

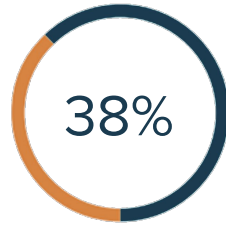
THE MICHELSON INSTITUTE FOR INTELLECTUAL PROPERTY

An initiative of

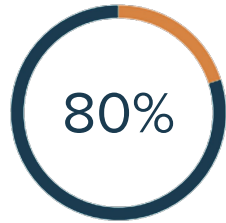


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IP in the Knowledge Economy



Of total U.S. GDP



Of market value of all publicly
traded companies in the U.S.

IP in the Entrepreneurial Environment

- Rights that allow author or owner to benefit from their work or investment
- Provides the entrepreneur with a unique value proposition, defensibility, competitive advantage
- Opportunity to play both offense and defense
- Formal legal framework, yet grey areas



Addressing the IP Education Gap

Foundational IP Textbook

Co-creating Curricular Solutions

Partnership w/ Community Colleges

Educator Portal

Focus Groups



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Foundational IP Textbook without “Legalese”



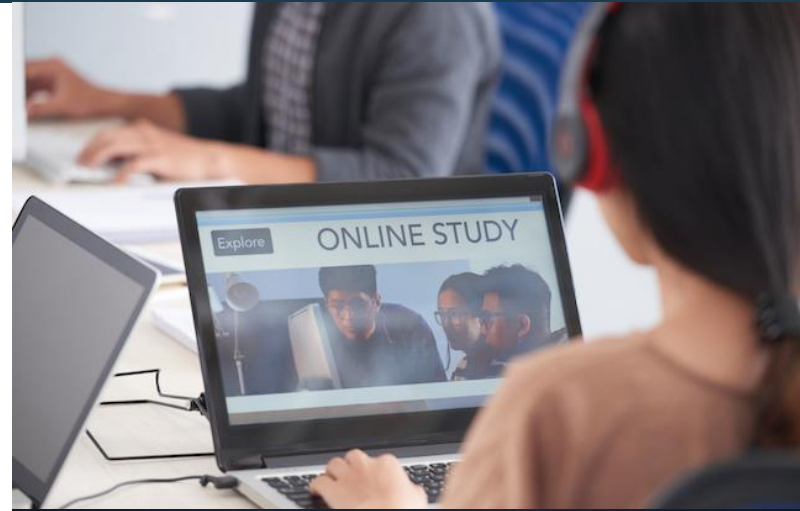
Co-creating Curricular Solutions: 'The Entrepreneur's Guide to Intellectual Property'



Online Course: 'Intellectual Property: Inventors, Entrepreneurs, Creators'

- Explains the basics of intellectual property policies in the United States.
- Describes the relationship between intellectual property protection and economic growth.
- Demystifies how intellectual property protections benefit individual creators, business owners, and entrepreneurs.

***3.5 Hours of content
Free on Udemy.com***



INTELLECTUAL PROPERTY

FOR ENTREPRENEURS & CREATORS



UNIT 1: PATENTS
SECTION 1: INTRODUCTION AND BASICS

Community College Partnership with NACCE



Educator Portal

- **LMS Course Cartridges**
 - Upload IP modules directly into your LMS.
- **PowerPoint Presentations**
 - Use overview slides to cover key topics.
- **Assessment Bank**
 - Evaluate student understanding.
- **Discussion Questions**
 - Engage students in dialogs on applications of intellectual property in today's economy.

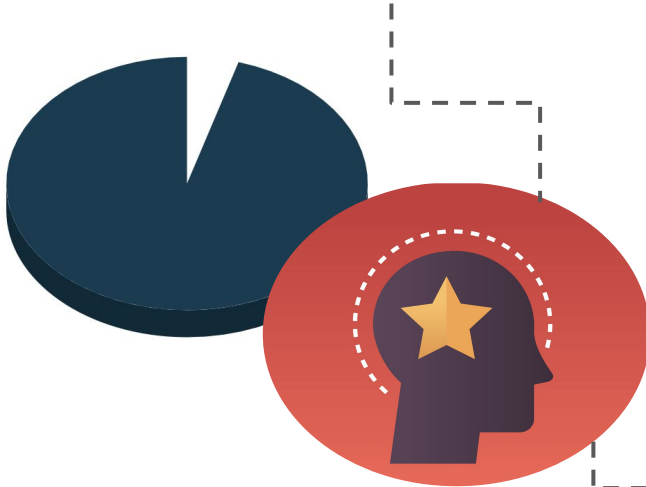


VentureWell OPEN 2020: Faculty Focus Groups

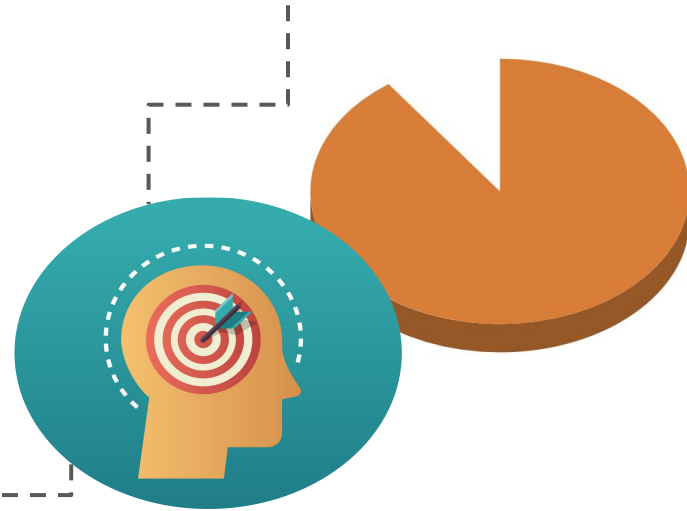


Student Feedback

95% of students believe learning about IP is valuable for entrepreneurs.



90% of students report having a better understanding of IP after using our materials.



7 out of 10 students surveyed are interested in learning more about IP.

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Jelani Odlum, Program Manager
Michelson 20MM Foundation
jelani@20mm.org
MichelsonIP.com