



# ENTREPRENEURSHIP AND IP STRATEGY

## PROF. GOURI GARGATE

Department of Rajiv Gandhi School of IP law

IIT Kharagpur

**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. Gouri has a wide experience in intellectual property law, industry, and academia. Her background in IPR is an LLM from the University of Mumbai (Gold medal), a Ph.D. in IP management from IIT Bombay (MHRD scholarship), Post Graduate Diploma in patent law from NALSAR University, Registered patent agent (IN/PA 1930), TIFAC (Technology Information Forecasting and Assessment Council, DST) scientist and DL 101 certification. Her background in technology is M.Sc. in Microbiology (Gold Medal), PG Diploma in Medical Laboratory Technology and short-term training in IVF (In Vitro Fertility).

She has presented research papers at international technology management conferences such as PICMET (2012, Canada), IAMOT (2018, Birmingham, UK), AMRC (2019, Dubai), IAMOT (2022, France), and published research papers in reputed journals like 'World Patent Information', 'JWIP', 'IJIPM' and filed her own patent in March 2015. She also worked as a guest co-editor for IJIPM (ABDC Listed Journal) Special Issue-MIPS 2014.

She has legal experience and she has provided IP consultancy to several organizations, drafted policies for a few private organizations, and handled IP matters in various domains such as Engineering (Mechanical, Civil, Environment, and Chemical), Medical Instruments/Devices, Jewellery, Banking & Finance, Education Technology, Life Sciences, Agriculture and FMCG.

Dr. Gargate has industry experience and handled various projects such as competitive intelligence, technology landscape, FTOs, Prior art search, etc.

In the past, she was associated with IIT Bombay under the National Virtual Library of India (NVLII) project. She was looking after various activities such as policies comprising copyright, privacy policy, defining and drafting terms of service, copyright issues related to massive open online courses (MOOCs), or any teaching activity and IITBombayX, copyright due diligence process, and setting up of the IP system for the project.

She has delivered more than 100 sessions on IPR as a resource person in FDP.

Prof. Gargate has created other NPTEL courses which are available on the Swayam platform.

1. "Roadmap for patent creation", on a patent with the inventor's perspective with an objective to help the inventor to identify a potential patent, file, and commercialize it for wealth creation. This course may be helpful to students, faculty, scientists, organizations, and professionals. This course will be rerun till 2023 (January -April)

2. "Entrepreneurship& IP strategy" on how to use IP effectively for entrepreneurship to help start-ups and individuals to plan their IP portfolio management.

Before shifting her career to IPR, she was working as an Assistant Professor of Microbiology at the University of Mumbai and she was recognized PG professor of Microbiology at the University of Mumbai. She was an examiner at the University of Mumbai, SNDT university, and for PGDMLT (AICTE).

## **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)