

**UČNI NAČRT PREDMETA / COURSE SYLLABUS**

<b>Predmet:</b>	Intelektualna lastnina v videoigrah in razširjeni resničnosti
<b>Course title:</b>	Intellectual property in video games and extended reality

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Razvoj videoiger in razširjenih resničnosti, visokošolski strokovni študijski program prve stopnje	-	Drugi	Četrți
Game and Extended Reality Development, first cycle Professional Study Programme	-	Second	Fourth

**Vrsta predmeta / Course type** Izbirni / Elective

**Univerzitetna koda predmeta / University course code:** 4-RVRR-VS-IP-ILVRR-2025-02-27

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
30	-	30	-	-	120	6

**Nosilec predmeta / Lecturer:** doc. dr. Ana Hafner

**Jeziki / Languages:**

<b>Predavanja / Lectures:</b>	Slovenski, angleški / Slovene, English
<b>Vaje / Tutorial:</b>	Slovenski, angleški / Slovene, English

**Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:**

Študent mora pred pristopom k izpitu izdelati seminarsko - aplikativno nalogo, npr. pripravo vloge za lastno blagovno znamko ali model v Sloveniji ali EU (in izbor ustrezne domene) ali . analizo (revizijo) pravic intelektualne lastnine določenega podjetja prek prosto dostopnih baz pravic intelektualne lastnine ali

- analizo vseh pravic intelektualne lastnine v povezavi z določeno videoigro ali razvito virtualno resničnostjo (npr. besedilo, fotografije, animacije, glasba, koda programa).

**Prerequisites:**

Before taking the exam a student has to prepare an applicative seminar work task, which can be for example,

- an application of your own trademark or industrial design in Slovenia and EU (and choosing a domain name) or analysis (an audit) of a company's intellectual property rights through intellectual property rights databases or analysis of all intellectual property rights of a particular video game or developed extended reality (e.g. text, photos, animation, music, program code).

**Vsebina:**

- Osnove pravic intelektualne lastnine (IL) in njihov pomen za posameznike in organizacije (avtorske pravice, blagovne znamke, modeli, patenti, poslovne skrivnosti – kaj ščitijo, njihovo trajanje in prostorska (ne)omejenost, nacionalne in mednarodne organizacije, ki so pristojne zanje).
- Intelektualna lastnina in e-poslovanje (izzivi IL v virtualnem okolju, zaščita spletne strani in programske opreme, spletne blagovne znamke in domene).
- Blagovne znamke in modeli (zaščita znamke in modela, njun pomen za strategijo trženja, gradnja blagovne znamke).
- Izumi in patenti (prijava enega ali več patentov za izum, sestavine patentne prijave in stroški prijave in vzdrževanja patenta), s posebnim poudarkom na računalniško izvedenih izumih.
- Avtorske in sorodne pravice (dela, ki jih ščitijo, materialna in moralna pravica, pravice zaposlenih v organizaciji in soavtorstva).
- Prosti in odprtokodni programi (varovanje računalniških aplikacij z odprtokodnimi licencami)
- Poslovne skrivnosti (postopki varovanja poslovnih skrivnosti v organizaciji).
- Baze pravic intelektualne lastnine (mednarodne in nacionalne baze znamk, modelov in patentov – razumevanje informacij in iskalnih metod).
- Prenos pravic intelektualne lastnine (avtorske pogodbe, licenčne pogodbe, pogodbe o nerazkrivanju zaupnih podatkov, franšize, odprtokodne licence).
- Kršitve pravic intelektualne lastnine (kako postopati pri kršitvah, na kaj moramo biti pozorni, da sami ne kršimo pravic drugih).

**Content (Syllabus outline):**

- Basics of intellectual property (IP) rights and their importance for individuals and organizations (copyrights, trademarks, industrial designs, patents, trade secrets – scope of their protection, their duration and territorial (un)limitations, national and international organizations that are responsible for them).
- Intellectual property and e-business (IP challenges in the virtual environment, protection of websites and software, online trademarks and domains).
- Trademarks and designs (brand and industrial design protection, their importance for marketing strategy, brand building).
- Inventions and patents (registration of one or more patents for the invention, components of the patent application and costs of patent application and maintenance), with special emphasis on the computer implemented inventions.
- Copyright and related rights (works that they protect, economic and moral rights, rights of employees in the organization and co-authorship).
- Free and open-source software (protection of applications with free and open source licences).
- Trade secrets (procedures for the protection of trade secrets in an organization).
- Databases of intellectual property rights (international and national databases of trademarks, industrial designs and patents - understanding information within them and search methods).
- Transfer of intellectual property rights (copyright agreements, licensing agreements, non-disclosure agreements, franchises, open source licenses).
- Infringements of intellectual property rights (how to proceed in case of

- Upravljanje s pravicami intelektualne lastnine (revizija IL, ocenjevanje vrednosti IL).
- Aktualne teme s področja IL v povezavi z videoigrama in razširjeno resničnostjo, npr. umetna inteligenca in nezamenljivi žetoni.

infringements, how to avoid infringing on the rights of others).

- Intellectual property rights management (IP audit, IP valuation).
- Hot topics in IP related to video games and extended reality, for example artificial intelligence and non-fungible tokens (NFT).

#### Temeljni literatura in viri / Readings:

- WIPO (2004): Intellectual Property Handbook. Dostopno prek: <https://tind.wipo.int/record/28661?v=pdf> Strani: 3-4, 17-34, 40-53, 67-120, 130-160, 188-193, 207-219, 225-236, 367-421, 435-422, 448-458.
- Piechówka, A. (2021). When video games meet IP law. WIPO magazine, (11), 13. Dostopno prek: <https://pjenlinea3.poder-judicial.go.cr/biblioteca/uploads/Archivos/Articulo/When%20video%20games%20meet%20IP%20law....pdf>
- Modic, D., Hafner, A. in Fric, U. (2018): Priročnik za uspešen prenos tehnologij: praktični vodič za raziskovalce in pisarne za prenos znanja in tehnologij. Novo mesto: FIŠ. Dostopno prek: [http://iro-ktf.si/wp-content/uploads/2018/10/Priro%C4%8Dnik\\_za\\_uspesen\\_prenos\\_tehnologij\\_spletna\\_objava\\_zaklenjeno.pdf](http://iro-ktf.si/wp-content/uploads/2018/10/Priro%C4%8Dnik_za_uspesen_prenos_tehnologij_spletna_objava_zaklenjeno.pdf)

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Dodatno branje / Additional reading:

- Singh, S., & Singh, A. (2023, December). Intellectual Property Rights and Artificial Intelligence: Contemporary Convergence and Probable Challenges. In *2023 10th IEEE Uttar Pradesh Section International Conference on Electrical, Electronics and Computer Engineering (UPCON)* (Vol. 10, pp. 1279-1286). IEEE. Dostopno prek: [https://www.researchgate.net/profile/Sushma-Singh-20/publication/378501494\\_Intellectual\\_Property\\_Rights\\_and\\_Artificial\\_Intelligence\\_Contemporary\\_Convergence\\_and\\_Probable\\_Challenges/links/65e80ce1adf2362b637ab155/Intellectual-Property-Rights-and-Artificial-Intelligence-Contemporary-Convergence-and-Probable-Challenges.pdf](https://www.researchgate.net/profile/Sushma-Singh-20/publication/378501494_Intellectual_Property_Rights_and_Artificial_Intelligence_Contemporary_Convergence_and_Probable_Challenges/links/65e80ce1adf2362b637ab155/Intellectual-Property-Rights-and-Artificial-Intelligence-Contemporary-Convergence-and-Probable-Challenges.pdf)
- Maskus, K.E. et al. (2018): Intellectual Property and Digital Trade in the Age of Artificial Intelligence and Big Data. Geneva, Strasbourg: ICTSD, CEIPI. Dostopno prek: [https://www.fontagro.org/wp-content/uploads/2018/07/ceipi-ictsd\\_issue\\_5\\_final\\_0.pdf](https://www.fontagro.org/wp-content/uploads/2018/07/ceipi-ictsd_issue_5_final_0.pdf)
- Chapman, C. (2010): A Short Guide To Open Source Licenses. Dostopno prek: <https://www.smashingmagazine.com/2010/03/a-short-guide-to-open-source-and-similar-licenses/>
- Modic, D. in Damij N. (2018). Towards Intellectual Property Rights Management: Back-office and Fron-office perspectives. Palgrave Macmillan. Poglavlja: 2, 3, 5, 6 (od str. 81 do 94), 8

Cilji in kompetence:

Objectives and competences:

*Učna enota prispeva k razvoju naslednjih splošnih in predmetno-specifičnih kompetenc:*

*Splošne kompetence:*

- Raziskovanje, dokumentiranje, analiza in interpretacija razvojnih in oblikovnih konceptov v kontekstu videoiger in razširjenih resničnosti.
- Upoštevanje etičnih načel v produkciji videoiger in razširjene resničnosti.

*Predmetno-specifične kompetence:*

- Poznavanje in razumevanje uveljavljenih praks in zakonodaje, ki se nanašajo na varstvo intelektualnih pravic stvaritev s področja videoiger in razširjene resničnosti.
- Zmožnost samostojne uporabe in uveljavljanja varstva pravic intelektualne lastnine.
- Poznavanje in razumevanje vrednotenja in upravljanja z intelektualno lastnino.
- Poznavanje baz podatkov s pravicami intelektualne lastnine in zmožnost samostojnega iskanja informacij v njih.
- Razumevanje in sposobnost samostojnega oblikovanja osnovnih pogojev za prenos pravic intelektualne lastnine.
- Razumevanje in zmožnost kritične presoje najsodobnejših dilem, ki so povezane s pravicami intelektualne lastnine.

*The instructional unit contributes to the development of the following general and subject-specific competences:*

*General competences:*

- Research, documentation, analysis and interpretation of development and design concepts in the context of video games and extended reality.
- Compliance with ethical principles in the production of video games and extended reality.

*Subject-specific competences:*

- Knowledge and understanding of established practices and legislations related to the protection of intellectual rights of creations in the field of video games and extended reality.
- Ability to use and enforce the intellectual property rights.
- Knowledge and understanding of intellectual property valuation and management.
- Knowledge of databases of intellectual property rights and the ability to search for information in them.
- Understanding and ability to formulate basic agreements to transfer intellectual property rights.
- Understanding and ability of critical perception of current dilemmas related to intellectual property rights.

**Predvideni študijski rezultati:**

Znanje in razumevanje:

*Študent/študentka:*

- Razume osnove pravic intelektualne lastnine (IL), kako jih uporabljati in njihov vpliv na poslovanje.
- Razume, kakšni so izzivi virtualnega okolja glede upravljanja pravic intelektualne lastnine.
- Zna zaščititi vsebino videoigre in razširjene resničnosti in se izogniti pravnim težavam v digitalnem okolju.

**Intended learning outcomes:**

Knowledge and understanding:

*The student:*

- Understands the basics of intellectual property (IP) rights, how to use them and their impact on business.
- Understand the challenges of virtual environment concerning management of IP rights.
- Knows how to protect the content of a video game and extended reality and avoid legal problems in the digital environment.

- Zna ustvariti znamko in prijaviti model ter razume, kako ju uveljavljati v poslovanju.
- Zna se odločiti, ali je treba novo tehnologijo ali izum patentirati, razume, kako vložiti patent in pozna vlogo, ki jo imajo patenti za konkurenčnost organizacij.
- Razume osnove in pomen lastništva avtorskih in sorodnih pravic.
- Razume pomen proste in odprtokodne programske opreme.
- Razume osnove poslovnih skrivnosti, razloge za njihovo zaščito in kako razviti učinkovit program upravljanja poslovnih skrivnosti v organizaciji.
- Razume informacije o IL, ve, kje in kako jih poiskati in kako jih uporabljati.
- Pozna osnove licenčnih in avtorskih pogodb, pogodb o nerazkrivajnu zaupnih podatkov in odprtokodnih licenc.
- Ve, katere korake je treba narediti v primeru kršitve pravic intelektualne lastnine ter kako se izogniti kršenju pravic intelektualne lastnine drugih.
- Razume koncept in pomen revizije IL in vrednotenja IL.
- Zna svetovati posameznikom in organizacijam glede osnovnih dilem, povezanih s pravicami IL.

- Knows how to create a brand and apply for industrial design and how to reinforce them within the business.
- Knows how to decide whether a new technology or invention should be patented, understands how to file a patent and knows the role patents play for the competitiveness of organizations.
- Understands the basics and importance of copyright and related rights ownership.
- Understands the meaning of free and open-source software.
- Understands the basics of trade secrets, the reasons for protecting them and how to develop an efficient trade secret management program within an organisation.
- Understands IP information, knows where and how to search for it and how to use it.
- Knows the basics of licence and copyright agreements as well as NDAs and open-source licenses.
- Knows the steps to be taken in case IP rights are infringed as well as avoid infringing IP rights of others.
- Understands the concept and importance of an IP audit and IP valuation.
- Knows how to advise individuals and organisations about the basic dilemmas associated with IP rights.

#### **Metode poučevanja in učenja:**

- predavanja (razlaga z diskusijo)
- seminarske vaje z obravnavo in analizo konkretnih primerov: na vajah se bo obravnavalo posamezne študije primerov pravic IL, kršitve pravic prek konkretnih primerov iz sodišč, primere in vsebine pogodb, primere IL konkretnih podjetij, videoiger in razširjene resničnosti, kako registrirati določeno pravico IL in kako iskati podatke v bazah pravic IL.
- individualne konzultacije
- samostojen študij

#### **Learning and teaching methods:**

- lectures (explanation with discussions)
- tutorials with analysis of specific cases: tutorial will address individual case studies of IP rights, infringement of rights through specific court studies, cases and content of agreements, IP of specific companies, video games and extended reality, how to register a certain IP right and how to search for data in IP rights' databases.
- individual consultations
- individual study

Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
Način (pisni izpit, ustno izpraševanje, naloge, projekt):  <ul style="list-style-type: none"> <li>• pisni izpit</li> <li>• aplikativna seminarska naloga s predstavitevjo</li> </ul>	50  50	Type (examination, oral, coursework, project):  <ul style="list-style-type: none"> <li>• written exam</li> <li>• applicative seminar paper with presentation</li> </ul>

#### Reference nosilca / Lecturer's references:

- Hafner, A., Modic, D., Damij, N., Furlan, A. (2024). AI-powered prior art search : towards enriching intellectual property management?. In: FILIPOVIĆ, Nenad (ed.). Book of Abstracts : the Third Serbian International Conference on Applied Artificial Intelligence, (SICAAI) : may 23-24, 2024, Kragujevac, Serbia.
- Likar, B., Hafner, A., Ropret, M., Fatur, P., Markič, M., & Pušavec, F. (2023). Smart innovation management for better business performance. *JEEMS Journal of East European Management Studies*, 28(3), 533-556.
- Hafner, A. & Modic, D. (2023). Bodo sintetična goriva prispevala k zelenemu prehodu? = Will synthetic fuels contribute to the green transition? Zbornik recenziranih prispevkov Sekcije o krožnem gospodarstvu = Proceedings of reviewed papers of Circular Economy Section : Šmarješke Toplice, 23. november 2023. - str. 2-10.
- Hafner, A., Damij, N., & Modic, D. (2022, April). Augmented intelligence for state-of-the-art patent search. In *2022 IEEE Technology and Engineering Management Conference (TEMSCON EUROPE)* (pp. 61-66). IEEE.
- Damij, N., Hafner, A., & Modic, D. (2022). Activity-to-skills framework in the intellectual property big data era. *IEEE Transactions on Engineering Management*.
- Modic, D., Hafner, A., & Valič-Besednjak, T. (2022). Every Woman Is a Vessel: An Exploratory Study on Gender and Academic Entrepreneurship in a Nascent Technology Transfer System. In *University-Industry Knowledge Interactions: People, Tensions and Impact* (pp. 159-178). Cham: Springer International Publishing.
- Hafner, A. (2021). Message from automotive industry to technology transfer offices. *Transfer Tehnologij Bulletin*, (2), 24-28.
- Hafner, A. & Čehovin Zajc, J. (2021). Inovacijska dejavnost upokojenih izumiteljev = Innovation activity of retired inventors. V *Prilagoditve na trgu dela za starejše v Mestni občini Ljubljana* : [znanstvena monografija]. Str. 21-32.

Ana Hafner je opravila izpit za zastopnika za modele in znamke na Uradu RS za intelektualno lastnino (2021) in naslednje izpite pri Svetovni organizaciji za intelektualno lastnino: DL-730 Executive Course on Intellectual Property and Exports (2021), DL-201 Copyright and Related Rights (2020), DL-511 Software Licensing Including Open Source (2020), DL-450 Intellectual Property Management (2019), DL-301 Patents (2018), DL-318 Patent Information Search (2018), DL-320 Basics of Patent Drafting (2018), DL-302 Trademarks, Industrial Designs and Geographical Indications (2015), DL-101 General Course on Intellectual Property (2012).