ENTREPRENEURSHIP AND IP STRATEGY

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:
PhD- IIT Bombay, LLM (IPR) - Gold medal, LLB, M.Sc.(Industrial Microbiology) - Gold medal, B.Sc. (Microbiology), Registered Patent Agent (IN/PA/1930), TIFAC scholar, PGDMLT, PG Diploma in patent law - NALSAR, Hyderabad, UGC-SET, PET, DL101. Over the last 23 years, she has led and executed numerous innovative projects in academics as well as industry as an IP teacher, researcher, consultant, information scientist, and law & management professional.

COURSE PLAN:
Week 1: Introduction to entrepreneurship and intellectual property: Definition, concepts
Week 2: Innovation and entrepreneurship
Week 3: IPR: Trademark and entrepreneurship
Week 4: IPR: Patent and entrepreneurship
Week 5: IPR: Copyright and entrepreneurship
Week 6: IPR: Industrial design and entrepreneurship
Week 7: IP strategy & entrepreneurship
Week 8: Entrepreneurship & IP - Government initiates