

# The course "Advertising as an intellectual property"

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The content of PPP “The course „Advertising as an intellectual property“:

1. "Advertising as an intellectual property“ as an university topic.
2. The main themes of the course "Advertising as an intellectual property“.
3. Knowledge and skills given by the course "Advertising as an intellectual property“.

*1. "Advertising as an intellectual property"  
as an university topic*

The course "**Advertising as an intellectual property**" is designed for the students in the master's degree of the speciality '**Advertising management**' in UNWE. This course is included in the curriculum for the students and presented to them since the academic 2012/2013 year.

The course "**Advertising as an intellectual property**" corresponds to the academic profile and educational philosophy of the University of national and World Economy, Faculty of management and administration, speciality 'Marketing'.

The aim is to achieve balance between the acquisition of knowledge and skills of training, development of professional competence for advertising as an intellectual product, the necessary contracts and forms of economic realization in the meaning of intellectual property rights on the advertising for the perspective advertising managers.

The course "Advertising as intellectual property"

is an **interdisciplinary** and a **comprehensive course** for the marketing management education in UNWE.

- interdisciplinary course – it is based on theory and practice in marketing, management and intellectual property rights /IPRs/;
- comprehensive course - it gives knowledge and skills to the students to identify IPRs in each kind of advertising and how to protect and how to defend IPR in cases of infringement.

This course should meet the need of knowledge for intellectual property /objects and rights/ in the context of significant management resource and as a legal instrument for the protection of advertising as a result of creative work of the specialist in advertising as a field of marketing communications in the global economy.



*2. The main themes of the course*  
*"Advertising as an intellectual property"*

The course aims to discuss the following **themes**/non exhaustive list/:

- advertising as a **result** of intellectual creative work;
- **types** of advertising such as:
  - conventional types of advertising: print, transport, souvenir and radio and TV advertising; and
  - actual nowadays types of advertising: internet, audiovisual, multimedia advertising with special effects and area of presentation.

- **objects of intellectual property** as possible forms of protection of creatives specifics of advertising messages depending on the subject, channels and addresses and various objects of intellectual property in them. Special attention is paid to the copyright and industrial property objects like TM and ID in classes ‘logos’ – 32.00, ‘communicative means’ – 14..00 and others, for protecton of advertising.



Under the motto "Cavalli dress Coca- Cola" were launched new product packages of favorite for billions people around the world drink on the occasion of the 100-th anniversary of the company.



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**Name of owner:** Daimler AG  
**Filing date:** 21/01/2010  
**Locarno class-subclass:** 32.00  
**Verbal element:** MERCEDESOPPETRONAS  
**Indication of the product:** Logos  
**Status:** Registered and fully published (A1)  
*This design has previously been published as "registered and subject to deferment (A2)"*

24 \*001690785-0001



**Name of owner:** Daimler AG  
**Filing date:** 06/04/2010  
**Locarno class-subclass:** 32.00  
**Verbal element:**  
**Indication of the product:** Logos  
**Status:** Registered and fully published (A1)

- **management synergic effect** of the accumulation of various forms of protection: as objects of copyright and as objects of industrial property /one and/or more/.
- attention to **national, regional and international agreements on intellectual property relative to advertising.**

- exercise of the IP rights for advertising by contracts for their use; through licensing contracts, through sponsorship and other types of contracts;
- forms of legal activities/remedies against /reaction redress for/ violations of intellectual property rights in the field of advertising – against infringement of rights in advertising as IP – civil, penal and administrative ways.




- Special attention is paid to the triad "**advertising - design - corporate style**" and the digital business identification of the company, presented in advertising symbols and messages and forms of protection as intellectual property.

# BLOOD SUCKER vampire fangs

Bedienungsanleitung / Anwendungshinweise  
User's Manual / Instructions for Use  
Istruzioni per l'uso / Indicazioni sull'applicazione



 Vielen Dank für den Kauf dieser hochwertigen Vampirzähne! Der Artikel ist ausschließlich zum Aufstecken auf gesunde und gereinigte Zähne geeignet. Bitte lesen Sie diese Anleitung sorgfältig vor dem ersten Gebrauch. Der Artikel darf NICHT von Personen mit Zahnklammern, Brücken, Zahnkronen oder Zahnimplantaten verwendet werden. Er ist zudem nicht für Kleinkinder geeignet, da die Zähne verschluckt werden könnten. Entfernen Sie die Zähne stets vor dem Essen, Schlafen oder vor sportlichen Aktivitäten.

## PROBLEMLOSE MEHRFACHVERWENDUNG – NATÜRLICHER TRAGEKOMFORT – EINFACHES EINSETZEN

Diese Anleitung führt Sie Schritt für Schritt durch die einzelnen Kapitel. ▶

### BENÖTIGTE HILFSMITTEL / MATERIALIEN:

- Spiegel
- Tasse oder Glas mit warmem Leitungswasser (Trinkwasser)
- Teelöffel
- kleine Schere

### 1 ANPROBIEREN DER ZÄHNE

Platzieren / halten Sie die Reißzähne bis Sie die optimale Position gefunden haben in der die Zähne später sitzen sollen. Stellen Sie sicher, dass die Reißzähne nicht gegen Ihr Zahnfleisch drücken, wenn Sie den Mund schließen.

### 2 VORBEREITUNG DER THERMOPLASTIK

Erhitzen Sie etwas Wasser bis kurz vor dem Kochen und füllen es in die Tasse. Geben Sie ca. die Hälfte der Kügelchen (Thermoplastik) auf den Löffel und halten diesen in das Wasser. Sobald die Kügelchen zu schmelzen beginnen ändert sich die Farbe von Weiß auf Durchsichtig. Nach dem Erkalten kann die Thermoplastik beliebig oft wieder erwärmt und erneut verwendet werden.

**ACHTUNG:** Verbrennungsfahrer durch das heiße Wasser oder das heiße Thermoplastik!

### 3 AUFSETZEN DER ZÄHNE

Nehmen Sie etwas erwärmte Thermoplastik und füllen sie in die Rückseite der Zähne. Platzieren Sie die Zähne zügig auf den vorher ausgesuchten Stellen und drücken Sie die Zähne ca. 2 Minuten fest. Verbinden sie die Vampirzähne zur Stabilisierung hinter den eigenen Zähnen mit Thermoplastik. Danach entnehmen Sie die Zähne (mit der Thermoplastik) und lassen sie ca. 5 Minuten abkühlen. Nun können Sie die abgekühlten Zähne einsetzen. Überflüssige Thermoplastik kann mit der Schere vorsichtig entfernt werden.



Thank you for purchasing these high-quality vampire fangs! This item is only suitable for attaching to healthy and clean teeth. Please carefully read this manual prior to your first use. This item must NOT be used by people with braces, bridges, dental crowns or dental implants. It is also not suitable for small children, as the fangs could be swallowed. Always remove the fangs prior to eating, sleeping or any sports activities.

## EASY MULTIPLE USE – NATURAL WEARING COMFORT – SIMPLE INSERTION

This manual will take you step-by-step through the individual sections. ▶

### REQUIRED TOOLS / MATERIALS:

- a mirror
- a cup or a glass with warm tap water (drinking water)
- a teaspoon
- small scissors

### 1 TRYING ON THE FANGS

Place / hold the fangs until you find the optimum position in which the fangs will be attached later. Make sure that the fangs do not press against your gums when you close your mouth.

### 2 PREPARATION OF THERMOPLASTIC

Heat some water until just before it boils, and fill the cup with it. Put about half of the beads (thermoplastic) on the spoon and hold the spoon in the water. As soon as the beads begin to melt, the color will change from white to transparent. After cooling, the thermoplastic can be reheated and reused as often as desired.

**CAUTION:** Risk of burns from the hot water or the hot thermoplastic!

### 3 PUTTING ON THE FANGS

Take some heated thermoplastic and fill the back of the fangs with it. Quickly place the fangs at the previously selected points, and firmly press the fangs for about 2 minutes. For stabilization, bind the vampire fangs behind your own teeth with thermoplastic. Then remove the fangs (with the thermoplastic), and let them cool for about 5 minutes. You may now use the cooled fangs. Any unnecessary thermoplastic can be removed carefully with the scissors.



Grazie per aver acquistato questi denti da vampiro di alta qualità! L'articolo è concepito esclusivamente per l'applicazione su denti sani e puliti. Leggere attentamente le presenti istruzioni prima del primo utilizzo. L'articolo NON deve essere utilizzato da persone che portano l'apparecchio per i denti, ponti, corone o impianti dentali. Inoltre non è adatto per bambini piccoli poiché i denti possono essere inghiottiti. Rimuovere sempre i denti prima di mangiare, dormire o svolgere attività sportive.

## POSSONO ESSERE RIUTILIZZATI SENZA PROBLEMI – COMODI DA INDOSSARE CON EFFETTO NATURALE – APPLICABILI CON SEMPLICITÀ

Le presenti istruzioni illustrano passo-passo i singoli capitoli. ▶

### STRUMENTI / MATERIALI NECESSARI:

- uno specchio
- una tazza o un bicchiere con acqua del rubinetto tiepida (acqua potabile)
- un cucchiaino
- forbici di piccole dimensioni

### 1 PROVA DEI DENTI

Posizionare / tenere i denti canini finché non si raggiunge la posizione ottimale in cui si devono collocare in seguito i denti. Assicurarsi che a bocca chiusa i denti canini non spingano contro le gengive.

### 2 PREPARAZIONE DELLA TERMOPLASTICA

Riscaldare un po' d'acqua quasi fino a ebollizione e versarla nella tazza. Collocare circa metà delle sferette (termoplastica) sul cucchiaino e tenerlo nell'acqua. Non appena le sferette iniziano a sciogliersi cambiano colore, passando da bianche a trasparenti. Una volta raffreddata, la termoplastica può essere riscaldata nuovamente e riutilizzata tutte le volte che si desidera.

**ATTENZIONE:** pericolo di ustione dovuto all'acqua calda o alla termoplastica calda!

### 3 POSIZIONAMENTO DEI DENTI

Applicare la termoplastica leggermente riscaldata sulla parte posteriore dei denti. Posizionare rapidamente i denti nei punti scelti in precedenza e premere saldamente i denti per circa 2 minuti. Per renderli stabili, unire i denti da vampiro dietro ai propri denti con la termoplastica. Quindi rimuovere i denti (con la termoplastica) e lasciar raffreddare per circa 5 minuti. Ora è possibile applicare i denti raffreddati. La termoplastica in eccesso può essere rimossa con cautela utilizzando le forbici.

EU companies register as RCD their webpages containing the word logos and elements of print advertising  
example: web design of a company from Germany

The course does not focus on questions like:

1. advertising as a creative process;
2. advertising as a part of the marketing strategy of the company;
3. economic management effects of well based and effective advertising strategy;
4. others.

The course "**Advertising as intellectual property**" has the task to assist the process of creating effective specialists 'marketing managers' – active and responsible, in a dynamic business environment.

Along with lectures focusing on practical aspects achieves through individual work by students: research, studies, tests, individual work on specific cases.

*3. Knowledge and skills given by the course  
"Advertising as an intellectual property"*

THE COURSE

gives

knowledge

skills

The course will provide the following basic information:

- Knowledge about the nature of advertising as an intellectual product;
- Knowledge about the possibilities for protection of various types of advertising as objects of copyright and /or industrial property;

- Knowledge of strategic management aspects of advertising such as intellectual property and the realization of synergic effect through the combination of different forms of protection;
- Knowledge of advertising as intellectual property in the company's marketing strategy and company's written program for corporate style;



- Knowledge about the place of advertising in the digital business identification of the company;
- Knowledge and skills formation and selection of strategic options for the IP protection of advertising.

The course provides the following skills:

- skills for identifying the different options for legal protection of advertising as IP rights;
- skills for the formation of strategic options for the IP protection of advertising;

- skills for selection of strategic options for the IP protection of advertising according to the chosen package of criteria;

- skills to present different ways for solving of practical cases.

Instead of conclusion:

Knowledge and skills obtained in the course "Advertising as intellectual property" by students of 'Advertising management' fit naturally to the academic specialization of students in the field of advertising management.

Knowledge and skills in the field of IP rights, forms and strategies for the protection of intellectual property in advertising is a necessary part of the comprehensive training of advertising managers at various levels of business.

*Thank You for the attention, IP teachers!*

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