



HARVARD LAW SCHOOL

CAMBRIDGE · MASSACHUSETTS · 02138

William W. Fisher III
*Wilmer Hale Professor
of Intellectual Property Law*

Hauser Hall 410
(617) 495-0957
Fax: (617) 496-4047
email: tfisher@law.harvard.edu

Fintech

Bocconi University
October 7-11, 2024

Final Assignment

Between the conclusion of this course and October 31, 2024, you should prepare a memorandum that presents a hypothetical business plan. It should contain:

- (a) A description of a novel fintech business – or an adaptation of an existing fintech business;
- (b) An identification of the location (country or region) where you would launch such a business – and a justification of your choice of location;
- (c) An explanation of why the business in question would be profitable;
- (d) An explanation of why the business in question would be socially beneficial;
- (e) The trademark(s) or service mark(s) that you would use for this business;
- (f) The form(s) of intellectual-property protection that you would use to shield the business from competition – and an explanation of why those forms of protection would be available in the jurisdictions identified in part (c); and
- (g) The intellectual-property strategy (offensive and, if necessary, defensive) that you would pursue.

Parts (f) and (g) of your memorandum should reflect familiarity with the legal rules and the dimensions of IP strategy discussed in the course.

The six parts of your memorandum should interlock. For example, you should avoid launching a particular business for which effective IP protection in the relevant jurisdiction would be unavailable. Similarly, if you propose a business that might provoke litigation by incumbents, you should explain how you could effectively prevent or repel such attacks.

You may prepare your memorandum individually or in a group of two, three, or four students. A sole-authored should be between 3000 and 4000 words in length. A jointly authored memorandum should be between 4000 and 5000 words in length.

The grading in this course will be Pass/Fail and will be based entirely on your memorandum. Your memorandum must be submitted by **16:00 on November 15, 2024**, via email both to tfisher@law.harvard.edu and to marieclaire.najjar@unibocconi.it. The subject line of your email should contain the words, “Fintech Final Assignment.”

A copy of your memorandum will be made available on the website for the course:
<https://ipxcourses.org/ip-and-financial-technology/>.