

University of Pretoria Yearbook 2021

Intellectual property, branding and advertising 803 (IGZ 803)

Qualification	Postgraduate
Faculty	Faculty of Law
Module credits	30.00
NQF Level	09
Programmes	LLM Intellectual Property Law (Coursework)
Prerequisites	Admission to the relevant programme.
Contact time	2 lectures per week
Language of tuition	Module is presented in English
Department	Private Law
Period of presentation	Semester 1

Module content

The following aspects will be dealt with:

- Trade Marks Act 194 of 1993
- Merchandise Marks Act 17 of 1941
- Counterfeit Goods Act 37 of 1997
- Relationship between registered trade marks and unregistered trade marks
- Branding and trade marks
- Advertising and trade marks
- Compliance with international instruments
- Trademark-related international instruments
- Compliance with international instruments
- Capita selecta including: registrability and validity; infringement; amendment or correction
- Civil remedies for the infringement of intellectual property rights
- Criminal remedies for the infringement of intellectual property rights

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