

## Introduction to Intellectual Property Rights

**Duration: 2 days**

**Date : October 14, 2019**

**Programme Director: Prof. Muqbil Burhan**

**Fees : Rs. 16,000 (Non-Residential)\***

**: Rs. 28,000 (Residential)\***

**Plus GST @18%**

### **Objective:**

The program will enable participants to learn and understand different types and concepts of intellectual Property Rights. The program will help the participants grasp the idea behind IPRs and the role they play in giving competitive advantage to the companies. The participants will learn how to use patent databases and exploit them for their advantage, apart from understanding the difference/importance of different types of IPRs. The program also intends to help the participants with the art of drafting a patent document. Therefore it will lead to;

- Understand the importance of different types of intellectual property rights.
- Use various patent databases for landscape, validity, invalidation, prior-art studies.
- Ability to analyze a patent document and draft its claims.

### **Contents :**

<b>Session I.</b>  <b>INTELLECTUAL PROPERTY RIGHTS: INTRODUCTION</b>	Patents, Copyrights, Trademarks, Geographical Indications, Trade secrets, Traditional Knowledge, Importance of Patents, Introduction to Patent Laws with focus on Indian Patent Act 1970. What is patentable/not-patentable?
<b>Session II.</b>  <b>PATENTABILITY ANALYSIS</b>	Patent document and its analysis, Analysis of Patentability, Patent Search, Patent Classification, Patent Landscape with a focus on energy sector patents. Use of keywords, paid and unpaid databases and patent classification in finding relevant patent data.
<b>Session III.</b>  <b>PRIOR ART SEARCH AND FREEDOM-TO-OPERATE STUDY</b>	Prior Art Search for Patents, Freedom-to-operate (FTO) studies for patents, Patent Invalidation Studies and their importance in managing innovations.

<p><b>Session IV.</b></p> <p><b>BASICS OF DRAFTING PATENT APPLICATIONS AND PATENT PORTFOLIO MANAGEMENT -</b></p>	<p>Fundamentals of Patent Drafting. Claims and body of patent, Scope of claims and their importance. Invalidation of one or more claims in a patent and its implications. Fundamentals of managing patent portfolios, Understanding IP Portfolios at ONGC and ways to managing them for Competitive Advantage. Patent Portfolio Models.</p>
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**Methodology:**

The methodology will include lectures, discussions and hands on practice with databases.

**Target organizations:**

Organizations interested in protecting their intellectual property

Target Participants:

Researchers; Scientists; Managers

**Faculty Profile :**

**Prof. Muqbil Burhan**

MSc., M.B.A. (International Business), Ph.D. (IIT Delhi); NET (UGC-CSIR)

Burhan is working as Assistant Professor in the Area of Strategy Management at FORE School of Management since December 2013. He is, currently, also holding the position of Chair (Strategy Management). Prior to joining academics, he has a rich industrial experience as Intellectual Property Rights (IPR) expert where he has worked extensively on patent data. He completed his Ph.D. from I.I.T. Delhi. His Ph.D. work explores the area of technology innovations in public funded research organizations in India. He has worked on several projects in public and private sector and conducted various Management Development Programs for senior and middle level managers of various national and international organizations like ONGC, GAIL, Mitsui Chemicals; Sentiss Pharma. He also worked with Chair Networking Industries at College of Technology Management, EPFL Laussane Switzerland on digitalization of postal sector. He has to his credit several National and International academic publications of high impact factor, which include Technology Forecasting and Social Change (ABDC Category A; ABS rating 3; SCImago rating Top Quartile); Journal of Intellectual Property Rights; Journal of Library & Information Technology; Int. Journal of Strategic Change Management; Journal of Business Chemistry and a book “Postal Services in the Digital Age”, sponsored by United Nation’s Universal Postal Union. Burhan has been regularly invited by various Central and State Universities for delivering lectures in the workshops and symposiums and as discussant at Academy of International Business (AIB). He has presented his research work in various reputed national and international conferences that include Academy of International Business Conference at Fox Business School, Philadelphia USA;

TIPS Conference at EPFL Laussane Switzerland; Strategic Management Convention IIM Lucknow; International conference on Contemporary Business at IIT Delhi; International Conference on Sustainability at IIM Shillong. Burhan has also served as external examiner for Ph.D. work submitted in some reputed Business Schools in Europe and India. He is also an active member of reputed international bodies like Academy of International Business; Strategy Management Society; Strategic Management Forum and reviewed research papers for various reputed international journals. At FORE, he teaches core courses in the Strategic Management and International Business Strategy Area and various popular elective courses like Mergers & Acquisitions; Strategic Alliances; Strategic Innovation: Building & Sustaining Innovative Organizations. He was awarded IIT Delhi-EPFL international research fellowship to work at College of Technology Management, EPFL Switzerland for three months in 2012. He was also awarded Annual Employee Performance Award 2007 in recognition of excellence shown in Team work at Evalueserve India. Burhan has worked extensively in the area of Technology Innovations where he has explored Strategic Technology Partnerships; flow of knowledge in Schumpetrian economic environments; maintenance of patent portfolios; technology transfer in the public section innovation process and competitive behavior in strategic alliances in R&D intensive firms using Cox Proportionality Hazard Models; Probit/Logit Models; Tobit Models; Negative Binomial Regression Models and Poisson Models.

Teaching/ Research Area: Strategy Management; Technology Innovations; Knowledge Management; Mergers & Acquisitions; Strategic Alliances  
Consulting Interest: Strategy; Technology Innovations; Strategic Alliances; Mergers & Acquisitions; Intellectual Property Rights .