

CRI 200: Intellectual Property (IP) Issues in the Digital Age
Winter 2017 (v. Dec 23)

Professor:	Dr. Jeremy Shtern		Associate Professor and Founding Faculty Member: Ryerson School of Creative Industries
Lecture Schedule:	Mon 8-11am; TRS 2166 (+ each student is registered in, and attends, one seminar)		
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Phone:	416-979-5000 ext 3301 ~ Emails preferred. Voice mails not returned, unless crisis.		
Office:	RCC 309		
Office Hours:	TBD		
Only Ryerson e-mail accounts to be used for communication between faculty and students. All news (announcements) posted on class D2L. Please include "CRI 200" in the subject line of all emails sent to teaching team members regarding course matters.			
Graduate Assistants	Amanda Piché <i>PhD, Communication & Culture</i>	Stephanie Hill <i>MA, Communication and Culture</i>	Hana Dhanji <i>Joint MBA/JD, University of Toronto</i>
Seminar(s) Led	➤ 041= Tu 1-2 (KHS 134) ➤ 051= Wed 12-1 (TRS 1077)	➤ 031= Thur 1-2 (SHE 554)	➤ 011= Fri 1-2 (KHE 216) ➤ 021= Fri 12-1 (SHE 549) ➤ 061= Wed 12-1 (TRS 1075)
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Office:	RCC 325A	RCC 325A	RCC 325A
Office Hours:	TBD		

Course Description

Intellectual Property laws were developed to protect traditional literary, artistic, dramatic and musical works. This course introduces students to the legal principles underlying IP and explores how digital technology and the Internet have changed the rules, upsetting the traditional balance between content creators and content users and undermining many of the business models of the past. Current issues faced by policy-makers related to content use and the exploitation of IP rights will be investigated in the context of their repercussions for creators and creative enterprises.

NOTE: This is a required course for all Creative Industries students and is restricted to students enrolled in the BA in Creative Industries. CI students must obtain their CRI 100 credit in order to register in CRI 200. CRI students must obtain their CRI 200 credit in order to register in CRI 300.

Course Objectives

This course will make use of lectures and seminar discussions. Students will engage in both hands-on, practical learning about creative industries and critical thinking, knowledge and skill development.

By the conclusion of this course, students should develop:

- Understandings of the definitions, histories and current debates around intellectual property;
- Understandings of the fundamental role played by the development and protection of intellectual property in successful creative enterprises;
- Knowledge of the institutions, laws and practices that regulate IP in Canada and globally;
- Understanding of the various roles of IP within different creative industries;
- Understanding of the challenges and opportunities posed by digital technologies to the existing IP system;
- Some original ideas about IP strategy for the creative industries.

Required Readings and Resources

- The following book is required:* Murray, Laura and Trosow, Sam. (2013). Canadian Copyright: A Citizen's Guide (2nd edition). Toronto: BTL Press. (Note, it must be the 2nd edition).
- In addition: Various required readings including journal articles, book chapters and a series of essays by the writer and IP activist Cory Doctorow are indicated as required in the syllabus and are available to you on e-reserves through D2L.
- All students must also have their own an "iclicker2" student clicker handset. (NOTE: it must be "iclicker2", be careful if purchasing 2nd hand, to get the current version).
- Both the Murray/Trosow book and an iclicker2 can be purchased from the Ryerson campus bookstore.*

Course Meetings

This course will make use of both lectures and seminar/breakout group sessions. Students will attend course meetings twice most weeks: all students will attend the same lecture session and then each student will attend one of the six, smaller seminar sessions. Students are registered in only one of the six seminar sessions in order to ensure that the size of these sessions remains small enough to make productive use of the seminar format. Students are not free to attend whichever seminar they prefer. Students must attend the seminar session in which they are registered.






Weekly Schedule

*** subject to change ***






*NOTE: No seminars Friday Jan 13, course will begin with Jan 16th lecture.


**NOTE: Required readings are expected to be completed PRIOR to their associated lecture.

Week 1

LECTURE 1		Monday January 16
 TOPICS	Introductions to CRI 200: IP Context, Histories and Definitions	
 ACTIVITIES	Marconi/Tesla History; One Sentence Essay Pitch Contest	
 DISCUSS	Syllabus, course rules/expectations, CRI 100 essays, IP Intro	
 TO DO	Return CRI 100 Essays	
SEMINAR A		Tues January 17 to Fri January 20
 ACTIVITIES	Sony Hacks Exercise	




Week 2

LECTURE 2		Mon Jan 23
 TOPICS	Why IP Matters to the Creative Industries	
 DISCUSS	Star Wars	
 ACTIVITIES	Tent Poles of History? Charting Originality and IP in Hollywood	
 READINGS	<ul style="list-style-type: none"> <input type="checkbox"/> Murray & Trosow: Introduction and Part I. <input type="checkbox"/> Lindberg, Ben. (2016). "How to Avoid a Box Office Disaster". TheRinger.com <i>Available on e-reserves.</i> 	
SEMINAR B		Tues Jan 24- Fri Jan 27
 ACTIVITIES	Samantha Chang Case Study	



 TO DO	<input type="checkbox"/> Sign up for poster groups <input type="checkbox"/> Sign up for debate groups and pick dates/topics
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Week 3

LECTURE 3 Mon Jan 30




 TOPICS	The Digital Threat to IP
 ACTIVITIES	Modelling the Internet
 READINGS	<input type="checkbox"/> Boyle, J. (2008) "The Internet Threat". In <u>The Public Domain</u> . New Haven: Yale Press. (54-82). <u>Available on e-reserves</u> . <input type="checkbox"/> Doctorow, Cory. (2011). "How Do You Know If Copyright Is Working?". in <u>Context</u> . San Francisco: Tachyon Publications. (p. 87-90). <u>Available on e-reserves</u>

SEMINAR C Tues Jan 31- Fri Feb 3


 TOPICS	Discussing Course Material So Far: Key Concepts and Understandings
 ACTIVITIES	Supported group work time for posters and debates

Week 4

LECTURE 4 Mon Feb 6





 TOPICS	IP and the Politics of Piracy
 ACTIVITIES	Imitation Game Show: Knock Off or Knock Out?
 READINGS	<input type="checkbox"/> Tehranian, John. (2007). "Infringement Nation: Copyright Reform and the Law/Norm Gap". Utah Law Review, v. 2007. (p. 537-550). <u>Available on e-reserves</u> . <input type="checkbox"/> Doctorow, Cory. (2011). "Intellectual Property" Is a Silly Euphemism" in <u>Context</u> . San Francisco: Tachyon Publications. (p. 54-55) <u>Available on e-reserves</u> <input type="checkbox"/> Doctorow, Cory. (2008). "Giving it Away" in <u>Content</u> . San Francisco: Tachyon Publications. (p. 70-71). <u>Available on e-reserves</u> .

SEMINAR D Tues Feb 7- Fri Feb 10


 TO DO	<input type="checkbox"/> Debate i <input type="checkbox"/> Everyone else must attend, bring clickers
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Week 5

LECTURE 5 Mon Feb 13 Guest Lecture : Hana Dhanji

 TOPICS	IP in Canada: Institutions and Laws
 ACTIVITIES	The CRI 200 Notice and Notice/Cease and Desist Scrap Book!
 NOTE!!!!	Janice Neil, Chair of the School of Journalism, will briefly discuss the journalism module @ 855am.
 READINGS	<input type="checkbox"/> Murray and Trosow: Part II




SEMINAR E Tues Feb 14 Fri Feb 17

 TO DO	<input type="checkbox"/> CRI 200 IP Poster Festival in RCC <input type="checkbox"/> Must be presenting your poster in RCC during seminar time, do not go to classroom <input type="checkbox"/> Try to stop by other seminars' poster presentation times (see schedule on p. 1 of syllabus)
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-Feb 20-24: NO CLASS (STUDY WEEK)-

***Week 6*--- NOTE LECTURE SLOT TIME CHANGE**




LECTURE 6 Mon Feb 27

 TOPICS	Digital Technology and Retail Surveillance: A Guest Lecture and Panel featuring Professor Joe Turow <i>(Joseph Turow is the Robert Lewis Shayon Professor of Communication at the Annenberg School for Communication, University of Pennsylvania)</i>
 NOTE!!!!	<input type="checkbox"/> Class will <u>not</u> be held in the regular classroom time/place. <input type="checkbox"/> Instead, students should attend the Turow guest lecture. <input type="checkbox"/> To be held in the SLC launch zone at 3pm. <input type="checkbox"/> Details to follow during the term.
 READINGS	<input type="checkbox"/> Turow reading to be confirmed.






SEMINAR F Tues Feb 28- Fri March 3

 TO DO	<input type="checkbox"/> Debate ii <input type="checkbox"/> Everyone else must attend, bring clickers
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Week 7



LECTURE 7		Mon March 6	Guest Lecture: Stephanie Hill
 TOPICS	IP in Comics		
 READINGS	<input type="checkbox"/> Murray and Trosow Ch. 12 & 13 <input type="checkbox"/> Comics TBC		
SEMINAR G		Tues March 7- Fri March 10	
 TO DO	<input type="checkbox"/> Debate iii <input type="checkbox"/> Everyone else must attend, bring clickers		

***Week 8*--- NOTE LECTURE SLOT TIME CHANGE**

LECTURE 8		Mon March 13
 TOPICS	Global Dimensions of IP / Optional Drop in Essay Clinic	
 NOTE!!!!	<input type="checkbox"/> Lecture period will be devoted to <u>optional</u> drop in essay clinic. <input type="checkbox"/> Lecture material to be delivered by a video presentation to be posted to D2L. <input type="checkbox"/> All students are encouraged to attend optional essay clinic, but required to watch video presentation on their own time.	
 READINGS	<input type="checkbox"/> Murray and Trosow Ch Ch. 9-11	
 TO DO	<input type="checkbox"/> Complete IP Infringement Journal Exercise for period ending Mon March 18 <input type="checkbox"/> Watch video lecture in D2L <input type="checkbox"/> Think through topic, start basic research, complete outline/topic template sheet (if coming to essay clinic)	
SEMINAR H		Tues March 14- Fri March 17
 DISCUSS	<input type="checkbox"/> IP Infringement Journals	

***Week 9*--- NOTE LECTURE SLOT TIME CHANGE**

LECTURE 9		Thurs March 23 rd 7pm, SLC Launch Zone
 TOPICS	Marc Raboy Guest Lecture on Marconi (<i>Marc Raboy holds the Beaverbrook Chair in Ethics, Media and Communications at McGill University</i>).	




 NOTE!!!!	<ul style="list-style-type: none"> <input type="checkbox"/> Class will <u>not</u> be held in the regular classroom time/place. <input type="checkbox"/> Instead, students should attend the Raboy guest lecture. <input type="checkbox"/> To be held in the SLC launch zone, Thurs March 23, 7pm <input type="checkbox"/> Details to follow during the term.
 READINGS	<ul style="list-style-type: none"> <input type="checkbox"/> Raboy, Marc. (2016). "A Life in Litigation". Ch. 13 of <u>Marconi: The Man Who Networked the World</u>. Oxford: Oxford Press (pp 247-261). <u>Available on e-reserves</u> <input type="checkbox"/> Milner, Greg. (2016) "In a New Biography, How Marconi's Start-Up Changed the World". New York Times. <u>Available on e-reserves</u>

SEMINAR I **Tues March 21- Fri March 24**


 WORKSHOP	<ul style="list-style-type: none"> <input type="checkbox"/> Essay draft/topic workshop
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Week 10

LECTURE 10 **Mon March 27** **Guest Lecture: Amanda Piché**




 TOPICS	<ul style="list-style-type: none"> <input type="checkbox"/> IP in archives and collections <input type="checkbox"/> IP in crafts and on crafting platforms
 WORKSHOP	<ul style="list-style-type: none"> <input type="checkbox"/> Presentation from members of the Toronto Etsy Street Team (http://torontoetsystreetteam.blogspot.ca/), discussing IP issues and practices in the world of crafts
 READINGS	<ul style="list-style-type: none"> <input type="checkbox"/> Murray and Trosow Ch. 14-16

SEMINAR J **Tues March 28- Fri March 31**


 TO DO	<ul style="list-style-type: none"> <input type="checkbox"/> Debate iv
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Week 11

LECTURE 11 **Mon April 3**




 TOPICS	Strong, Weak and Innovative: Various CI approaches to IP
 ACTIVITIES	<input type="checkbox"/> Karaoke Concert: Dr. S and the Fair Dealing Singers reinterpret the music of Sam Smith and Tom Petty
 READINGS	<input type="checkbox"/> Raustiala , Kal & Sprigman , J.C. (2006). "The Piracy Paradox: Innovation and Intellectual Property in Fashion Design". <i>Virginia Law Review</i> , Vol. 92,. (p. 1687-1775) <u>Available on e-reserves</u>

SEMINAR K **Tues April 4- Fri April 7**


 WORKSHOP	<input type="checkbox"/> Academic Writing and the Transition to University; Reflection and DeBrief
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Week 12

LECTURE 11 **Mon April 10**

 TOPICS	<input type="checkbox"/> Course Conclusions <input type="checkbox"/> Exam Review
 ACTIVITIES	<input type="checkbox"/> The Great CRI 200 IP Scavenger Hunt, 2017!!!
 READINGS	<input type="checkbox"/> Murray and Trosow Ch 17 & 18.

SEMINARS **Tues April 11- Thurs April 13**

 NOTE!!!!	<input type="checkbox"/> No required seminar meetings this week <input type="checkbox"/> Drop in, optional exam review office hours to be planned.
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Assignments, Evaluation, Marking

Assignment	Description	Group or Individual	Due Date	% of Final Mark
Final Exam	Multiple choice and/or essay/short answer	I	In exam period, exact date TBD	25
Essay	1500-1750 word argumentative essay in response to question provided	I	April 4 th (by 5pm)	25
Poster Presentation	Prepare and present poster	G	Week of Feb 13	15
Quizzes	In lecture, on readings, unannounced.	I	*Ongoing, starting lecture 2 *6 quizzes, your best 5 marks will count	10
Engagement	Attend seminars and lectures, be prepared, participate.	I	Ongoing	15
Seminar Presentation/ Debate	* Take sides in a debate against another group, research and defend your position.	G (of 2-4)	Ongoing	10
Bonus Marks: Learning Development	Pass/ fail marks for: attending up to 3: *learning seminars and/or *participating in approved research studies *attending designated CRI sponsored public events	I	Ongoing	3 (max)

Description of Assignments

Final Exam (Exam period, exact date and time TBD, 25%)

- Tests student knowledge of entire course (ie. Including material covered by the quizzes). Multiple choice and essay. No study aids permitted. A review session will be conducted in the lecture prior and information will be distributed on what to expect.

Short Essay (25%, Due April 4th)

- Students will be expected to write a short, 1500-1750 word argumentative essay, drawing on research support, on a topic of their choosing, based only one of the following questions):
 1. Canada's copyright law adequately supports creators and creative industries in the digital environment. Argue for or against this statement using evidence of current laws and offering suggestions for reform and advocacy as required.
 2. Is piracy a problem or a business opportunity for creative industries? Argue for one or the other with clear evidence
 3. Choose and research a specific creative industry product, service or organization and argue why it has- in your view- developed and implemented a truly innovative digital IP strategy.

Poster Presentation (15%, Due Week of Feb 14)

- In groups of 2-4 that are the same as your seminar debate groups, students will choose a creative industry and research contemporary IP practices and policies that are unique to that industry. Conduct your research by asking yourselves what information practitioners in your chosen industry might benefit from knowing in order to better run their businesses. Choose relevant examples or case studies that illustrate your research. Students will prepare a poster, interactive display or installation that provides an overview of their research, and display and present their poster at set times and locations in RCC. The audience for these materials is other FCAD students working in your creative industries who might not be aware of or understand the IP issues they will face. Students are encouraged to be creative and persuasive with the way they present their research and conclusions.

Engagement (attendance & participation) (15%)

- Students are expected to not only attend all seminars and lectures, but to be prepared for them by having completed and reflected on readings and other resources. You must also

have your clickers with you and arrive on time. Attendance will be taken at seminars. Small assignments may be required over the course of the term. Your seminar leaders will note your contributions to and participation in seminar discussion, looking for well-prepared, productive interventions and comments.

Seminar quizzes (15%)

- Over the course of the term, there will be 6 short, unannounced clicker quizzes held in lectures on the required readings of that week (and, where there is no quiz the week before, possibly also covering the previous week's readings). Students who have done the readings and made notes on them should have no trouble scoring highly on these quizzes. Your lowest mark will be dropped and the 5 highest quiz scores will each be worth 3 marks. In all but extreme instances, failure to attend the class in which a quiz occurs (and have your clicker working and with you) results in a mark of 0 on that week's quiz. No retake opportunities will be provided. If a student has a serious and documented issue which results in multiple missed quizzes, they should speak to the teaching team.

Seminar Debate (10%)

- One of the main themes of CRI 200 is the politics of IP in the creative industries. In groups of 2-4 students from the same seminar, students will be required to prepare to argue one side of a contentious debate over IP in the creative industries. Topic for debate are:
 - Debate i: The Day the Internet Stood Still: SOPA (Group 1) v. Wikipedia (Group 2)
 - Debate ii: A Bitter Sweet Catastrophe: The Verve (Group 3) v. The Rolling Stones (Group 4)
 - Debate iii: Buck Roger's Pitch Count: Dille Family Trust (Group 5) t v. Nolan Family Trust (Group 6) v. Don Murphy and the Public Domain (Group 7)
(see: http://www.hollywoodreporter.com/thr-esq/buck-rogers-pitch-syfy-network-930661?mobile_redirect=false)
 - Debate iv: Whose History, Whose wireless? Tesla (Group 8) v. Marconi (Group 9)
- Debate topics and groups will be selected early in the term, the seminar in which each topic's debate will occur is listed in the course schedule above. You should conduct original research from academic and non-academic sources to understand the issue and support your arguments. Classmates will use clickers to judge the debate's winner and evaluate the degree of preparedness and persuasion of the arguments and performance. Unfair or unreasonable scores will be over-ridden by instructors. Students who do not take peer evaluation seriously may have their own marks reduced.
- Not all group members have to speak during the debate, but all must contribute to group work and groups will have opportunities to confer during the debate.

Bonus Marks: Learning Development (Max 3%)

- Students will have the opportunity to earn up to 3 bonus marks for learning development by either attending workshops aimed at student learning support offered on campus, or by participating in approved research studies carried out by faculty. Approved learning marks include career workshops. Marks will be granted 1 per session (ie. a total of 3 sessions required to earn full bonus marks).

Handing in Papers / Late Policy / Other Relevant Information

- It is the student's responsibility to contact the professor or the Student Affairs Coordinator (Paula) promptly concerning any situation that may have an adverse impact upon his/her academic performance. Any considerations (e.g. medical or compassionate) must be requested well in advance;
- Grades are posted on the D2L. Not all materials submitted for marking will be returned, so make extra copies for your records.
- Assignments submitted late, without extension, will result in a penalty of (5% deducted per day, 10% for a weekend). Do not wait until the last moment to submit your paper. Allow for technical glitches. Missed presentations without permission will result in a 0;
- Students are required to retain a copy of all work undertaken as well as *all rough materials, references, sources, and notes* until the marked original has been returned;
- The professors reserve the right to modify the syllabus and assignments as required over the course of the term, but any changes to the course assignments, due dates, and/or grading scheme will be discussed with the class prior to being implemented;
- On occasion guest speakers may attend our class. Students should refrain from contacting these guests after the class, unless invited to do so;
- Turnitin.com is a plagiarism prevention and detection service to which Ryerson subscribes. Students who do not want their work submitted to this service must, by the end of the second week, consult with the instructor to make alternate arrangements.
- Everyone is expected to hold up their end in group work. It is not acceptable to force classmates to cover for each other. Members of groups will be given identical marks in most cases. Each student may be required to submit a self and group evaluation form where they are given the opportunity to confidentially underline their contributions to the group and identify any group members who do not pull their own weight. Students whose contributions are deemed to be insufficient will have their marks adjusted.

Show respect for your fellow students.

- Arrive on time (***before*** 10 minutes after the hour). Be ready to roll.
- Do **not** get in the habit of packing up before the class has ended, wait until the professor is finished and students have had a chance to ask questions
- Do not indulge in side conversations in class. Disruptive students will be asked to leave. We reserve the right to adjust a student's overall mark if he/she interferes with their colleagues' learning.

Computers and other electronic devices are allowed in class to take notes, mark up lecture slides and do quick internet searches of relevant materials. But students on Facebook or Youtube or watching the hockey game or texting distract not only themselves but also their colleagues. Any student who gratuitously “multitasks” will not be allowed to use electronic devices in the classroom.

One last piece of advice... **Do not procrastinate.**

Policy Guidelines

This course is conducted in accordance with all relevant University academic policies and procedures and students are expected to familiarize themselves with them and adhere to them. Students should refer online (ryersoncreative.ca) to the 2016/17 Creative Industries Student Handbook for specific information with respect to the following policies:

- *Policy #60: Student Code of Academic Conduct*
- *Policy #61: Student Code of Non-Academic Conduct*
- *Policy #134: Undergraduate Academic Consideration and Appeals*
- *Policy #157: Ryerson's E-mail Accounts for Official Communication*
- *Policy #159: Academic Accommodation of Students with Disabilities*