



NATIONAL INSTITUTE OF INDUSTRIAL ENGINEERING (NITIE)

(An autonomous body under the Ministry of Education, Govt. of India)

Offers an Online MDP on

**Management of Intellectual Property (IP) for Gaining Competitive Advantage
(Creation, Protection and Leveraging of IP)**



07-11, May 2021

PROGRAMME/REFERENCE CODE: 1 22 1 01

ABOUT THE PROGRAM

- IP is an invaluable asset which can create a billion-dollar business in no time.
- In this 21st century, only those organizations will sustain the global competition when they create 'value' on a continuous basis with the changing dynamic business environment.
- Value creation is something comes from the intellectual thought process which leads to creation of intellectual property.
- IP management is a function of creation, protection and leveraging of IP.

OBJECTIVES OF THE PROGRAM

- How to create intangible IP assets (patents, industrial designs, trademarks and copyrights).
- To get a clarity on protection mechanism of patents, industrial designs, trademarks and copyrights.
- How to enforce IP protection in case of infringement / copying / misappropriation.
- How to leverage your IP assets (technology transfer & licensing).
- Cases will be presented w.r.to patents, designs, trademarks, copyrights and compulsory licensing.

CLICK HERE FOR REGISTRATION

CLICK HERE FOR PAYMENT

**Course Fee: 8,260 (All Inclusive) i.e.,
Professional Fee: 7,000 + GST (18%): 1,260
10% Discount (Applicable if): 3 and above nomination from same organisation.**

**Course Coordinator: Prof. B. Koteswara Rao Naik
Mobile Number: 9819003107 / 9969936749
Profile: <https://www.nitie.ac.in/deparment-faculties/13>**

PROGRAM COVERAGE

- IP Analytics - research gap/white space analysis (online patent database will be used in explaining the real-time data analysis for identifying white space).
- IP Creation – how to create patents, industrial designs, trademarks, copyrights and integrated circuit-layout-designs (various methods in problem solving, ideation, TRIZ, lateral thinking.).
- IP Protection – how to protect patents, industrial designs, trademarks, copyrights and integrated circuit-layout-designs (international treaties & conventions which help inventors in gaining advantage of global protection, drafting/documentation, strategies in selecting protection mechanism & territories/geographies).
- IP Enforcement – how to stop infringement / copying / misappropriation of IP assets (patents, industrial designs, trademarks, copyrights and integrated circuit-layout-designs).
- IP Leveraging (IP portfolio management, technology transfer & licensing).
- Cases will be presented w.r.to patents, industrial design patents, trademarks, copyright and compulsory licensing.

This program uses the patent database and cases to explain how the strategic decisions are made for competitive business advantage with IP analytics. It will help in building strategic partnerships in terms of R&D collaboration, technology development, technology transfer & licensing. This program also helps in protection and enforcement mechanism of all IP assets.

WHOM IT MEANT FOR

This program is useful to Entrepreneurs, Start-ups, R&D Managers, R&D Institutions, Senior Executives, Inventors, Teachers who are engaged in teaching IP, Heads of Technical Academic Institutions, Researchers and Ph.D. Students.

FOR FURTHER DETAILS, PLEASE CONTACT

Professor In-Charge (Industry Connect) Office of Sponsored Research and Industrial Consultancy (SRIC)

National Institute of Industrial Engineering (NITIE)

Vihar Lake, Mumbai- 400 087 Phone: 022-28035275 / 022-28035311

Email: program@nitie.ac.in / pic.eed@nitie.ac.in

Website: <http://www.nitie.ac.in>