

<b>Module code</b>	LAW505	<b>Level</b>	5
<b>Module title</b>	<b>Intellectual Property and Luxury Brand</b>		
<b>Status</b>	Core		
<b>Teaching Period</b>	Spring		
<b>Courses on which the module is taught</b>	LLB (Hons) Law		
<b>Prerequisite modules</b>	None		
<b>Notional learning hours</b>	200	<b>Credit value</b>	20
		<b>ECTS Credits</b>	10
<b>Field trips?</b>	N/A		
<b>Additional costs</b>	N/A		
<b>Content notes</b>	N/A		

## 1. Module description

This module provides you with an in-depth understanding of intellectual property law, and has been uniquely developed in collaboration with leading luxury brand organisations. You will learn the law as it relates to trademarks, copyright, patents, and designs, and how relevant legal protections are strategically applied to enhance brand value in the competitive luxury goods sector. You will gain practical insights into managing assets, addressing infringement, and leveraging IP for commercial success, as well as exploring emerging challenges, including the impact of artificial intelligence in this area. This module offers a distinctive blend of legal theory and commercial practice, equipping you with specialist knowledge highly sought after by both law firms and luxury brand enterprises.

## 2. Learning Outcomes

*Upon successful completion of this module, you will be able to:*

### **Digital Data and Tools (MLO 06)**

Analyse and use artificial intelligence tools responsibly in the preparation of legal advice.

### **Discipline Knowledge (MLO 07)**

Examine and apply legal rules and principles in the area of intellectual property law.

### **Discipline Skills (MLO 08)**

Employ the skill of legal drafting for practical purposes.

### **Interdisciplinary Perspectives (MLO 09)**

Investigate and apply theories and perspectives from the discipline of management to legal issues relating to intellectual property.

### 3. Learning and teaching methods, and reasonable adjustments

<b>Learning hours</b>				<b>200</b>
<b>Directed learning</b>				<b>48</b>
Workshops/ classes/ seminars/ lead events	Supervision	Studio time	Other	
<b>48</b>				
<b>Guided/Self-guided learning</b>				<b>152</b>

Delivery is through tutor-led lead events and follow-up workshops, both of which take place in person. Lead events introduce key topics, concepts, ideas and sources, providing the foundation for each week's learning. Workshops are experiential and active, giving you the opportunity to engage in role plays, simulations, group discussions and similar activities. These hands-on exercises are designed to deepen your understanding of the law while also developing transferable skills, including core lawyer competencies.

You are also expected to engage in substantial independent study, completing set readings and preparing for classes, including preparation for the practical exercises that take place during workshops. Weekly topics, readings and activities will be made available in advance to help you plan and make the most of each session.

Alternative arrangements will be made for individual students to complete in class activities where this is considered to be a necessary and reasonable adjustment.

Students seeking reasonable adjustments should consult the current Disability Policy:

<https://www.regents.ac.uk/policies>

### 4. Assessments and weighting, reasonable adjustment, and feedback methods

**Assessment component 1:** Portfolio, 100%, 4,000 words ( $\pm 10\%$ )

You will prepare a portfolio of 3,000 words in total, comprising several discrete tasks, including a legal drafting exercise. As part of this assessment, you will be required to harness artificial intelligence in an ethical and effective way.

Further details of the precise components of the portfolio will be specified in the module assignment brief.

Mapping of assessment tasks:

<b>Assessment components</b>	<b>MLO 06</b>	<b>MLO 07</b>	<b>MLO 08</b>	<b>MLO 09</b>
Portfolio	X	X	X	X

The above assessment component is summative. Students will have the opportunity for formative assessment and feedback before each summative assessment.

## 5. Indicative resources

Amobi, N., 2023. Legal protection for luxury goods and the counterfeiting challenge. In: S. Studente & E. Cattaneo, (eds.) *Contemporary Issues in Luxury Brand Management*. 1st ed. London: Routledge, pp. 70-79.

Abraham, E. (2021) 'Aldi pokes fun at Marks and Spencer Colin the Caterpillar legal challenge on Twitter', *The Independent*, 20 April. Available at: <https://www.independent.co.uk/life-style/food-and-drink/colin-the-caterpillar-m-s-aldi-twitter-b1832684.html> (Accessed: 18 July 2025).

Bently, L., Sherman, B., Gangjee, D. & Johnson, P. (2022) *Intellectual Property Law*, 6th edn, Oxford: Oxford University Press.

Niyompatama, M. and Lapatoura, I. (2025) 'Generative AI in fashion design creation: a copyright analysis of AI-assisted designs', *Journal of Intellectual Property Law and Practice*. [In Press]

Sun, H., Beebe, B. & Sunder, M. (eds.) (2015) *The Luxury Economy and Intellectual Property: Critical Reflections*. Oxford: Oxford University Press.

Murray, A. (2023) *Information Technology Law: The Law and Society*, 5<sup>th</sup> edn. Oxford: Oxford University Press.

*NB: This list of indicative resources is illustrative only and subject to change. A full list of resources will be provided on the module Blackboard site and updated from time to time.*