

Intellectual Property Awareness Program 2014-15

Intellectual Property Rights (IPRs) are a set of exclusive rights protected by law which are accorded to creators or persons over their creations for a certain time period. An IP right holder can realize value from its intellectual assets through utilizing it internally for its own processes or share it externally through provision of goods and services to customers. The latter can be achieved through legal mechanisms such as licensing or assignment.

In today's globally competitive environment, intellectual property has placed itself on a pedestal in the context of economic growth and is becoming increasingly important. Intellectual Property (IP) is the fuel that powers the engine of prosperity, fostering invention and innovation. The increasing significance of intangible assets in the global economy is forcing business organizations to actively manage their IP as a key driver for building and sustaining their competitive advantage and achieving superior performance.

IPRs are now being used not only as a tool to protect creativity and generate revenue but also to build strategic alliances for socio-economic and technological growth. Accordingly, in order to foster the protection of innovations and creativity, the Intellectual Property Office under the Ministry of Commerce and Industry is dedicated to mobilize the use of such technological advancement for the economic development of the country.

The generation of IP largely takes place at the State level through small, medium and big industries, academic institutions and individuals. Most States have not yet evolved their IP strategies and ecosystems in terms of effective facilitating services for all sectors including MSMEs and start-ups, creating awareness, conducting training programmes,

Intellectual Property Awareness Program 2014-15

systems for utilization of IPR etc. States need to maximize the benefits from their intellectual property by stimulating higher levels of innovation through a judicious system of rewards, ensuring timely and effective legal protection for IP and leveraging strategic alliances for enhancing the value of the intellectual property created in the State.

States have to formulate their IPR policies and action plans in various sectors such as education, industries including MSME, government offices, law enforcement agencies etc. IPRs will continue to play an important role in the industrial growth of States as technology-based industries rely more and more on innovations.

Management of IPR by various constituents of States needs to have proper focus and attention. Industries have to deal with IPRs in different situations in the competitive world; infringement of IPR can be a serious offence both in the domestic and international scenarios. Similarly, domestic industries must be watchful to ensure that their IPRs are not infringed in India and in other countries. Indian industries can benefit from the proper management of their IPRs such as patents, trademarks, copyrights, designs etc. Some Indian industries have suffered due to the copying of their trademarks but they have not been able to take requisite legal action in the absence of knowledge about the requirement of registration of their trademarks in the country of export in order to protect and enforce their intellectual property as also because of the lack of awareness regarding the mechanism available for such registration at international level.

Academic institutions will continue to play an important role in feeding educated and skilled human resource to industries, government, teaching and R&D. The knowledge society puts heavy demands on R&D in scientific, engineering and other areas in order to respond to market needs quickly. Collaborative R&D among national and overseas institutions is likely to become very important for finding new solutions to problems. Therefore, the education, science & technology and industry departments have to create an environment which promotes knowledge about protection and management of IP generated in colleges and universities at different levels. This may call for a paradigm change in the manner research is done in the universities and emphasis would

Intellectual Property Awareness Program 2014-15

need to be placed on the practical business realities involved in technology development. IP policy has to be shaped accordingly.

States will do well to invest in IPR related activities from a long-term perspective. Some States like Punjab, West Bengal, Kerala, Uttarakhand and Madhya Pradesh have taken such steps. Some other states (e.g. Gujarat and Uttarakhand) have also started schemes for reimbursement of costs incurred by SMEs towards filing of patents, trademarks and GI applications.

The Intellectual Property Office has undertaken extensive outreach programs for the last several years for promoting intellectual property awareness in the country. In the year 2013-14, the IP office focused on the promotion of IP in the industrial clusters related to specific fields of technology. In the current financial year, IPO has decided to focus on creating awareness about IP in academic institutions such as higher educational institutions, universities as well as in industries based in the states and in government departments considering the vast potential of intellectual property generation at the state level. The Intellectual Property Office, in association with the Industry Associations, namely the Confederation of Indian Industry (CII), the Federation of Indian Chambers of Commerce & Industry (FICCI), The Associated Chambers of Commerce and Industry (ASSOCHAM), Federation of Indian Micro & Small & Medium Enterprises (FISME) and PHD Chamber of Commerce and Industry (PHDCCI) has planned to conduct a series of specific awareness programs on IP.

These will be 2-day programs out of which the first day will be used to impart awareness to local industry and government department officials while the second day will be devoted to creating awareness about IP in the academia. The programs will specifically target students, research scholars, lecturers and professors, MSMEs and start-ups and government officers.

To expedite the process and follow-up with the State Governments the following distribution of the States (on the basis of their strong presence in these States) has been done to the industry association:



INTELLECTUAL
PROPERTY **INDIA**
Patents | Designs | Trademarks
Geographical Indications

Intellectual Property Awareness Program 2014-15

The awareness programme is designed to be delivered by IPR experts through lectures and panel discussions on various topics. Some of the topics proposed to be covered are overview of different forms of IPRs, procedure for protection, maintenance, enforcement, commercialization, licensing and transfer of IPRs, challenges faced by the IP ecosystem and facilities available for protecting IPR.

The tentative programme is attached herewith.

Venue: _____

Date: _____

DAY 1 (For Industry and Government Officials)

09:30- 10:00 hrs	Registration
	OPENING SESSION
10:00- 11:15 hrs	Welcome Address: Representative of the Industry Association Opening Address: President of State Unit of Industry Association or his representative Technical Address: Representative of IP Office Special Address: Minister/ Secretary/Additional Secretary of concerned department of the State Government Vote of Thanks: Representative of the Industry Association
11:15-11:30 hrs	Tea/Coffee break
11:30 hrs- 12:30 hrs	Session 1:- Intellectual Property- Concept, Identification and Creation This session shall cover the concept and basic knowledge about Intellectual Property- Patent, Trademark, GI & Designs. <i>Broad Topics shall</i> include General Concepts, Advantages and Importance of IP, IP as a tool to increase business competitiveness Including question and answer session <i>Tentative Speakers:</i> • IP Experts/Practitioner • Professors/ Academicians Lecture Style with Open Discussion
12:30 hrs- 13:15hrs	Session 2:- Importance of Innovation & Intellectual Property for MSME's This Session shall concentrate on sensitizing the MSME & individuals about the importance of IP and the commercial advantages of innovation & IP. <i>Broad Topics shall</i> include Success stories, How innovation can maximize business turnover, IP ecosystem for MSMEs etc. <i>Tentative Speakers:-</i> • Successful Inventors/entrepreneurs • IP Experts Panel discussion with Open House
13:15 hrs- 14:00 hrs	LUNCH
14:00 hrs-15:00 hrs	Session 3: Registering your IP-Procedure This session shall cover the statutory procedure and requirements for filling IP. <i>Broad Topics shall</i> include Patents, Designs, Trademarks & GI- What can be patented/registered/granted, What are the documents required, What is the procedure, Contact Office/Persons etc. <i>Tentative Speakers:</i> • Representative of IP Office shall make a presentation • Patent Agent/Lawyer/Expert for Panel Discussion & Open House • 20 mins (GI & TM) + 20 mins (Patent & Design) + 20 mins (Q&A)

	Lecture Style with Open Discussion
15:00 hrs-16:00 hrs	Session 4: Enforcement of IP Rights This session shall concentrate on identifying the procedure for combating infringement of IP. <i>Broad Topics</i> include Rights of the IP Right Holder against Infringement, Remedy against Infringement, Who to go to and what to report- Checklist for a Complainant <i>Tentative Speakers:</i> • Police/ Customs officials who have experience in dealing with such issues • IP Attorneys • IP Experts Panel discussion with Open House
16:00 hrs-16:15 hrs	TEA
16:15 hrs-17:15 hrs	Session 5: Commercializing IP This session shall concentrate on the need for commercialization and shall also project some IP Portfolios/Case Studies from around the world which have been successful and have brought profits to the Rights Owner. <i>Broad Topics shall include</i> Commercialization- Concept, Models; Success Stories <i>Tentative Speakers:</i> • Commercialization Experts • IP Experts •

Intellectual Property Awareness Program 2014-15

Venue: _____

Date: _____

DAY 2 (for Academic Institutions)

09:30- 10:00 hrs	Registration
10:00hrs-10:30hrs	OPENING SESSION Welcome Address- Representative of the Industry Association Opening Address- Representative of Partner Educational/Academic Institution Technical Address: Representative of IP Office Special Address- Minister/Vice Chancellor/Pro VC Vote of Thanks- Representative of the Industry Association
10:30 hrs- 11:30 hrs	Session 1: Intellectual Property- Concept, Identification and Creation This session shall cover the Concept and basic knowledge of Intellectual Property- Patent, Trademark, GI & Designs. <i>Broad Topics shall</i> include General Concepts, Advantages and Importance of IP, IP as a tool to increase business competitiveness, enforcement of IP in India <i>Tentative Speakers:</i> • IP Experts • Professors/ Academicians Lecture Style with Open Discussion
11:30 hrs-11:45 hrs	Tea/Coffee break
11:45 hrs- 12:30hrs	Session 2: Registering your IP-Procedure This session shall cover the statutory procedure and requirements for filling IP. <i>Broad Topics shall</i> include Patents and Designs What can be patented/registered/granted, What are the documents required, What is the procedure, Contact Office/Persons etc. <i>Tentative Speakers:</i> • Representative of IP Office shall make a presentation • Patent Agent/Lawyer/Expert Lecture Style with Open Discussion
12:30 hrs-13:15 hrs	Session 3: Patent Informatics Patent Training Workshop for IP Professionals and students including Prior art search, aspects of laws, rules, practice and procedures in the examination of patent applications, the patent process including the impact of patents on the economy, automation tools including the most current searching and communication tools <i>Tentative Speakers:</i> • Patent Agents • IP Office Representative Lecture Style with Open Discussion

13:15 hrs-14:00 hrs	LUNCH
14:00 hrs-15:00 hrs	Session 4: Commercialization and Tech Transfer- Issues faced by R&D Organizations, Academic Institutions and Industry To discuss the issues faced by the Industry and R&D institutes in tech transfer and Commercialization and Gap between the Industry & R&D institutes hampering innovation in India, Patent Licensing etc. <i>Tentative Speakers:</i> • Industry Members & Participants • Academicians/Research Scholars • Tech-transfer agencies Panel discussion with Open House
15:00 hrs-15:45 hrs	Session 5: Copyright in India Concept, Legal framework, filing procedure and various facets of copyright law in India <i>Tentative Speakers:</i> • Author/Publishers • Legal experts • IP experts • Representative of Copyright Office Lecture Style with Open Discussion
15:45 hrs-16:00 hrs	TEA/COFFEE BREAK
16:00 hrs-17:00 hrs	Session 6 : Commercializing IP This session shall concentrate on the need for commercialization and shall also project some IP Portfolios/Case Studies from around the world which have been successful and have brought profits to the Rights Owner. <i>Broad Topics shall include Commercialization- Concept, Models; Success Stories</i> <i>Tentative Speakers:</i> • Commercialization Experts • IP Experts • CA/Finance Professional • Success stories Panel discussion with Open House
17:00 hrs- 17:30 hrs	Feedback, Identification of deliverables & distribution of Certificates of Participation



Intellectual Property Awareness Program 2014-15

Dr. D. Usha Rao