

Creating a Business Plan Lesson 11: Legal Issues for Entrepreneurs

SUBMITTED BY: WGYP Summer Educator

SUBJECT(S): Entrepreneurship

GRADE LEVEL(S): 9, 10, 11, 12

≡ OVERVIEW:

In this lesson of the unit Creating a Business Plan, students understand the terms copyright and patent. They will apply the terms to their own business models.

≡ NBEA STANDARD(S):

- Entrepreneurship, IX. Business Plans
- Entrepreneurship, VIII. Legal

≡ RELATED ARTICLES:

- [“Let’s Party! The ‘Happy Birthday’ Song Loses Its Copyright”](#)
- [“A Maker Develops the Business Plan for His Latest ‘Eye-pad’ Innovation”](#)

NBEA Standard(s):

- Analyze how forms of business ownership, government regulations, and business ethics affect entrepreneurial ventures.
- Develop a business plan.

Common Core Standard(s):

- CCR Standard for Reading: Determine central ideas or themes of a text and analyze their development; summarize the key supporting details and ideas.

Objectives/Purposes: In this lesson, students will learn about copyright and patents, and begin to apply these ideas to their own business.

Knowledge@Wharton Articles:

- “Will the Online Book Publishing Flap Rewrite Copyright Law?”
- “Smartphone Patent Battles: Dumb Move or Smart Strategy?”

Other Resources/Materials:

- Copyright Worksheet (enough copies for ½ the class)
- Patent Worksheet (enough copies for ½ the class)
- Wharton Global Youth Program Video Glossary of Patent by Professor Alon Eizenberg
<https://globalyouth.wharton.upenn.edu/glossary/patent/>

Activity:

Copyright Worksheet

Patent Worksheet

1. Do Now: Where have you heard the terms copyright and patent used before? How were they used? What do you think they mean? What do you think it has to do with your own business? Students should write answers in their journals or on a separate sheet of paper, and be prepared to share. (5 min)
2. Students share answers to the Do Now. (5 min)
3. Teacher provides definitions of the terms copyright and patent: (5 min)
 - a. Copyright

b. Patent- Teacher can use the video glossary on WGYP

<https://globalyouth.wharton.upenn.edu/glossary/patent/> by Professor Alon Eizenberg

“A patent is a legal document that grants inventors exclusive rights to use the new technology they developed for a fixed time period. I was just granted a patent for the new computer chip I developed, so no one can use it without my permission over the next ten days.”

4. After going over the definitions, the teacher will select three-to-five students to share real-world examples of each. This will help the teacher assess students’ understanding.
5. The class will be divided into two groups. One group will get the article “Will the Online Book Publishing Flap Rewrite Copyright Law?” The other group will get the article “Smartphone Patent Battles: Dumb Move or Smart Strategy?” Students will read their article and answer the worksheet questions that correspond with their article. (10 – 15 min)
6. Students will get with a partner, someone who read the other article. During this time they will share what they learned from the article they read. (5 – 10 min).
7. In business groups they will work together to think about and answer the following: (10-15 min)
 - a. Does your business have to worry about copyright? Why or why not?
 - b. Does your business need to think about patents? Why or why not?
 - c. In your business plan you must have a section called legal. In this section you need to identify the copyright and/or patent challenges the business will face. Begin working on it.
8. Wrap up: Each group should share whether or not copyright and/or patents pertains to their business. Explain why or why not. (5 min)

Practice Outside of the Classroom:

At home, students can continue to work on the legal section of the business plan. Students can also do some research of these two ideas in regards to their products.

What Worked and What I Would Do Differently:

This lesson could be extended to include some other legal aspects, as well as a lesson on business ethics. If there is a parent or community member who knows about business-related

legal issues, they could offer their personal experiences to the lesson.

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