

Programme Specification (PG)

Awarding body / institution:	Queen Mary University of London
Teaching institution:	Queen Mary University of London
Name of final award and title:	Postgraduate Certificate in Trade Mark Law and Practice
Name of interim award(s):	n/a
Duration of study / period of registration:	9 months part time
Queen Mary programme code(s):	
QAA Benchmark Group:	Law
FHEQ Level of Award:	Level 7
Programme accredited by:	CITMA, IPReg
Date Programme Specification approved:	
Responsible School / Institute:	Centre for Commercial Law Studies

Schools / Institutes which will also be involved in teaching part of the programme:

Collaborative institution(s) / organisation(s) involved in delivering the programme:

Programme outline

The Certificate in Trade Mark Law and Practice is specifically designed for trainee trade mark attorneys. It is a one-year part time course offering deep knowledge on both the academic and the practical aspects of trade mark and design protection. The substantial involvement of trade mark practitioners in the delivery of the course aims at ensuring that students will obtain a thorough and valuable insight into the intricacies of trade mark practice and acquire skills that a competent professional must possess in this field. At the same time, the programme aims at providing its students with the background academic knowledge necessary for a deeper understanding of the subject matter which will eventually lead to a more informed practice.

The programme offers students the opportunity to obtain solid knowledge on the Fundamentals of English Law and Professional Ethics, before embarking upon the detailed study of trade mark law and its neighboring areas. Students are instructed on neighboring areas of law as well, in particular design and copyright law, which are relevant to the practice of a trade mark attorney.

Aims of the programme

The programme aims to:

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- provide students with a sound understanding of the essential principles of law providing a foundation and context for studying intellectual property law and practice with a focus on trade mark law;
- provide students with a sound understanding of basic IP law (particularly those areas with relevance to trade mark law and practice).
- equip students with the skills of legal analysis essential for practice as an intellectual property professional focusing on the law of trade marks;
- provide students with a deep understanding of the laws and procedures relating to the protection of trade marks (domestic, international and comparative);
- provide students with a detailed understanding of the laws and procedures (UK and EU) relating to the protection of industrial design through registered and unregistered design laws and copyright law;
- Raising awareness among students for the standards of behavior expected by professionals in their field.

What will you be expected to achieve?

The programme provides opportunities for students to develop and demonstrate not only knowledge of black letter trade mark law but also a deep and systematic understanding of its application. Students will also have the opportunity to appreciate its interrelationship with other areas of law and, to some limited extent, other disciplines such as marketing and economics.

The programme outcomes are referenced to the relevant QAA benchmark statement(s) and the Framework for Higher Education Qualifications in England, Wales and Northern Ireland (2014). Additionally, the SEEC Credit Level Descriptors for Further and Higher Education 2016 have been used as a guiding framework for curriculum design.

Academic Content:

A 1	Fundamentals of the English legal system as a foundation and context for embarking upon the study of intellectual property law and practice;
A 2	Theories of trade mark protection and their historical development;
A 3	Laws and procedures relating to the protection of trade marks (domestic, international and comparative);
A 4	The laws and procedures (UK and European Union Intellectual Property Office (EUIPO)) relating to the protection of registered and unregistered design rights;
A 5	Copyright law;
A 6	Professional ethics applicable to IP practitioners: the IPReg Code of Conduct; standards of care and duties to clients, conflicts of interest, client confidentiality, financial activity, professional integrity.

Disciplinary Skills - able to:

B 1	Identify the legal issues arising in the context of a given set of facts, identify the applicable rule, apply the rule and appreciate the legal consequences arising therefrom;
B 2	Recognise potential alternative courses of action for particular legal situations, and provide clear justifications for them; evaluating the risks, costs, and benefits;

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B 3	Appreciate the need for further inquiry to obtain facts that are unknown but relevant to one's case;
B 4	Use standard paper and electronic resources to obtain up-to-date legal information, including researching and analysing intellectual property law from primary resources on specific matters and applying the findings of such work to the solution of legal problems;
B 5	Present a legal argument in written form, and read legal writing (statutes, cases and commentary) effectively;
B 6	Compare legal rules from different jurisdictions;
B 7	Analyse factual situations (real and hypothetical) by applying recognised legal rules;
B 8	Use legal terminology with care and accuracy; uses ideas at a high level of abstraction;
B 9	Make a personal and reasoned judgment based on an informed understanding of standard arguments in the area of law in question;
B 10	Select key relevant issues for legal research and/or discussion and to formulate them with clarity; employing advanced skills to conduct research; demonstrates an understanding of current theoretical and methodological approaches and how these affect the way the knowledge base is interpreted;
B 11	Apply the rules of professional conduct appropriately to relevant situations;
B 12	Apply the knowledge and understanding they have gained through the course to complex situations; this may involve situations where one has to operate in unpredictable and/or specialised contexts;
B 13	Develop critical responses to existing theoretical discourses, methodologies or practices and suggest new concepts or approaches;
B 14	Display mastery of the complex and specialised area of black letter trade mark law and practice.

Attributes:	
C 1	Use suitable language in communication and address all issues in communication;
C 2	Communicate legal information, whether orally or in writing, appropriately to the needs of a variety of audiences;
C 3	Ability to provide clear advice to clients and take accurate instructions from clients;
C 4	Ability to engage into practical and theoretical discussions on trade mark law and practice;
C 5	Ability to make arguments for both sides in light of given facts;
C 6	Demonstrate critical reading skills;
C 7	Ability to manage the expectations of clients;
C 8	Establish effective working relationships with others;
C 9	Accept accountability for decision making.
C 10	Ability to take initiative in decision-making

How will you learn?

Most teaching takes place in a whole-group setting.

Teaching and learning methods vary from module to module. Lecturing is the primary means of instruction for some classes. In some sessions, teaching is conducted in interactive lecture format. In others, teaching is conducted through group discussion of pre-assigned questions and problems.

Each module is supported by a detailed and clearly structured set of materials and reading list. These materials include guided learning exercises which the students are required to complete in advance of the teaching sessions.

The delivery of each module is supported by the QMPlus virtual learning environment area. The webpage of each module contains essential information such as module outlines and questions for self-study. All modules provide students with the opportunity to undertake regular formative assessment and obtain feedback as standard. Depending on the module, this may take the form of online quizzes, or mock essay questions with model answers provided.

Each module is convened by a faculty member of the Centre for Commercial Law Studies, Queen Mary University of London, who is an expert in the respective field. A significant number of classes are run by established practitioners such as attorneys, barristers, solicitors or high-profile officials from UK and European public authorities. The contribution of such practitioners is an important element of this professional programme, as they bring industry expertise and practical experience into the classroom.

CCLS is uniquely well-placed to deliver a programme integrating professional expertise due to the extensive contacts that it has built up with senior intellectual property practitioners over the years through the multitude of teaching, research and entrepreneurial projects it has been engaging with all this time.

How will you be assessed?

Assessment takes the form of an unseen examination in each of the 4 credit bearing modules. The duration of the unseen examinations is 2 hours 15 minutes, except for the IPL134 Fundamentals of Law and Professional Ethics, for which candidates undertake a 1 hour MCQ paper and submit an essay.

An assessment method based on unseen examination has been chosen in order to ensure a rigorous assessment of the students' knowledge and skills in each area of law covered by the programme. Students will be prepared for being examined under this method of assessment.

That said, and in response to university policies to move exams on-line, CCLS decided to move all its course assessments on-line and introduce a 4 hours timed format for all its exams. Following this format students will get 4 hours to complete their exam, which is more than the usually allocated time for "in-person" exams. The 4 hours format also acknowledges the time zone issues students may face, issues with their Internet connections, as well as the requirements of any students with examination access arrangements, such as extra time.

It should be noted that students receive a student handbook which contains the syllabus, assessment type, profile, particulars such as word caps as well as the date of the exams. This information is also available on the QM+ induction page and was explained in details in a dedicated assessment/examination session

How is the programme structured?

Please specify the structure of the programme diets for all variants of the programme (e.g. full-time, part-time - if applicable). The description should be sufficiently detailed to fully define the structure of the diet.

The programme is comprised of 4 compulsory modules taken over 2 semesters (Part time).

Students will sit IPLC134 in an intensive 2 week format before starting IPLC132 and IPLC136 in Semester 1.

Students will then take IPLC137 in Semester 2.

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Academic Year of Study PT - Year 1

Module Title	Module Code	Credits	Level	Module Selection Status	Academic Year of Study	Semester
Fundamentals of Law and Professional Ethics (IPReg FL & PE)	IPLC132	15	7	Compulsory	1	Semester 1
Design and Copyright Law (IPReg D & C)	IPLC134	15	7	Compulsory	1	Semester 1
Trade Mark Law A (IPReg TMs Part A)	IPLC136	15	7	Compulsory	1	Semester 1
Trade Mark Law B (IPReg TMs Part B)	IPLC137	15	7	Compulsory	1	Semester 2

What are the entry requirements?

Minimum 2:2 undergraduate degree from any subject area.

Substantial practical experience of at least 5 years in the field of trade mark law will also be considered for those being sponsored by an employer.

How will the quality of the programme be managed and enhanced? How do we listen to and act on your feedback?

At the beginning of their studies, students will be asked to select a programme representative. This is a vital process, as the programme representative will act as a key point of contact between students and the CCLS programme team. Students are also encouraged to contact the Programme Director directly at any time to communicate any issue of concern about their studies.

Input from external examiners, students and regular internal discussion are the main channels through which the programme's quality will be managed and enhanced.

CCLS welcomes feedback from students. This is usually collected through the Staff-Student Liaison Committee (SSLC), module evaluations, the Postgraduate Taught Evaluation Survey (PTES), and formal and informal discussions with the teaching team throughout the academic year. Students are also encouraged to contact the Programme Director directly at any time to raise feedback or queries. On top of that, a senior academic will be conducting focus groups with the students.

The Staff-Student Liaison Committee (SSLC) provides a formal means of communication and discussion between CCLS and its students. The committee consists of student representatives from across CCLS, together with appropriate representation from CCLS staff. It is designed to respond to the needs of students, as well as act as a forum for discussing programme and module developments. Staff-Student Liaison Committees meet once per semester, and meeting dates will be confirmed at the start of each semester. Students will be given an opportunity to submit feedback, or items for discussion ahead of each meeting.

CCLS runs an end-of-term evaluation for each module. This allows both module convenors and the CCLS to collect important information and feedback from students, and to make any relevant adjustments promptly if necessary. CCLS also runs an additional feedback questionnaire which relates specifically to the performance of guest lecturers.

A Programme Management Group (PMG) oversees the delivery of this programme. It meets at the end of each academic year to consider: the curriculum, module evaluations, external examiner reports, student achievement data, and general student feedback. Feedback from the PMG is reported to the CCLS Teaching and Learning Committee (TLC).

The CCLS TLC deals with all matters relating to the delivery of taught programmes within CCLS, including monitoring the application of relevant QM policies and reviewing all proposals for module and programme approval and amendment before submission to Taught Programmes Board. Student views are incorporated in this Committee's work in a number of ways, such as through reports from the SSLC, and the consideration of module evaluation questionnaires.

CCLS operates an Annual Programme Review (APR) of their taught provision. APR is central to QMUL's assurance of the academic standards of its provision, with the aim of enhancing the student learning experience at its core. APR is a continuous process of reflection and action planning which is owned by those responsible for programme delivery.

External examiners have the opportunity to comment both on individual module content and assessment and on the broader provision. They are asked to monitor fairness and consistency in assessment procedures and to scrutinise the effectiveness and appropriateness of the assessment. External examiner reports are submitted annually, after the relevant Subject Examination Board. CCLS submit a formal response to each report, indicating how and feedback is going to be implemented, and / or reasons why changes are not going to be made. External examiner reports and responses are also shared with students via the Student-Staff Liaison Committees.

What academic support is available?

The programme director offers help and assistance to students if required. Students are encouraged to communicate directly with the module leaders, programme director and programme coordinator with any queries. Students can also seek advice and support from the CCLS Taught Programme Office.

Students are also able to access the support services offered centrally by QMUL. For more information please follow the link below: <https://www.qmul.ac.uk/newstudents/starting-your-life-as-a-student/central-qmul-support-services/>

Students can also approach our assessments team for any questions pertaining to the administrative aspects of the examinations including exam timetables, delivery of exam results etc.

Programme-specific rules and facts

The programme meets the requirements set out in the IPReg Accreditation Handbook. Graduates of the programme fulfil IPReg's requirement of completing a postgraduate course accredited by IPReg during their first year of study towards qualifying as a Chartered Trade Mark Attorney.

Students can condone up to 15 credits with a mark of 45-49.

How inclusive is the programme for all students, including those with disabilities?

Queen Mary has a central Disability and Dyslexia Service (DDS) that offers support for all students with disabilities, specific learning difficulties and mental health issues. The DDS supports all Queen Mary students: full-time, part-time, undergraduate, postgraduate, UK and international at all campuses and all sites.

Students can access advice, guidance and support in the following areas:

- Finding out if you have a specific learning difficulty like dyslexia
- Applying for funding through the Disabled Students' Allowance (DSA)
- Arranging DSA assessments of need

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- Special arrangements in examinations
- Accessing loaned equipment (e.g. digital recorders)
- Specialist one-to-one "study skills" tuition
- Ensuring access to course materials in alternative formats (e.g. Braille)
- Providing educational support workers (e.g. note-takers, readers, library assistants)

Links with employers, placement opportunities and transferable skills

One of the most notable features of the CCLS is its extremely close relationship with the legal profession and the commercial world. It has an advisory council that includes several senior members of the judiciary and legal profession as well as persons occupying senior roles in the commercial world. Distinguished members of the legal profession in the field of intellectual property play key roles in our programme as members of the examination board.

The majority of our alumni are employed as trainee trade mark attorneys or administrators while studying on that programme. They are usually supported financially for their period of study. Almost all graduates from the programme are employed within the profession following their studies. Our alumni form a powerful network within the trade mark world.

As regards the transferable skills, please check the information provided above under the section titled "What will you be expected to achieve?"

Programme Specification Approval

Person completing Programme Specification:

Jack Osborne

Person responsible for management of programme:

Date Programme Specification produced / amended by School / Institute Education Committee:

8 Jun 2022

Date Programme Specification approved by Taught Programmes Board: