WORKSHOP ON
Strategic Management of Intellectual Property Rights,
Copyright & Patent Process

08-09 October, 2015
**Introduction**

**Indian Institute of Corporate Affairs (IICA)** is a 21st century unique world class institution established by the Ministry of Corporate Affairs, Government of India for holistic treatment of all issues impacting on corporate functioning to help business of today and shape tomorrow’s. The state-of -the- art campus of IICA is located at Manesar, Distt. Gurgaon, Haryana. The **Centre for MSME**, an integral part of Indian Institute of Corporate Affairs (IICA) has been established to foster understanding of the regulatory framework, encourage innovative responses to business environments and focus on all other relevant issues affecting the MSMEs. It enables capacity building through training and interactions such as seminars and workshops, engages in documentation and research on MSMEs practices, encourages cluster development initiatives and uses it’s pivotal cross-cutting position to create synergy on various facets of the MSME sector.

Established in 1927, **Federation of Indian Chambers of Commerce and Industry (FICCI)** is the largest and oldest apex business organisation in India. Its history is closely interwoven with India's struggle for independence, its industrialization, and its emergence as one of the most rapidly growing global economies. A non-government, not-for-profit organisation, FICCI is the voice of India’s business and industry. From influencing policy to encouraging debate, engaging with policy makers and civil society, FICCI articulates the views and concerns of industry. It serves its members from the Indian private and public corporate sectors and multinational companies, drawing its strength from diverse regional chambers of commerce and industry across states, reaching out to over 2,50,000 companies. FICCI provides a platform for networking and consensus building within and across sectors and is the first port of call for Indian industry, policy makers and the international business community.

**About the Workshop**

MSMEs are often the driving force behind innovation and new creations. This innovative and creative capacity is not always fully exploited, as many MSMEs are not aware of the intellectual property system or the protection it can provide for their inventions, brands and designs. In an increasingly competitive economy, protection of intellectual property (IP) is a key consideration in the growth and future of MSMEs that actually create that IP.

IP adds value at **every stage** of the value chain from creative/innovative idea to putting a new, better, and cheaper, product/service on the market.

- Trademarks, collective marks, certifications and geographical indication (GIs) refer to the reputation and to certain qualities of the products
- Trust in the mark/Gi is the reason why consumers may be willing to pay more
Management of IPR has become extremely important in the new knowledge economy with global competition. Adequate rights on the intellectual property produced by an innovator enable innovators to recoup their investments and make profits: thus IPR spurs innovation. Good national IPR systems also enable knowledge of technological advances to be accessible through the patent system to others who can build on them.

In the new IPRs rule and regulations, the Govt. is approving and enacting new Laws/provisions in different IPRs related Acts in keeping mind MSME Sector. The Ministry of Commerce and Industry has incorporated new clauses in Patent Amendment Rules 2014 and in Design Amendment Rules 2014, Clause (fa) and Clause (ea) respectively in which they describes ‘Small Entity’ in accordance with Micro, Small and Medium Enterprises Development Act, 2006. It denotes that Govt. is also serious for protection and registration of IPRs in respect of MSME sector.

Without intellectual property protection, there is a strong risk that investments in R&D, product differentiation and marketing may be stolen / copied. Intellectual property rights enable SMEs to have “exclusivity” over the exploitation of their innovative new or original product, their creative design and their brands. The exclusivity creates an appropriate incentive for investing in improving their competitiveness. If the IP system is fully utilized, MSMEs can profit from their innovative capacity and funding of further innovation.

Recognizing the need, urgency and strategy required to enable the MSMEs to obtain patents from their innovative and creative products and reap benefits arising out of protection of intellectual property, Centre for MSME, an integral, Indian Institute of Corporate Affairs, is organizing IICA’s – Two day residential workshop on Strategic Management of Intellectual Property Rights, COPYRIGHT & PATENT process covering areas such as copyright, trademarks and geographical representation, industrial design and patents. The Programme would also provide a brief on artistic work and related copyright violations.

**Learning Objectives**

The workshop on Strategic Management of Intellectual Property Rights, Copy Right & Patent process is envisioned to -

- Educate and support MSMEs, Industry Association and other concerned stakeholders in raising awareness on IPRs related issues in general and more specifically on educating them about the value and protection of IPR and its benefits to the economy.
- Boost the level of awareness, curiosity, knowledge and information about IPR issues and to develop a broad understanding of the need to integrate IP in MSME Sectors with proper strategies and business planning.
- Focus on IP needs of the major **industrial clusters / industries in Electronics Security, Engineering items, Education, IT (Software), Biotechnology, Chemicals & Pharmaceuticals** sectors and suggest solutions to problems of IP Management.
- Providing an understanding about the provisions of Patent act and benefits arising out of protection of intellectual property so that MSMEs should be encouraged and motivated to obtain patents from their innovative and creative products.
- Fostering dialogue and the exchange of experience between MSMEs, SME clusters, industry associations, research & support institutions, public authorities and development organizations.
• Learning on how to take technology from lab to land by sharing the idea with Government and the World and commercialize IPR to move up in the value chain.
• Identify lessons and constraints in implementing IPR, initiate targeted partnerships among different kinds of institutions.

Program Contents

It will be a Two-day residential workshop covering areas such as Introduction to IP, copyright, trademarks, geographical indications, industrial design and patents. The Programme would also provide a brief on infringement, patent valuation and IP commercialization.

Session I - Introduction to IP - 2 hrs
- Outline of IP
  {Need of IPR in India/Types of IP, IPR & IP Law/ issues such as Plagiarism, soft IP, list of IP journal, copyright for creativity/ Agreement, Law and Govt. enforcement, Entertainment Law or media law}
- Concept of Market evolution, Property, Proprietary rights & governance policies
- Role of IP in marketing (Significance of IP and rational for protection - Role of IP in business, Policies & Guidelines)
- Market competition and Intellectual Property
- Expansion in nature and scope of intellectual property laws -- in terms of protection, particularly seen in relation to copyright
- Enterprise digital rights management (E-DRM or ERM) and e-books
- Misappropriation and enforcement [Trade Secret misappropriation].
- Few important examples of IPR

Session II Copyright - 2 hrs
- Copyright Law - Its importance, scope & categories
- Scope of Copyright and its duration
- Ownership, authorship and assignment
- Obtaining and enforcing copyright
- Copyright protection [Benefits of Registration & Commercial effects]
- Transfer and Licensing and assignment [Collective rights management, Extended collective licensing, Compulsory license, Copyright transfer agreement]
- Piracy and Copyright infringement, its remedies and Exceptions to copyright infringement in India
- Indian Copyright Act, 1957
- Limitations and exceptions to copyright
- Distinction between Related/Neighboring rights and management of copyrights
- Case study discussions

Session III - Trade Mark - 2 hrs
- Concepts, terminology and Trade mark practice & procedure [registration of Trade Marks, legal requirement/classification/protection etc.]
Trademark Law (The Trade Marks Act, 1999) & its salient features
Trademark Law Treaty
Protection of trade mark, its duration & impact of its commercialization
Distinctive Character of Trade Mark [Maintaining rights & Enforcing rights]
Limits and Defenses to claims of infringement, groundless threats of infringement
Other aspects (Public policy objective for consumer protection)
Comparison with patents, designs and copyright
Case study discussions

Session IV - Geographical indications - 1 hrs
Geographical indications - Concepts & Legal Effects
How is a geographical indication protected and the reason for its protection
The Geographical Indications of Goods registration and protection Act, 1999 and its Effect of Registration & Infringement

Session V - Industrial design and Patent and Brief on Infringement of Patents - 2 hrs
I. Industrial design
- Concept and characteristics and Registration of designs in India
- The Design Act, 2000 and its enforcement
- Terminology
- Case study

II. Patent
- Concepts and Macroeconomic impact of the patent system
- Costs, benefits, risks of the patent system to the public
- Patent filing, process, practices Procedure & Enforcement

III. Brief on Infringement of Patents - 1 hr
- Infringement of Patents (Design Patents) [Concept, Jurisdiction & Burden proof in case of infringement, Exceptions to infringement, Defences & innocent infringers, Remedies & reliefs, Certificate of validity of specification for infringement.]
- Granting of Patent, its implication and Rights of patentee
- Offences and penalty under IPA
- Case study discussions

Session VI - Commercialization of IP - 2 hrs
- Intellectual Property and Economic Performance
- Commercialization of Intellectual Assets
- Creating an Enabling Environment for the Transfer of Technology from Research Institute to the Business Sector
- IP Commercialization strategies from Entrepreneurs and SMEs
Session VII - Un-conference session
Participants will also discuss their business models, trademarks, copyrights, patents and proprietary platforms. – 30 min.

Target Audience

• Helpful for MSMEs, Office bearers of District/Cluster level Industry Associations and Chambers, other concerned MSME stakeholders, National and International IPR & Innovation Federations and growing associations, Government & Private: Legal or Patent Attorneys, Corporate, scientists, National and regional financial institutions with experience in business credit and insurance, Non-governmental and Intergovernmental Organizations.

• Must attend for people with varying level of experience i.e. Senior Management, Middle, General Managers and Program Managers working in DICs (under Directorate of Industries), NSIC, SIDBI, MSME-DI, Office of DC- MSME, Ministry of MSME, Office of DC-Handicraft and DC-Handloom, Ministry of Textiles, Department of Biotechnology (DBT), Biotechnology Industry Research Assistance Council (BIRAC), Central Public Sector Enterprises (CPSEs), Department of Industrial Policy & Promotion (DIPP), Ministry of Commerce, Department of Scientific & Industrial Research (Ministry of Science & Technology), State Industrial Development Corporations, German, US and UN Development agencies, Embassies engaged in innovation research involving academia and industry and other development sector professionals.

• Beneficial to MSME clusters spread across various states in India with higher focus on start-ups & small and medium enterprises, R & D Institutions, Universities, National and International business research institutes, National Academy of Agriculture Sciences, National Academy of Sciences, Indian Academy of Sciences, Indian National Science Academy, National Institute of Immunology (NII), New Delhi; Institute of Bioresources and Sustainable Development (IBSD), Imphal, Manipur, International Centre for Genetic Engineering and Biotechnology (ICGEB), New Delhi, Regional Centre for Biotechnology (RCB), IKP Knowledge Park, Hyderabad, Centre for Cellular and Molecular Platforms (C-CAMP), Bangalore, Foundation for Innovation and Technology Transfer, New Delhi, IIT Technology Business Incubator, Bhubaneshwar and Venture Center (Entrepreneurship Development Center), Pune, Anna University, Chennai, Punjab University, Chandigarh, Tamil Nadu Agricultural University, Coimbatore, University of Rajasthan, Jaipur, University of Agricultural Sciences, Dharwad, Clinical Development Services Agency (CDSA), Ministry of Urban Development and the Ministry of Housing & Urban Poverty Alleviation, Indo French Centre for Promotion of Advanced Research (CEFIPRA), WHO, Queensland University of Technology (QUT), Australia, National Agri-Food Biotechnology Institute, Mohali, Punjab, National Research Centre for Banana, Trichy, Tamil Nadu, Bhabha Atomic Research Centre, Trombay, Mumbai, Tamil Nadu Agricultural University, Centre for Plant Molecular Biology & Biotechnology, Coimbatore, Indian Institute of Horticultural Research, Bangalore, Karnataka Research Laboratories, Governmental organizations, Research Foundations and Companies / industries as well as for Senior Executives, Management and other Professionals, Entrepreneurs, Start-ups incubation to identify and harness their intellectual wealth.
Must attend for researchers, academicians, existing and budding entrepreneurs - upcoming lawyers, Economists, CA, CS, ICWA, MBA professionals, Corporate Executives, Undergraduate and Postgraduate students.

No. of seats – 60 (Sixty) on first come first serve basis

Application Process/ Registration/ Program fee

Organizations and participants seeking to undertake the course are requested to visit the official IICA website (www.iica.in) for updates on training being held in IICA Campus, Manesar.

Registration: The participants can download the registration form from the IICA website, www.iica.in

Workshop Details:

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<th>Programme</th>
<th>Programme Date</th>
<th>Venue</th>
<th>Participant Fee *Residential (inclusive of taxes)</th>
<th>Participant Fee *Non Residential (inclusive of taxes)</th>
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<tr>
<td>WORKSHOP ON Strategic Management of Intellectual Property Rights, Copyright &amp; Patent Process</td>
<td>08-09 October, 2015</td>
<td>Indian Institute of Corporate Affairs, Manesar</td>
<td>Rs. 15,960/- (Rs.14,000/- + service tax)</td>
<td>Rs. 11,970/- (Rs.10,500/- + service tax)</td>
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- Residential Programme fee includes Registration Fee, Accommodation (also includes one night stay on 08th October, 2015 in Double Occupancy) Full Boarding, study material/content, Programme kit.
- Non-Residential Programme fee includes Registration Fee, Full Boarding, study material/content, Programme kit.
- Logo of SMEs / Corporate houses nominating THREE (3) or more employees/partners/directors etc. for the workshop will be displayed on the backdrop on registration (Nominations will be deemed to be complete only when the payment has been received in full and realized by Indian Institute of Corporate Affairs.)
- Sessions : 11.00 am to 5.30 pm (on 08th October, 2015) & 10.00 am to 3.00 pm (on 09th October, 2015)

Payment Mechanisms:

a) NEFT

Following are the details for NEFT payment; please convey the transaction number on the registration form

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Name of the Beneficiary
Indian Institute of Corporate Affairs

Account Number
604810210000007

Type of Account
SB-10

Name & Address of Bank Branch
Bank of India, Electronic Niketan, CGO Complex, Lodhi Road, New Delhi-110003

Branch Code
6048

MICR Code
110013052

NEFT IFSC Code
BKID0006048

b) **Demand Draft:** The programme fee may also be paid through a demand draft drawn in favour of “Indian Institute of Corporate Affairs” payable at New Delhi. The filled registration forms along with Demand Draft are to be sent to the following address:

**Mr. Rajesh Batra,**  
Head-Centre for MSME  
Indian Institute of Corporate Affairs  
Plot no.: P 6,7,8, Sec. 5, IMT Manesar,  
Distt. Gurgaon (Haryana), Pin Code - 122 050  
E-mail: rajeshbatra.iica@gmail.com, rajesh.batra@iica.in  
Phone: 0124-2640000 (2021), 9871417394

The last date for receipt of nomination for the programme is 01st October, 2015. Please note that since we can accommodate only a limited number of participants, the participation would be on first-come-first-served basis.

**We request you to confirm your participation by completing and returning the attached Registration Form.** You may also like to nominate your colleague(s) to attend this workshop.

**About IICA CAPACITY BUILDING WORKSHOPS**

The success of our various programmes and workshops owes to the active participation of various stakeholders such as Ministry of MSME & its constituent institutions, DC-Handicrafts, DC-Handlooms, DC-MSME, NSIC, Ministry of Science & Technology, NID, BSE-SME, National Stock Exchange, Department of Industries & Commerce of various State Governments, Financial Institutions, MSME Associations, International Organizations like ZDH/SEQUA, GIZ, UNIDO, IGEP Foundation etc.

Our Workshops are designed to be very limited, to allow for close interactions among the participants and allow focus on individual queries as well.

**Some of the feedback we have received on the recent workshop (conducted in July 2015) is given below:**
“I really appreciate your leadership and the kind of efforts you are putting in at the Center for MSMEs, IICA, in designing & delivering high value knowledge support/services to the SME sector and its stakeholders. I have gone through the programme Contents of your Workshop on Financial Management, and I find it really practical & tremendously helpful for its target audience, specially SMEs” - UNIDO

“We found IICA’s training module to be comprehensive and well designed” - GIZ

Session on “Importance of Financial Management and working Capital Management” was found most interesting & useful - Haryana Power Generation Corporation Ltd. (HPGCL)

Session on “Globalization and Foreign Exchange Issues” was found most interesting & useful – Udaipur Chamber of Commerce and Industries (UCCI)

Session on “MSME Finance” was found most interesting & useful - M.P. Small Scale Industries Organization (MPSSIO)

All sessions were found most interesting & useful - Mohali Industries Association

Session on “Working Capital Management” & “Governance & Taxation System” was found most interesting & useful - Federation of Madhya Pradesh Chambers of Commerce and Industry

Session on “Globalization & Foreign Exchange Issues” & Governance & Compliance Management for SME” was found most interesting & useful - Central Bank of India

Session on “GST” was found very useful -Indian Industries Association

For additional information, please contact at:

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<th>Mr. Dipankar Barkakati,</th>
<th>Mr. Rajesh Batra,</th>
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<td>T: +91 11 2348 7368</td>
<td>Plot no. :- P 6,7,8, Sec. 5, IMT Manesar,</td>
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<td>E-mail: <a href="mailto:dipankar.barkakati@ficci.com">dipankar.barkakati@ficci.com</a></td>
<td>Distt. Gurgaon (Haryana), Pin Code - 122 050</td>
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<td>E-mail: <a href="mailto:rajeshbatra.iica@gmail.com">rajeshbatra.iica@gmail.com</a>,</td>
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