



ENTREPRENEURSHIP AND IP STRATEGY

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INTENDED AUDIENCE : Any discipline

INDUSTRIES APPLICABLE TO : Almost all industry sectors need this course

COURSE OUTLINE :

The objectives of the course are

1. To discuss intellectual property strategy to protect inventions and innovations of new ventures.
2. To develop skills of commercial appreciation by allocating knowledge about substantive aspects of management, strategy and legal literature.
3. The course will make participants appreciate the nature, scope and differences of IP, its different utilities and approaches
4. The course will make participants to manage and strategize IP lifecycle effectively throughout the journey of start-up, in a time when it is aspired highly by the economy and society.
5. Participants will learn the fundamentals and advanced strategies of IP. They will be given opportunity for understanding the same in MSME sector. They will be finally be provided brief exposure about the valuation techniques and audits of IP.

ABOUT INSTRUCTOR :

Prof. Gargate has 25+ years of experience as a teacher, researcher, consultant, Patent Associate, and research scientist. Her educational background is Ph.D.- IP management, IIT Bombay, LLM (IPR), University of Mumbai - Gold medal, LLB, University of Mumbai, M.Sc.(Industrial Microbiology) - Gold medal, B.Sc. (Microbiology), Registered Patent Agent (IN/PA/1930), TIFAC scholar, PGDMLT- University of Mumbai, PG Diploma in patent law - NALSAR, Hyderabad, UGC-SET, PET- University of Mumbai, DL101-WIPO. She has been recognized as the "WIPF Powerful Women in IP - INDIA 2021", and "Successful TIFAC scientist-2021". She has published her research work in reputed international journals. She has presented her research work in various international conferences organised at various places across world such as USA, Canada, England, France, Dubai, and many more. She worked as guest editor for a special issue published by INDERSCIENCE - MIPS 2014. She has organized a few national and international conferences on IPR. MIPS 2014 international conference proceeding is published by Elsevier, for which she is a co-editor.

She has developed four Swayam courses, which are available online free of cost, and benefitted almost 80,000+ learners. She has been a resource person in various programs such as FDPs, conferences, seminars and delivered key notes/ invited talks on various IP topics. As a Patent Associate, she handled number of projects such as patent filing & prosecution, IP auditing, patent mining, patent searching & drafting, oppositions, IP valuation, competitive intelligence, technology landscapes, technology transfers, FTOs, patentability search reports, and so on. She has developed various tools and models for IP management, and she helps organisations in their IP portfolio management. She do provide consultancy to private organisations in various IP subdomains. She do organises "IP workshops" and "IP clinics" to help inventors for identification of "inventions for patent filing" along with its further management & commercialisation. She is in the advisory committees of several institutions. She had conducted several consultancy & research projects for Government and non-government organisations. Before shifting her career to IP, she was working as an Assistant Professor of Microbiology and she was recognized PG professor of Microbiology in University of Mumbai. She was an examiner for Microbiology & Biotechnology in SNTD University, PGDMLT (AICTE), along with University of Mumbai.

COURSE PLAN:

Week 1 : Introduction to entrepreneurship and intellectual property: Definition, concepts

1. Introduction
2. What is an entrepreneurship?
3. What do you understand by IP?
4. Whether entrepreneurship and IP related? What is role of IP strategy in entrepreneurship?
5. Case study I – IT industry

Week 2 : Innovation and entrepreneurship :

1. Innovation, invention and creativity
2. Types of innovation
3. Innovation, market and IP
4. Open innovation and IP
5. Case Study II - Biotechnology

Week 3 : IPR: Trademark and entrepreneurship :

1. Trademark-Definition
2. Trademark-Types
3. Trademark-Registration
4. Trademark infringement
5. Case study III - Textile industry

Week 4 : IPR: Patent and entrepreneurship :

1. Patent-introduction
2. Patent infringement
3. Patent strategies- I
4. Patent strategies- II
5. Capsule version

Week 5 : IPR: Copyright and entrepreneurship :

1. Copyright – Definition and subject matter
2. Copyright and related rights
3. Copyright registration and entrepreneurship
4. Copyright infringement
5. Case study IV – Film industry

Week 6 : IPR: Industrial design and entrepreneurship:

1. Industrial Design- Definition, concept
2. Industrial Designs Act - Key features
3. Industrial Design-Business
4. Industrial Design infringement
5. Case study V - Automobile industry

Week 7 : IP strategy & entrepreneurship :

1. IP strategy for start-up and MSME
2. IP transaction - introduction
3. IP valuation, bank loan, insurance
4. Success story and business model of a few start-ups
5. Case Study VI – Pharma industry and Agriculture

Week 8 : Entrepreneurship & IP - Government initiatives :

1. Incubators, research parks
2. Various Government policies
3. Integrative approach – Entrepreneurship & IP strategy
4. Capsule revision
5. Am I ready to venture my start up? (Course applicability)