



DEPARTMENT OF MANAGEMENT STUDIES

MANAGEMENT DEVELOPMENT PROGRAM

“Exploring sustainable innovation through IP: Leveraging IP Tools”

Title	<i>“Exploring sustainable innovation through IP: Leveraging IP Tools.”</i>
Department	Department of Management Studies
Date	Jan 11’ 2025
Time	9 AM to 5 PM, Nethaji Subhas Chandra Bose Block, 3 rd Floor – Room no. 303
Speaker Name	<p>Topic: Demystifying the IP spectrum Name of the Expert: Ms. Likitha. P Mahdiker Designation: Advocate at Altacit Global Time: 9.00 to 11.00 AM</p> <p>Topic: Spotlight on Patent Name of the Expert: Dr. Sarasija Padmanabhan Designation: - Consultant, Karnataka state council for science and technology Time: 11.30 to 01.30 PM</p> <p>Topic: IP Portfolio Management: How to commercialize your IP Name of the Expert: Ms. Bindu Sharma Designation: Founder and CEO of Origiin IP Solutions Time: 2.30 to 4.30 PM</p>
Brief Description	<p>Session 1: Demystifying the IP spectrum</p> <p>Ms. Likitha P. Mahdiker delivered an excellent "The IP Spectrum" session outlining the range of Intellectual Property (IP) rights used to protect creative works, inventions, and branding. This includes copyrights, safeguarding literary, artistic, and software works; patents, protecting inventions and innovations; and trademarks, covering logos, names, and symbols that distinguish brands. Trade secrets protect confidential business information, while industrial</p>

designs secure the aesthetic aspects of products. These IP rights enable creators to monetize their work, encourage innovation, and foster competition. They differ in duration, scope, and registration requirements, with patents and trademarks typically needing registration, while copyright often arises automatically upon creation. Understanding the IP spectrum is essential for businesses and individuals to secure innovations and navigate legal frameworks effectively.

Session 2: Spotlight on Patent

Dr. Sarasija Padmanabha provided insights on patents, explaining that they are legal rights granted to inventors, protecting their inventions for a specific period, typically 20 years from the filing date. Patents confer exclusive rights to make, use, sell, or license the invention, preventing unauthorized use. They are awarded for novel, non-obvious, and industrially applicable inventions, including products, processes, or designs. To obtain a patent, inventors must disclose their invention in detail through a formal application to a patent office, making this information public to foster innovation. Patents are territorial, requiring filing in each country where protection is desired. They promote technological advancement by rewarding inventors with a temporary monopoly and necessitate maintenance fees to remain active. In essence, patents balance public access to innovation with private incentives for creativity.

Session 3: IP Portfolio Management: How to commercialize your IP

Ms. Bindu Sharma provided insights on IP portfolio management, emphasizing the strategic use of intellectual property (IP) assets to maximize their commercial value. To commercialize IP, identify assets such as patents, copyrights, trademarks, or trade secrets. Ensure these assets are protected through proper registration and enforcement. Consider licensing opportunities to allow others to use your IP for royalties or fees. Explore joint ventures or partnerships for co-developing and marketing IP-based products. Monetize IP through direct sales, franchising, or spin-offs, and use IP as collateral for funding or investments. Regularly audit and prioritize assets based on market trends and strategic goals. Enhance market appeal through effective branding and ensure legal compliance while enforcing IP rights against infringement. Effective commercialization transforms IP from a cost centre into a revenue-generating asset.

Images

Session 1: Demystifying the IP spectrum



Session 2: Spotlight on Patent





Session 3: IP Portfolio Management: How to commercialize your IP



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