

DESCRIPTIF DES UNITES D'ENSEIGNEMENT / **DESCRIPTION OF TEACHING UNITS**

MASTER OF IP LAW AND MANAGEMENT (MIPLM)

Course name: **Law and Strategy**

Course No:	UE 1
Responsible person:	Prof. Dr. Yann Basire, Prof. Dr. Alexander Wurzer and Dr. Thibaud Lelong
Program:	<i>Master of Intellectual Property Law and Management (MIPLM)</i>
Credits	10 ECTS
Workload:	156 academic hours: 52 academic hours of formal learning; 104 hours of independent study
Duration & Frequency:	One week, once per year
Learning objectives and outcomes:	<p>Learning objectives of the course:</p> <p>Strategy is about winning in IP-based business. It comprises the know-how and know-why about the role of IP for sustained competitive advantages. This requires an understanding for the legal basis of IP as well as its interaction with strategic concepts.</p>
Content:	<p>Topics and activities covered in the course:</p> <p>Economy of IP; IP Strategy; Portfolio analysis; Introduction to European IP law; Introduction to European design right; Introduction to EU copyright law; Introduction to artificial intelligence and IP; Legal methodology</p>
Teaching methods:	<p>Teaching methods:</p> <ul style="list-style-type: none"> - Synchronous lectures - Video and PPT presentations and discussions - Work in small groups to enable exchanges between participants and lecturers - Individual advice and question-and-answer sessions between the speaker and each participant.
Assessment / Examinations:	<p>Final control</p> <p>MCQS of 30 minutes</p>

Sample of Relevant Literature:	<p>List sample of books, articles, reports, online compendia, webinars, blogs, etc., etc. to be employed as part of the learning activities in the course:</p> <ul style="list-style-type: none"> • Putting the IAM function at the heart of corporate strategy by Mark Blaxill and Ralph Eckardt, Intellectual Asset Management July/August 2009 • Management Practices and Productivity in Germany by Broszeit et al., Kiel Working Paper No. 2050 October 2016 • Taking IP into the boardroom by Ruud Peters, Intellectual Asset Management January/February 2010 • IP Management – Key Skills in a Knowledge Economy by Alexander J. Wurzer and Stephan Hundertmark, Journal of Korean Law Vol. 8, 181-200, December 2008 • The Five Competitive Forces That Shape Strategy, Video link: https://www.youtube.com/watch?v=mYF2_FBCvXw
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Course name:

Law and Decision

Course No:	UE 2
Responsible person:	Prof. Dr. Yann Basire, Prof. Dr. Alexander Wurzer and Dr. Thibaud Lelong
Program:	<i>Master of Intellectual Property Law and Management (MIPLM)</i>
Credits	6 ECTS
Workload:	150 academic hours: 50 academic hours of formal learning; 100 academic hours of independent study
Duration & Frequency:	One week, once per year
Learning objectives and outcomes:	<p>Learning objectives of the course:</p> <p>This UE teaches the essence of decision making in IP-based business. For this, comprehensive skills in patent and brand valuation are required and it involves considerations of the decision environment such as legal aspects and accounting standards.</p>
Content:	<p>Topics and activities covered in the course:</p> <p>Introduction to decision theory; Value and valuation; Valuation methods; Patent valuation; Advanced decision making and game theory; Patent valuation and IP Due diligence; Introduction to trademark law; Trademark valuation; Legal methodology</p>
Teaching methods:	<p>Teaching methods:</p> <ul style="list-style-type: none">- Online Synchronous lectures- Video and PPT presentations and discussions- Work in small groups to enable exchanges between participants and lecturers- Individual advice and question-and-answer sessions between the speaker and each participant.
Assessment / Examinations:	<p>Case study /Written examination</p> <p>A practical or theoretical subject is proposed to candidates in the form of a case study to be handed in.</p>
Sample of Relevant Literature:	<p>List sample of books, articles, reports, online compendia, webinars, blogs, etc., etc. to be employed as part of the learning activities in the course:</p> <ul style="list-style-type: none">• DIN Standard 77100 Patent Valuation - General principles for monetary patent valuation• The Big Idea: Before You Make That Big Decision... by Daniel Kahneman, Dan Lovallo, Olivier Sibony, Harvard Business Review Jun 1, 2011• Managers and their not-so rational decisions by S. Trevis Certo, Brian L. Connelly, Laszlo Tihanyi, Business Horizons Volume 51, Issue 2, March–April 2008, Pages 113-119• The case for behavioral strategy by Lovallo, D. & Sibony, Olivier, McKinsey Quarterly 2010

Course name: **Law and Implementation**

Course No:	UE 3
Responsible person:	Prof. Dr. Yann Basire, Prof. Dr. Alexander Wurzer and Dr. Thibaud Lelong
Program:	<i>Master of Intellectual Property Law and Management (MIPLM)</i>
Credits	6 ECTS
Workload:	135 academic hours: 45 academic hours of formal learning; 90 academic hours of independent study
Duration & Frequency:	One week, once per year
Learning objectives and outcomes:	Learning objectives of the course: Implementation relates to the integration of IP and innovation to maximize return on investment. Thus, the module teaches participants how to systematically align innovation management to the management of IP.
Content:	Topics and activities covered in the course: Dynamics of technological innovation – technology change; Management of technological innovation; Implementation; Introduction to patent law; International IP law; Introduction to competition law; industry standards and IP; Legal methodology
Teaching methods:	Teaching methods: - Online Synchronous lectures - Video and PPT presentations and discussions - Work in small groups to enable exchanges between participants and lecturers - Individual advice and question-and-answer sessions between the speaker and each participant.
Assessment / Examinations:	Case study /Written examination A practical or theoretical subject is proposed to candidates in the form of a case study to be handed in.
Sample of Relevant Literature:	List sample of books, articles, reports, online compendia, webinars, blogs, etc., etc. to be employed as part of the learning activities in the course: <ul style="list-style-type: none">• Visualize Your Intellectual Property by Ronald P. Taylor & Paul Germeraad, Research-Technology Management Volume 51, 2008 - Issue 4, Pages 21-33• Roadmapping disruptive technical threats and opportunities in complex, technology-based subsystems: The SAILS methodology by Bruce A. Vojak and Frank Chambers, Chapter 8 in Innovate or Perish: Managing the Enduring Technology Company in the Global Market by Edward Kahn• SME Patent Strategies For IoT-Based Business Models by Alexander Wurzer, Theo Grünewald, Wolfgang Fischer and Axel Karl, les Nouvelles - Journal of the Licensing Executives Society, Volume LII No. 4, December 2017• A contribution to guide the use of support tools for technology roadmapping: A case study in the clothing industry by Ibarra González C, Ogliari A, de Abreu A, Journal of Technology Management and Innovation 2013, 8(4), pages 153-169

Course name: **Intellectual Property for SMEs and startups**

Course No:	UE 4
Responsible person:	Prof. Dr. Yann Basire, Prof. Dr. Alexander Wurzer and Dr. Thibaud Lelong
Program:	<i>Master of Intellectual Property Law and Management (MIPLM)</i>
Credits	4 ECTS
Workload:	45 academic hours: 15 academic hours of formal learning; 30 academic hours of independent study
Duration & Frequency:	Online asynchronous lectures, once per year

Learning objectives and outcomes:

Summarize the learning objectives of the course here.

- Understanding the concept of IP and its vital business impact
- Understanding the usage of IP as a commercial business asset
- Understanding the opportunities and risks arising from IP

This UE is designed to teach a basic understanding of all types of intellectual property (IP) and their use in making businesses more successful. It employs the unique perspectives inherent to startups, technology transfer and SMEs regarding the utilisation of IP. The content covers important SME-relevant topics such as the role of IP in financing, the acquisition of investments, and the use of IP in the commercialisation and monetisation of innovation. Particular attention is given to the practical questions of using IP to protect innovations, enhance business value and collaborate with others as well as understand the main rights and obligations for avoiding legal disputes.

Protecting their innovations: SMEs often rely on their innovative products, services, or processes to differentiate themselves from competitors and stay ahead of the game. Protecting their intellectual property through patents, trademarks, copyrights, and trade secrets can help prevent others from copying or stealing their innovations.

Avoiding legal disputes: SMEs can face legal disputes if they unknowingly infringe on someone else's IP rights. Knowledge about IP can help SMEs understand their rights and obligations and avoid potential legal issues.

Enhancing business value: A well-protected IP portfolio can enhance the value of an SME, making it more attractive to investors or potential buyers.

Expanding into new markets: When SMEs expand into new markets, they may encounter different IP laws and regulations. Knowledge about IP can help SMEs navigate these laws and avoid costly mistakes.

Collaborating with others: SMEs may collaborate with other companies, universities, or research institutions to develop new products or technologies. Understanding IP can help SMEs negotiate favourable terms for licensing or sharing IP rights.

Content:

Topics and activities covered in the course:

IP Framework; IP Basics; IP Strategy; IP Based Exclusivity; IP in Funding and Investment; IP in Commercialization and monetization; IP as an Asset; IP Rights acquisition and enforcement; IP Risk Management; The Startup Perspective

Teaching methods:

Teaching methods:

- Online asynchronous lectures
- Video and PPT presentations

Assessment / Examinations:

Online examination. Final control
MCQS of 1h30 minutes

Sample of Relevant Literature:

List sample of books, articles, reports, online compendia, webinars, blogs, etc., etc. to be employed as part of the learning activities in the course:

- Intellectual property rights and firm performance in the European Union, Firm-level analysis report, February 2021
 - Intellectual property action plan implementation, [Intellectual property action plan implementation - European Commission](#)
 - Your Guide to IP Management in International Business, European IP Helpdesk
 - The deteriorating usefulness of financial report information and how to reverse it by Baruch Lev, Accounting and Business Research 2018, 48:5, 465-493
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Course name: **Intellectual Property in digital technologies**

Course No:	UE 5
Responsible person:	Prof. Dr. Yann Basire, Prof. Dr. Alexander Wurzer and Dr. Thibaud Lelong
Program:	<i>Master of Intellectual Property Law and Management (MIPLM)</i>
Credits	4 ECTS
Workload:	45 academic hours: 15 academic hours of formal learning; 30 academic hours of independent study
Duration & Frequency:	Online asynchronous lectures, once per year

Learning objectives and outcomes:	<p>Summarize the learning objectives of the course here.</p> <ul style="list-style-type: none">• Understanding the role of IP in various applications of digital technologies• Understanding the role of IP for data and digital media• Understanding the role of IP in digitalization projects <p>This UE explains the use of IP in digital business models, goods and services. It shows concrete applications of IP in various key enabling digital technologies, such as virtual reality, artificial intelligence, robotics, cyber physical systems and blockchain. The Certificate demonstrates the working methods of digital product development and ways in which IP management can be integrated into the existing processes. Understanding the role of IP in digital technologies can help innovators protect their innovations, avoid legal disputes, and collaborate effectively with others, ultimately driving innovation and growth in the digital economy. It is becoming increasingly important to know about the role of IP in digital technologies because of the rapid pace of technological change and their cross-border nature, the importance of data, the potential for infringement and collaboration opportunities.</p> <p>Rapid pace of technological change: Digital technologies are evolving at an unprecedented pace, creating new opportunities and challenges. IP can help protect the innovations that arise from this technological change and ensure that innovators are rewarded for their efforts.</p> <p>Importance of data: Digital technologies rely on data, and the ownership and control of data can be a source of competitive advantage. IP can help protect data-related innovations, such as algorithms, databases, and software.</p> <p>Cross-border nature of digital technologies: Digital technologies are not bound by physical borders and can be easily disseminated across the globe. IP can help protect digital innovations in different jurisdictions, ensuring that innovators can benefit from their creations regardless of where they are used.</p> <p>Potential for infringement: Digital technologies can make it easy for others to copy or infringe on IP rights, leading to potential legal disputes. Understanding IP can help innovators identify and respond to infringement, ensuring that their rights are protected.</p> <p>Opportunities for collaboration: Digital technologies also create opportunities for collaboration, such as open-source software development or joint research projects. Understanding IP can help innovators navigate these collaborations and ensure that their IP rights are respected.</p>
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Content:	<p>Topics and activities covered in the course:</p> <p>Intellectual Property Rights in Europe; Data and Media; Robotics; Virtual, augmented and expanded reality; 3D printing and additive manufacturing; Artificial intelligence; Cyber physical systems; Blockchain; Application Areas and case studies; Digitalization projects</p>
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Teaching methods:	<p>Teaching methods:</p> <ul style="list-style-type: none">- Online asynchronous lectures- Video and PPT presentations
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Assessment / Examinations:	<p>Online examination. Final control</p> <p>MCQS of 1h30 minutes</p>
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Sample of Relevant Literature:	<p>List sample of books, articles, reports, online compendia, webinars, blogs, etc., etc. to be employed as part of the learning activities in the course:</p> <ul style="list-style-type: none">• The Patentability of Blockchain Technology and the Future of Innovation by Inayat Chaudhry, <i>Landslide</i>, Vol. 10, No. 4, March/April 2018• Application Process for Registration of Works with Artificial Intelligence-Generated Content
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- Recent Trends in AI-related Inventions, Patent Examination department (Electronic Technology) of the Japan Patent Office, December 2024, [report.pdf](#)
 - The essential role of technology standards, Qualcomm (2020), [The value of Standards](#)
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Course name: **Law and Organization**

Course No: UE 6

Responsible person: Prof. Dr. Yann Basire, Prof. Dr. Alexander Wurzer and Dr. Thibaud Lelong

Program: *Master of Intellectual Property Law and Management (MIPLM)*

Credits 8 ECTS

Workload: 138 academic hours: 46 academic hours of formal learning; 92 academic hours of independent study

Duration & Frequency: One week, once per year

Learning objectives and outcomes: Learning objectives of the course:
Organization in a business context involves the design of organizational structures. In relation to IP management this requires legal knowledge, including international IP law, contract law and taxation. Accordingly, this module focuses on legal and economic aspects related to the organization of IP management.

Content: Topics and activities covered in the course:
Organization; IP outsourcing; User case presentation; IP enforcement; International commercial law – commercial aspects of licensing; Copyright law; IP Alternative dispute resolution and arbitration; Trade secrets and technology transfer; Legal methodology

Teaching methods: Teaching methods:
- Online Synchronous lectures
- Video and PPT presentations and discussions
- Work in small groups to enable exchanges between participants and lecturers
- Individual advice and question-and-answer sessions between the speaker and each participant.

Assessment / Examinations: Final control. Written examination of 1h00.

Sample of Relevant Literature: List sample of books, articles, reports, online compendia, webinars, blogs, etc., etc. to be employed as part of the learning activities in the course:

- Volvo's road to business-driven IP management by Jens Bördin, Intellectual Asset Management September/October 2016
- The Philips formula by Joff Wild, Intellectual Asset Management February/March 2008
- To own or not to own: How ownership impacts user innovation—An empirical study by Frank Tietze, Thorsten Pieper, Cornelius Herstatt, Technovation Volume 38, April 2015, Pages 50-63
- Hansgrohe: Digital Alone Does Not Make an Innovation Digitizing a Brand Steeped in Tradition by Alexander J. Wurzer, Frank Schnatz, Steffen Erath & Andreas Diefenbach, Industry Case Study Series on IP-Management

Course name: **Law and Leadership**

Course No:	UE 7
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Responsible person:	Prof. Dr. Yann Basire, Prof. Dr. Alexander Wurzer and Dr. Thibaud Lelong
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Program:	<i>Master of Intellectual Property Law and Management (MIPLM)</i>
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Credits	6 ECTS
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Workload:	150 academic hours: 50 academic hours of formal learning; 100 academic hours of independent study
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Duration & Frequency:	One week, once per year
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Learning objectives and outcomes:	<p>Learning objectives of the course:</p> <p>The interdisciplinary and cross-functional nature of IP management requires new ways of leadership. Thus, new responsibilities require new processes and incentive schemes. This module will teach participants basic concepts for leading such change.</p>
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Content:	<p>Topics and activities covered in the course:</p> <p>Leadership; IP controlling / know-how; Management control systems preparation; Human resources management; IP contract law; European unfair competition law; IP enforcement online; Proceedings before the EPO; Legal methodology</p>
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Teaching methods:	<p>Teaching methods:</p> <ul style="list-style-type: none">- Online Synchronous lectures- Video and PPT presentations and discussions- Work in small groups to enable exchanges between participants and lecturers- Individual advice and question-and-answer sessions between the speaker and each participant.
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Assessment / Examinations:	<p>Case study /Written examination</p> <p>A practical or theoretical subject is proposed to candidates in the form of a case study to be handed in.</p>
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Sample of Relevant Literature:	<p>List sample of books, articles, reports, online compendia, webinars, blogs, etc., etc. to be employed as part of the learning activities in the course:</p> <ul style="list-style-type: none">• Google's HR Practices: A Strategic Edge? by Doris Rajakumari John, Florence Nightingale, Pasupuleti Girija Swaraj, IBS Research Center 2008• Linking HRM and Innovation: Formulating the Research Agenda by Karen Becker and Judy Matthews, 22nd ANZAM Conference 2008: Managing in the Pacific Century• Design-Driven Innovation: A Radical Approach to Product Meaning, Design-Driven Innovation: A Radical Approach to Product Meaning - IP Business Academy• The Impact of Management Control Systems - Strategy Interaction on Performance Management: A Case Study by Darja Peljhan and Metka Tekavčič, Organizacija 41(5):174-184
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Course name: **Law and Business Development**

Course No: UE 8

Responsible person: Prof. Dr. Yann Basire, Prof. Dr. Alexander Wurzer and Dr. Thibaud Lelong

Program: *Master of Intellectual Property Law and Management (MIPLM)*

Credits 10 ECTS

Workload: 99 academic hours: 33 academic hours of formal learning; 66 academic hours of independent study

Duration & Frequency: One week, once per year

Learning objectives and outcomes: Learning objectives of the course:
The management of IP requires an under-standing of business models and the industrial setting of the company. Accordingly, this module will teach how IP can be integrated into business models as well as its role for business development.

Content: Topics and activities covered in the course:
Business models and planning; Open innovation; Change management; International private law; IP risk management; IP Tax law

Teaching methods: Teaching methods:
- Synchronous lectures
- Video and PPT presentations and discussions
- Work in small groups to enable exchanges between participants and lecturers
- Individual advice and question-and-answer sessions between the speaker and each participant.

Assessment / Examinations: Final control. Oral examination
The test takes place in front of a panel of judges. Candidates have 20 minutes to prepare for a 10-15 minutes presentation, followed by a discussion with the jury.
Oral examination of 40 minutes

Sample of Relevant Literature: List sample of books, articles, reports, online compendia, webinars, blogs, etc., etc. to be employed as part of the learning activities in the course:

- Lending against intangible assets by Maria Loumioti, Corporate finance / Biz Vol. 3.2012, 7, p. 353-357
- The keys to raising IP-backed finance by Pete Walsh, IP finance October/November 2005
- Jungle logic by Bruce Berman, Intellectual Asset Management June/July 2008
- The LEGO Case Study 2014 by John Ashcroft
- Creating a financial market for IPR?, presentation by Prof. Dr. Oliver Gassmann

Course name:

Intellectual Property in Corporate sustainability

Course No:	UE 9
Responsible person:	Prof. Dr. Yann Basire, Prof. Dr. Alexander Wurzer and Dr. Thibaud Lelong
Program:	<i>Master of Intellectual Property Law and Management (MIPLM)</i>
Credits	4 ECTS
Workload:	45 academic hours: 15 academic hours of formal learning; 30 academic hours of independent study
Duration & Frequency:	Online asynchronous lectures, once per year

Learning objectives and outcomes:

- Summarize the learning objectives of the course here.
- Understanding the role of ESGs in businesses
 - Understanding the interdependencies of ESGs and IP
 - Understanding the role of ESGs in Valuation

This UE deals with environmental, social and governance (ESG) aspects of IP management. Environmental factors consider the impact the investment or business has on the environment, such as energy use, carbon emissions, waste management, and natural resource depletion. Social factors consider the impact of the investment or business on people, including employee relations, human rights, community relations, and product safety, while governance factors consider the structure and management of the investment or business, including executive pay, shareholder rights, board composition, and transparency. ESG criteria are increasingly being used by investors, companies, and other stakeholders to evaluate the long-term sustainability and social impact of investments and business decisions. This framework helps promote responsible investing and sustainable business practices that balance social, environmental, and economic considerations. In this Certificate, the key concepts of ESG standards are shown, and ways to create an IP management system compliant with them are discussed.

The interaction of IP management with ESG requirements is multifaceted, here are some examples:

Environmental: An IP management system can help a company protect its environmentally friendly innovations by obtaining patents, trademarks, or other IP rights for inventions that reduce waste, improve energy efficiency, or promote sustainability. This can help the company reduce its environmental impact and enhance its environmental reputation.

Social: An IP management system can help a company protect its socially responsible innovations, such as those that improve access to healthcare or education. By protecting these innovations through IP rights, a company can ensure that its innovations are not misappropriated or used for unintended purposes.

Governance: An IP management system can help a company manage its IP portfolio in a responsible and transparent manner. This can include ensuring that IP rights are properly assigned, monitored, and enforced, and that any disputes are resolved fairly and equitably. A strong IP management system can also help a company demonstrate its commitment to governance by ensuring compliance with relevant laws and regulations.

Content:

Topics and activities covered in the course:

Introduction to Environmental, Social, and Corporate Governance (ESG); The advantages of sustainable development for businesses; Environmental standards; Environmental standards, innovation and IP; Social standards; Social standards and IP; Governance standards; Governance standards, IP compliance and quality standards in IP management; ESG principles in investment and conflict resolution; Implementation of ESG standards

Teaching methods:

- Teaching methods:
- Online asynchronous lectures
 - Video and PPT presentations

Assessment / Examinations:

Online examination. Final control
MCQS of 1h30 minutes

Sample of Relevant Literature:

List sample of books, articles, reports, online compendia, webinars, blogs, etc., etc. to be employed as part of the learning activities in the course:

- The State of Play in Reporting and Assurance of Sustainability Information: Update 2019-2020 Data & Analysis, IFAC Jul 28, 2022, [The State of Play in Reporting and Assurance of Sustainability Information: Update 2019-2020 Data & Analysis | IFAC](#)
- WIPO GREEN Database of Innovative Technologies and Needs, [Wipogreen Database](#)
- Fundamental principles of occupational health and safety by Alli, Benjamin O., International Labour Office, Geneva, ILO, 2008
- Building an IP risk management framework for innovation leaders by Parthapratim Indra and Shekhar Guha, IAM 88 (2018)

Course name: **Industry 4.0**

Course No: UE 10

Responsible person: Prof. Dr. Yann Basire, Prof. Dr. Alexander Wurzer and Dr. Thibaud Lelong

Program: *Master of Intellectual Property Law and Management (MIPLM)*

Credits 2 ECTS

Workload: 60 academic hours: 20 academic hours of formal learning; 40 academic hours of independent study

Duration & Frequency: Online asynchronous lectures, once per year

Learning objectives and outcomes: Learning objectives of the course:

- Understanding the disruptive power of digital transformation
- Understanding the logic and construction of digital business models, platforms and ecosystems
- Understanding the role of IP within digital business models, customer journeys and value-added architecture
- Understanding the application of digital patents to protect digital business models
- Understanding the taxonomy of digital invention principles and claim structures of digital patents

Content: Topics and activities covered in the course:
Dynamics of digital transformation, Digital business models, Digital Eco-Systems, Evolution of digital transformation in industries, Developing IP strategies for digital business models, IP design for generating protected business models

Teaching methods: Teaching methods:
- Online asynchronous lectures
- Video and PPT presentations

Assessment / Examinations: Online examination. Final control
MCQS of 1h30 minutes

Sample of Relevant Literature: List sample of books, articles, reports, online compendia, webinars, blogs, etc., etc. to be employed as part of the learning activities in the course:

- Perspective: The Stage-Gate® Idea-to-Launch Process-Update, What's New, and NexGen Systems* by Cooper Robert, Journal of Product Innovation Management, 2008, 25(3), pages 213-232
- What is Digital Transformation, Digitalization, and Digitization by Amancio Bouza, [What is Digital Transformation, Digitalization, and Digitization | by Amancio Bouza | API Product Management | Medium](#)
- A Network of Digital Business Ecosystems for Europe: Roots, Processes and Perspectives by Nachira, F., Dini, P. and Nicolai, A., [dbe_book_DEFL.indd](#)
- Blue Ocean Strategy: How to Create Uncontested market Space and Make the Competition Irrelevant by W. Chan Kim and Renée Mauborgne, Harvard Business School press, Boston, Massachusetts 2005
