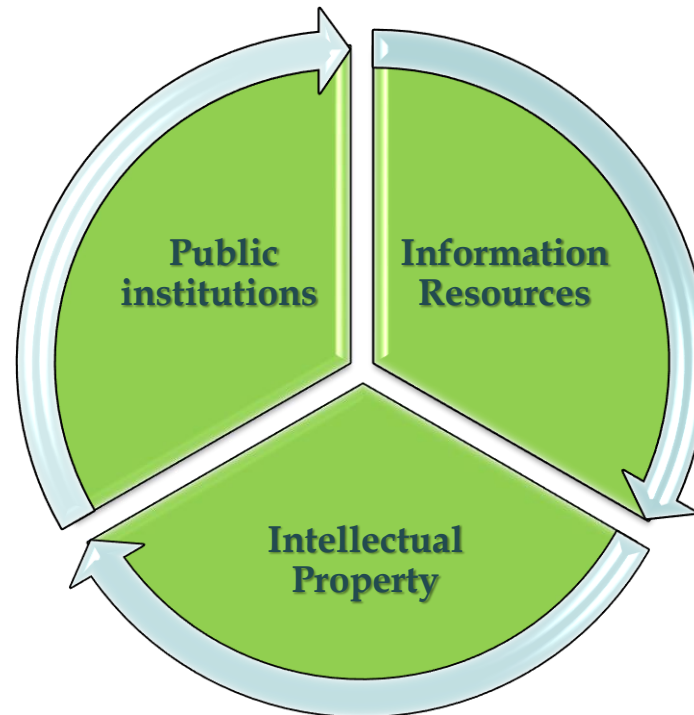


**INTELLECTUAL
PROPERTY
RIGHTS**





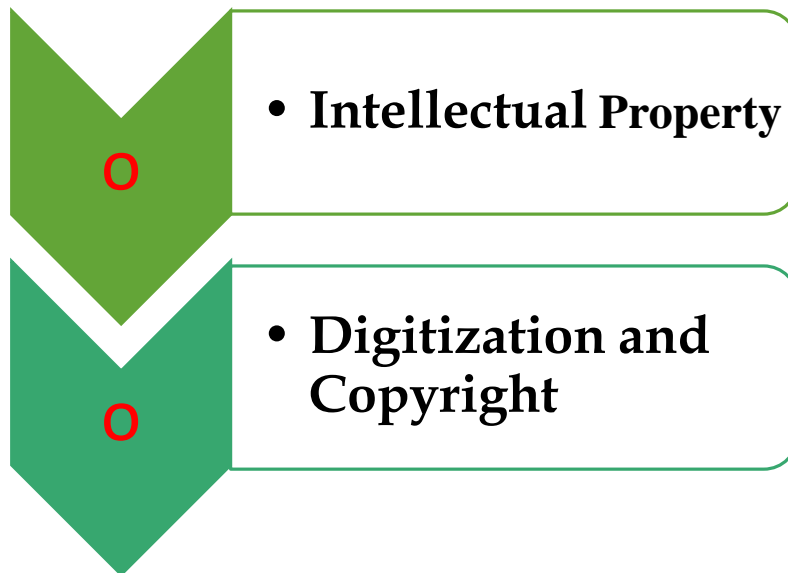
4. Why IP is important for our future specialists?



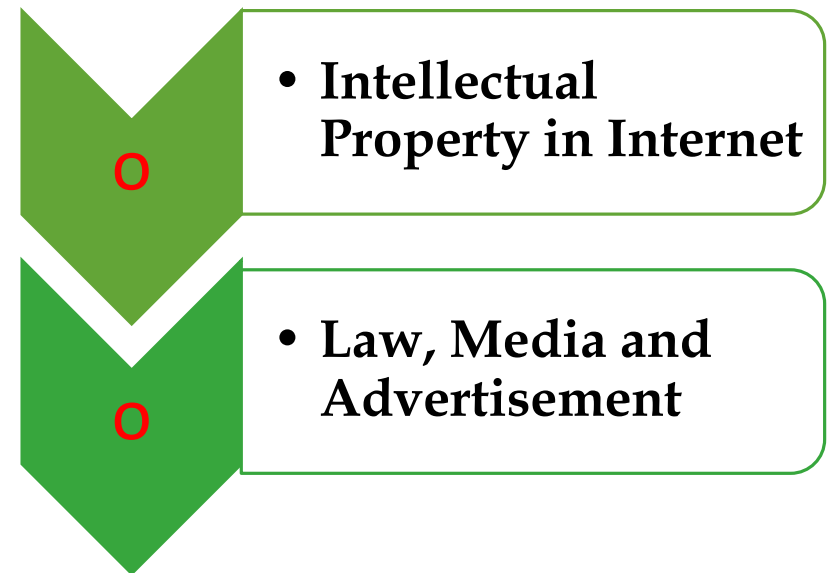


5. Educational IP model for LIS students at ULSIT

Obligatory courses



Elective courses





5.1. Obligatory Courses

□ The Obligatory courses provide: specialized knowledge of library management, marketing and public communications, information systems, system analysis, information management, information broking, **intellectual property, copyright and digitization**, project management and etc.





5.2 Intellectual Property

- Experts like librarian and information specialists, interpreting IP issues;
- The intellectual property curriculum – very important;
- Intellectual property - an element of information literacy in university information environment;





5.2 Intellectual Property

- **The discipline "Intellectual Property"** aims the students to obtain the necessary theoretical and practical training for the objects of intellectual property rights and ensure their protection. **In the first module** are presented Legal and Institutional framework at National, European and International level, which will have a particular significance for their implementation in different areas of modern information society.





5.2 Intellectual Property

- **The second module** presents the rich variety of intellectual products in the fields of literature, art and science, as **objects of copyright** which are presented from the perspective of holders of this rights and its duration, of the moral and material rights of the author, the uses of works and the protection of these rights.





5.2 Intellectual Property

- The industrial property is represented by inventions, utility models, industrial designs, geographical indications and different types of brands, trademarks, service marks and others. Official publications, institutions, funds and databases, including those on the Internet, through which one can find information about them are also presented in **the third module**.





5.3 Digitization and Copyright

The course topical issues arising over the digitization of cultural heritage, the status of digital resources and observance for copyright, the development of large-scale digitization projects in the U.S. and Europe, the activities of libraries in implementing the digital conversion of cultural material and on the need of implementation of *National Strategy for digitization of cultural and literary heritage* – these problems compile the trouble range of the **first module**.





5.3 Digitization and Copyright

Copyright, libraries and users are subject that aimed to help in the construction of library policies, in accordance with the requirements of the copyright and related rights law in the offering of library services and resources. In the **second module** are summarized the current legislative standards and new proposals on exceptions and limitations to copyright for libraries, schools, museums and archives.





5.3 Digitization and Copyright

The emergence of new communication and information technologies, new media and new media predetermines the ambition of copyright legislation worldwide to respond to these developments, to keep pace with changes and to provide the necessary legal framework.

- *How can the law become workable for librarians and archivists?*
- *Why a Modern Society Needs a WIPO instrument for Libraries and Archives?*
- **Library exceptions in Copyright Law**
- **What is a library copyright policy?**
- **Single global copyright framework for libraries and archives**
- **EIFL's seven point plan to the European Commission**





5.3 Digitization and Copyright

It emphasizes the role of libraries as creators of digital content; gateways for access to digitized information; factor in overcome the digital divide and isolation.

- the positions of library organizations *IFLA*, *EBLIDA*, *LIBER*, *ALA*, *eIFL* etc. and their interaction with *WIPO* and the *European Commission*;
- Students are also required to prepare a report examining an issue concerning institutional cultural and information policy.





5.4 Elective courses

- There is also an opportunity for students to choose courses according to their interests or so called **Elective courses**, for example - Innovations in library, Information literacy, Book trading, web design, **Intellectual Property in Internet, Law, media and Advertising** and etc.





5.5 Intellectual Property in Internet - Overview

- The elective course is building on nature therefore require prior knowledge and skills from previous training course **"Intellectual Property"**;
- The main task of the course is to give students the necessary specialized theoretical and practical training for the management of intellectual property in the digital space.





5.5 Intellectual Property in Internet - Overview

The main task of **the First module - "Identification of objects of intellectual property on the Internet"** is:

- to present internet access to objects of intellectual property;
- to clarify copyright powers in the use of works on the Internet;
- to present the movement for Open Access "Open Access", to objects of intellectual property on the Internet.





5.5 Intellectual Property in Internet - Overview

The main task of **the Second module - “Institutional and regulatory framework of IP on the Internet”** is:

- Introducing students to International, European and Bulgarian legislation including Internet treaties of WIPO, EU directives and the Convention of the Council of Europe, Bulgarian laws, etc., As well as institutional provide three levels in the field of intellectual property - international, European and national.





5.5 Intellectual Property in Internet - Overview

The main task of **the Third module - “Models for the protection of intellectual property on the Internet”** is:

- To provide information about the ways to acquire the right to use works on the Internet:
 - by individual contract and by negotiating collective basis (through organizations for collective management of copyright).
- Presentation of DRM and Contracts Creative Commons;





5.6 Law, Media and Advertisement - Overview

- The discipline "Law, Media and Advertising" provides students with knowledge of the legal framework of the print and electronic media at international, European and national level. Students acquire specific knowledge regarding the protection of human rights of the copyright in the creative works of the related right of the producers and broadcasting organizations, as well as their management and operations.





5.6 Law, Media and Advertisement - Overview

- Emphasis is placed on **ethics and responsibilities** for working in the media. Covered are also sources of advertising in the print and electronic media, such as legal subjects. They acquire knowledge about the peculiarities of the sources of advertising belonging to the groups of objects of intellectual property for material and moral rights and the duration of ownership.





5.6 Law, Media and Advertisement - Overview

- Emphasis is put on forms of intellectual property protection in **the presence of disturbances**.
- Students acquire skills to use the legal documents for the search from the huge flow of information and to comply with their update.





5.7 Other activities of Library Management Department





5.7 Other activities of Library Management Department 2013 – Intellectual Property at the Universities



Интелектуалната собственост
в университетите
Творчество: следващото поколение

Сборник

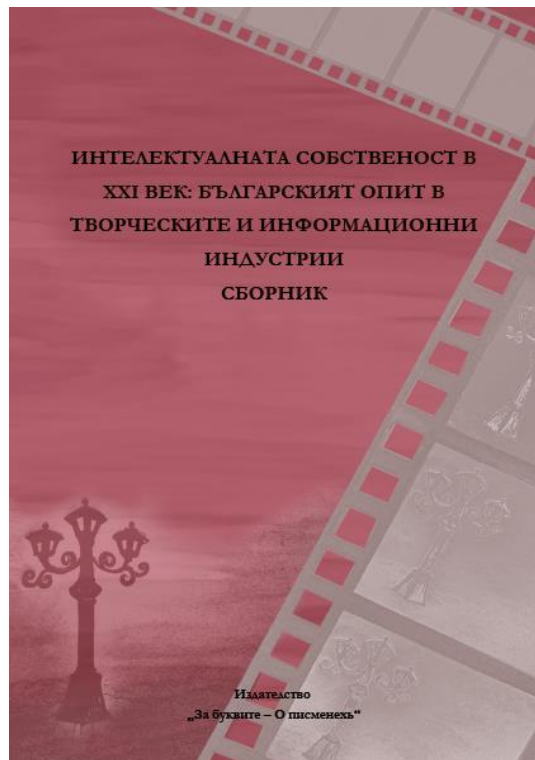
Издателство „За бъдеще – О писменехъ“





5.7 Other activities of Library Management Department

2014 – Intellectual Property at 21st Century



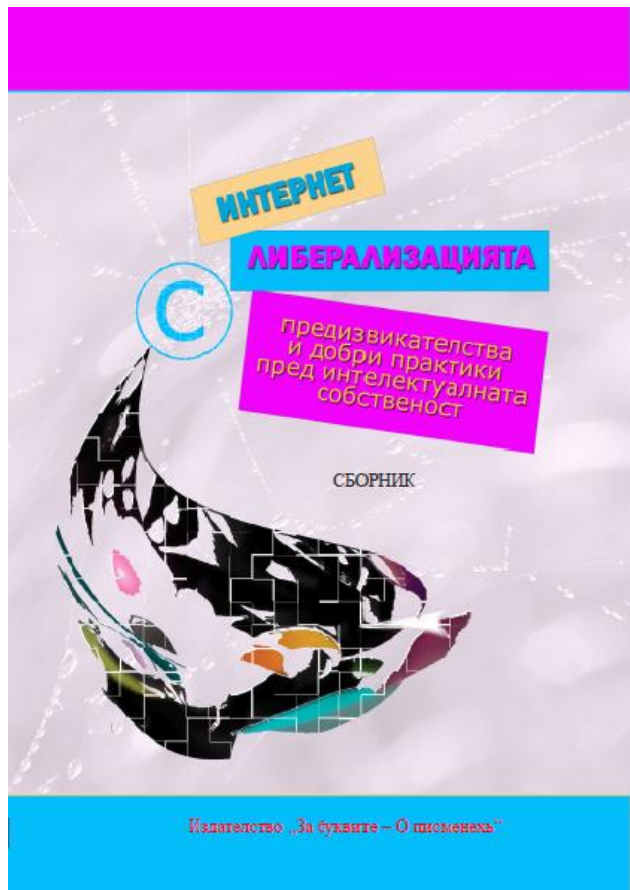


5.7 Other activities of Library Management Department 2015 – Intellectual Property – Formula for success, creativity and innovation





5.7 Other activities of Library Management Department



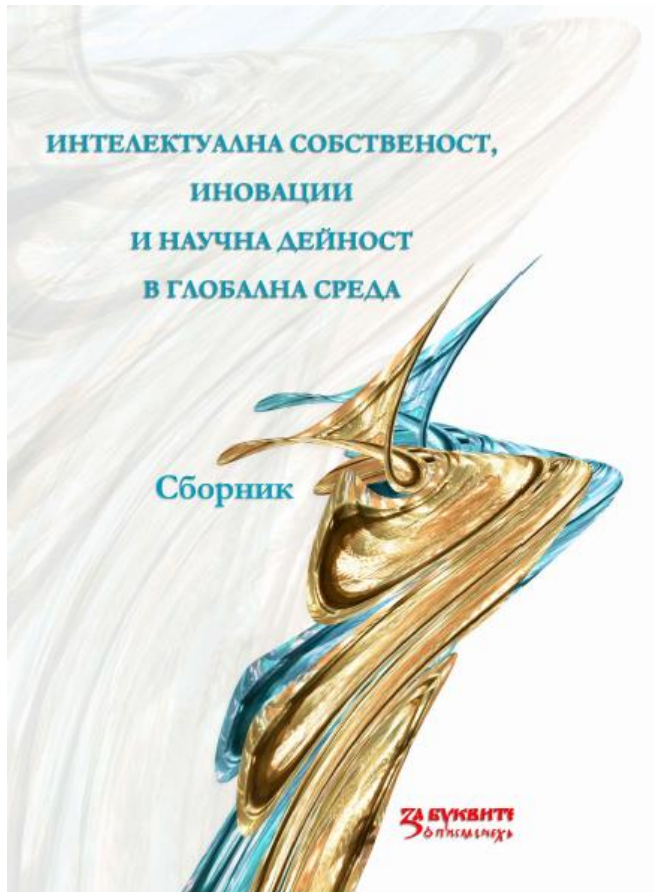
2016 – Internet liberalization - Intellectual Property Challenges and Best Practices





5.7 Other activities of Library Management Department

2017 –Intellectual Property – Innovation and Research in a Global Environment



**9th Workshop of the European Intellectual Property
Teacher's Network - The EIPTN Ltd. – 4th – 5th July 2016**





6. Conclusion

The main aim of the Educational IP model for LIS students at ULSIT is the students to study IP in all educational levels: bachelor, master and doctorate and in the different forms of education: full time, part time and distance.

The reason for this is that the educational profile of ULSIT is directly linked to the dissemination of information and knowledge.





6. Conclusion

- Therefore, the inclusion of the material of intellectual property in the curricula of students in all specialties is natural and necessary, so that efforts are directed towards its realization.
- Confidently can be said that this is the opinion of the students who definitely are interested and willing acquire knowledge on intellectual property - an area which is perceived as a modern, necessary and useful.





Thank you for your attention!



Assoc. Prof. Tereza Trencheva
University of Library Studies
and Information Technologies
e-mail: t.trencheva@unibit.bg



Prof. Tania Todorova
University of Library Studies
and Information Technologies
email: t.todorova@unibit.bg



Chief Assist. Prof. Elisaveta Tsvetkova
University of Library Studies
and Information Technologies
email: e.cvetkova@unibit.bg

