

Entrepreneurship and IP Strategy
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Lecture 01
Lecture 01 Introduction

A very warm welcome in this journey to the course, Entrepreneurship and IP strategy. I am Gouri Gargate, Professor at IIT Kharagpur. I hope and anticipate that you have got the chance to go through assignment 0. I am sure that you have browsed through the complete course structure and the coverage. Today, we will try to walk through the detailed course structure and the overall planning for the eight weeks. We will see that how we are going to be engaged for next eight weeks.

Here we start. So, the first question in your mind probably is like this, that how much time I have to invest for this course? So it is just two and half hours each week.

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So, few questions probably you have thought about like, what is IPR? What is patent, trademark, industrial design or plant protection? And whether my work is coming under any IP category that is important. The next important question you might have thought is like, how I can protect that IP? Then, what is the life of patent or a trademark or industrial design? That is another question you probably have thought about. And what is IP portfolio? Then, what is prior art search? What is infringement?

So, these are the few questions probably or many more you probably have thought about. We will try to get answers to these questions. And the few more things probably you have heard about, like bank loans and intellectual property or maybe you come across like insurance and intellectual property.

So, a few things like a few domains or subdomains of IP, which are very important and which are used extensively are like this.

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Patinformatics or patent analytics, then, there is a IP portfolio, then there is a IP audit, then there is like IP patent troll, then, there is an IP valuation, then there is like IP and bank loan, then IP insurances there, then there is a patent thicket, then IP strategy, IP management and then probably you might have heard about technology transfer and cross licensing.

So, these are the few terminologies probably you have came across. So, if we get the chance, we can just touch based upon these terminologies also. So, here, I will share some more information about IP and organization. As you come to know that, okay, these are the few terminologies. Then, you come to know about, okay, few questions probably are there. Now, we will just see about a few organizations.

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So, you can see here IBM. IBM is like, if you see in 2017, you see that the patent granted to IBM, the number is like a 9,000 plus. In 2016, that patent grant is 8,090. Obviously, IBM is from USA and we know the products which are dealt by the IBM that is a data management, IT services and so on.

Now, if I give you the analogy of this IBM with Indian scenario. Now, if you see here that Indian residents applications. If we see in 2017, I am talking about the Indian resident application.

Now on here, IBM, you have seen that in 2017 there are 9,000 plus patents are granted. Indian residents' applications if you see that there are total 15,500 and if you see the granted patents in India, in 2017, 13,045. I just want you to ponder upon that whole India population of 1.3 billion and the patents which are filed by Indian residents, you just see the number and the total granted Indian residents and non-residents together that number is 13,000 plus.

So, you can just imagine, if we compare USA with India, what is a big gap between India and USA, only one organization is good enough to file number of patents, which are almost equal to the Indian residents for getting granted patents in one year, we can appreciate that big gap.

So, this is a good example. I will just cite to give you idea that you can just see how that big gap is there and what the time or how fast we have to catch up with this IP. A few more examples I can give.

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Samsung is there. So Samsung, if you see about the Samsung, total patent grants in 2017 are 8,000 plus and in 2016 it is 8,470. Company is from South Korea and you know that mobile phones and television is a product.

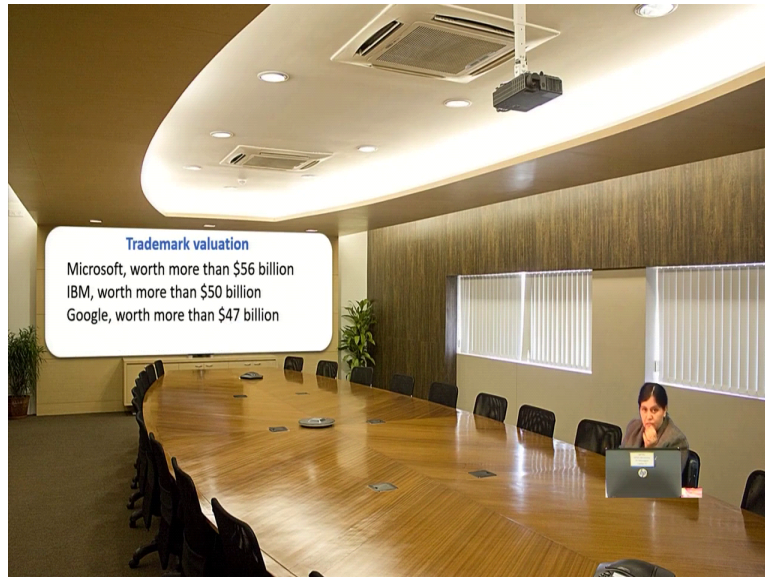
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Next is LG Electronics. If you see LG Electronics, 2017 grants are total 4,000 plus. Then, patent grants are about 4,030. Again the company is from South Korea and the products are mobile phones, televisions.

Now, I just take you through a trademark valuation. I have just given you information about patents. Now, I will give you the information about the trademark. See the examples.

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Microsoft, it is a, if you see the trademark valuation of Microsoft, it is a 56 billion dollars. If you take IBM, trademark valuation is 50 billion dollars and Google 47 billion dollars. So you can just imagine that, okay patent is giving this much worth, trademark, only trademark is giving this much worth. And I am giving you another example now about the copyright.

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Everybody knows JK Rowling, Harry Potter. Do you know how much that net worth of her is, which she got from that royalty, it is a 1.15 billion. So, that is a worth JK Rowling having through the copyright.

Now, so these are the few examples and these are good enough to appreciate we are in a knowledge era, where creativity, innovation, inventions, IP are making or are having major roles and they are there for wealth creation. So the time is gone that countries used to fight with a weapons. Now, the concept of war has changed as bio war, where biological materials are used, technology war, where technology is used.

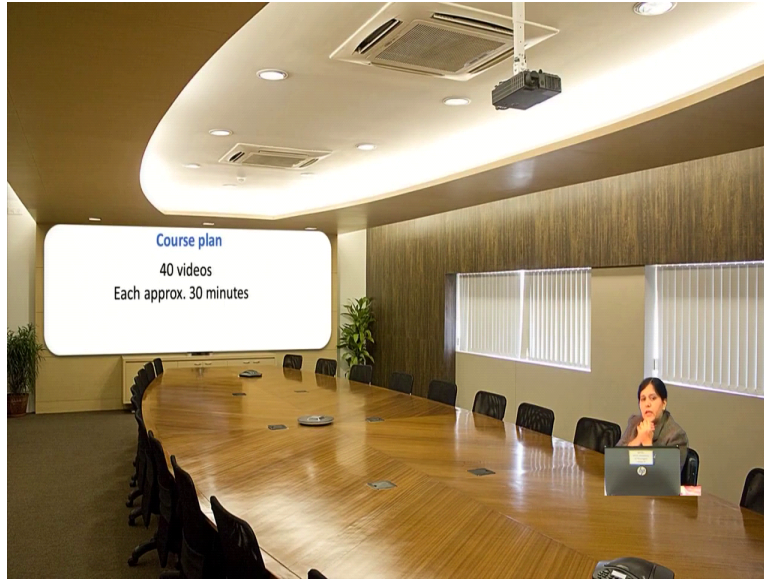
And now, please note that if you are fighting with a technology, you will require IP and you will require legal instrument that is of IP protection. So, are you ready to explore and apply that knowledge gained through the course, so you will get that idea about what is the IP, how you can do the protection. So you just be ready with this. You be ready with your venture idea and plan and just immediately apply that thing and probably that will help you for a wealth generation.

So let us start to get the idea about how we are going further. So you will ask, what background I will require to go through this course?

So answer is no specific educational background is required, no educational restriction is there, no age restriction is there or professional restriction is there. Only requirement is you are or you must be passionate about your venture. So it is for anybody students, teachers, scientists, start-ups, MSMEs, corporations, non-teaching staff in the organization, anybody even institutes, anyone can take this course.

So how the course plan is? So here, there will be video lectures, how many?

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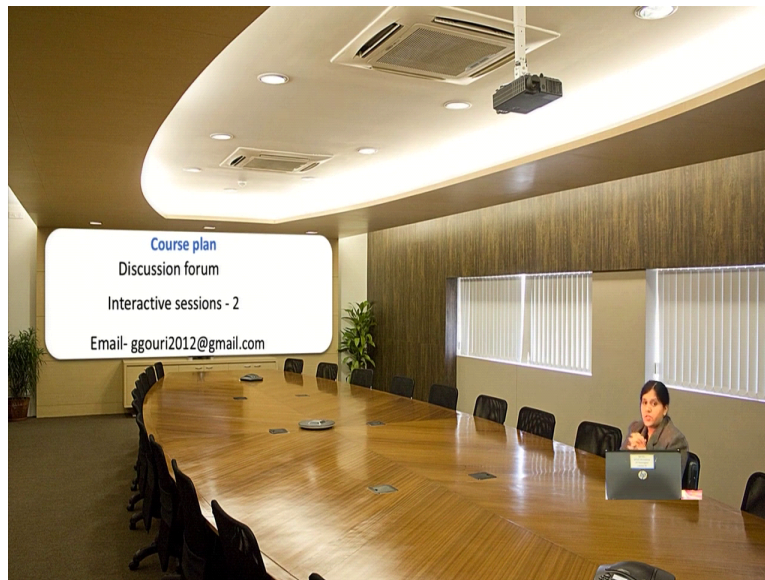


So, as this is a eight-week course, there are total 40 videos, and probably each video will be about a 30 minutes. Now, five to six videos will be there per week, because we have just said that it is a time that it will be just two and half hours per week that you are going to spend. So this is about videos and time you will require to spend on this course.

Now, next important thing is how you are going to, we are going to communicate with each other?

So, there are three ways by which we can communicate.

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The first way is like a discussion forum. So this is probably when you have gone through the assignment zero, you might have browsed through the complete webpage, and you have probably visited discussion forum, so you can post your queries and questions. When you are going through the video probably, you may face some questions, you can write there and we can discuss over that discussion forum. Then, interactive sessions are there. So probably, you may have some questions and for that little more explanation is required. And you require some discussion and that kind of scenarios or maybe you want that live interaction, then you can use this interactive sessions.

The next is an email. So if you feel that you want to communicate by email, here is the email and you can just communicate through this mode also.

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Now, what you will get for the reading or something like that? We are hosting here reading material. Probably you will get, we will just post that you just go through that reading material. We will refer you whenever we are going through the video. We will refer but okay you read this material which is posted in the reading material folder. So, you can refer in that particular way and that will be very useful to you.

Then, yes, we are giving you some assignments, yeah, that is compulsory. So some MCQ type of questions are there, 10 to 15 questions will be there. And the objective of assignment is like this, that whether we are able to convey concepts of the subject to you. So, that will be like checking that particular thing. So, we can keep a little bit flexibility for you for the submission. But it is suggested that you try to answer that assignments.

Then, there is a examination and then there is obviously, if you do that successfully, you will get the certificate. So, you can get that details on the website also.

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Then, one more thing and that is very interesting, that is internship is there. So the candidate who scores highest mark will get the chance to visit IIT, Kharagpur. And he can do internship here and that will be a good opportunity for you to just to see what we can say to get the exposure of IIT.

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Now, let us look into the weekly course structure. So, broadly I have given you the idea about complete course plan and how we are going to interact and what is the mode of complete what

we can say eight weeks. Now, we will go a little deeper in weekly plan, so that you can get an idea what we are covering in each week. So, if you see that first week, it is like an introduction to entrepreneurship and intellectual property, definitions and concepts.

Now, what we are covering in this first week?

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So here, we will cover what is an entrepreneurship, what do you understand by IP? Then, next is like whether entrepreneurship and IP are related, what is the role of IP strategy in entrepreneurship? And we will share with you one case study about IT industry, probably we will share with you Google story that is a very interesting story, how Google organization started and what is the role of a patent especially there for the inception and development of that organization.

So, this what we can say. This week will be dedicated to entrepreneurship and IP and you will try to understand the relationship between both. One module on what do you understand by IPR is to give you idea just overview of different types of IPR and many times people use word patent and then copyright and then industrial design interchangeably. So, with this short video, you will get that idea that yes, these are the different types of IPR and these are totally different. So, that at least we will clarify in after going through this video.

Then, case study we are planning because it will be a good idea if you see that how one start-up is starting, it is starting with what we can say one patent and how it becomes a giant, Google is an example.

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Now, next is like a next week-two, and it is like innovation and entrepreneurship. And we know that innovation, invention, creativity, these are the three different things. We should understand what this differentiation is there.

So first module is dedicated to understand that concept like what is innovation, creativity and invention. Then, we will see different types of innovations. It is idea is like you should know, okay, these are the types of innovations, probably I am following that particular thing in my venture. Then, there is an innovation market and IP. What market -- how market is playing role in that innovation?

So, that also you will come to know in this video or in this module. Then, open innovation and IPR, this is a very important concept and you are already exposed or you are using that particular thing in a certain way, but you will maybe not be aware that yes, you are a part of open innovation. You are participating in that activities like hackathon, I am just giving you the example.

Okay. Then, last one is a case study. We are trying to cover case study in next another sector that is a biotechnology. So, probably we will share with you a Biocon story here. And you know that it is an Indian organization and Ms. Kiran Mazumdar Shaw, she is a what you say billionaire entrepreneur and she started this organization.

So, this is a very inspiring story. We will share with you and how patents are playing role to what we can say that for in Biocon journey, how that patents are playing role that you will come to know when you will go through this case study.

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Now, next is like a week three, that is completely dedicated on trademark and that is a trademark and entrepreneurship. Now, this week onwards like from week three, we are dedicating every week very specific to one type of IP. So, this week is for trademark. We will cover trademark definition, then trademark types, then trademark registration, then trademark infringement and then lastly again the case study. And we are planning to share with you one case study in textile sector.

So, that way you will get the idea how trademark is playing important role in entrepreneurship. And I have already shared with you the valuation of a trademark.

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Now, moving further week four. It is about the patent and entrepreneurship. And patent is what we can say among many types of IPs. Patent is like a -- it is taking a major role and we will see how that what is that patent and how it is useful in your venture.

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So, patent introduction is there, then patent infringement and then the patent strategies. So, we have dedicated two sessions to patent strategies and then the last one is like a capsule version. So, what is the concept of capsule version? What generally we do when you finish four weeks,

probably you are interacting through interactive discussion forum. Then, what we do, we, there are some questions, we may not able to answer on discussion forum due to certain reason. Then what we do, generally, we select such questions and then we try to answer that questions through this capsule version, because much elaboration is required many times or that forum, there is a limitation that we may try to convey you, but you may not able to convey by that writingr.

So we try to give you examples and explanation in this capsule version. So keep writing your questions on our discussion forum.

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Then the next like, next week is a dedicated to copyright. So week five is a copyright and entrepreneurship. So whole week we will deal with the copyright and it is expected that if you are planning to register your own copyright, you should able to do that registration after going through this week. So, copyright definition and subject matter, then, next is a copyright and other related rights, then, copyright registration and entrepreneurship, then copyright infringement and yes, copyright is related to publishing and film industry. And therefore, we are giving you one film industry case study here in copyright week.

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Next like week six. Here, we are dedicating it to industrial design. So, it is a industrial design and entrepreneurship. Here, we will cover like definition and concept. Then, like what are the key factors or key features of a industrial design Act, then, industrial design and business, how it is related, industrial design and infringement and then the case study about the automobile, because if you see the various designs, there are very nice designs or that designs you can see of cars and this is a very good example. Probably we will cover Tesla, that how the Tesla is using industrial design along with the patent, because Tesla is also aggressive in patent and we will share that particular thing.

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Now, next is IP strategy and entrepreneurship. So, after going through individual IP and related strategy, we will try to what we can say relate all this together and your venture.

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So, here we will try to give you an idea about IP strategy for a start-up and MSME, how you can use that particular thing. And what are the different IP transactions that we will share with you. And then, we will take you through IP valuation, bank loans and insurance. Probably you need some funding and then IP will be your good source for funding. And then, we will try to share

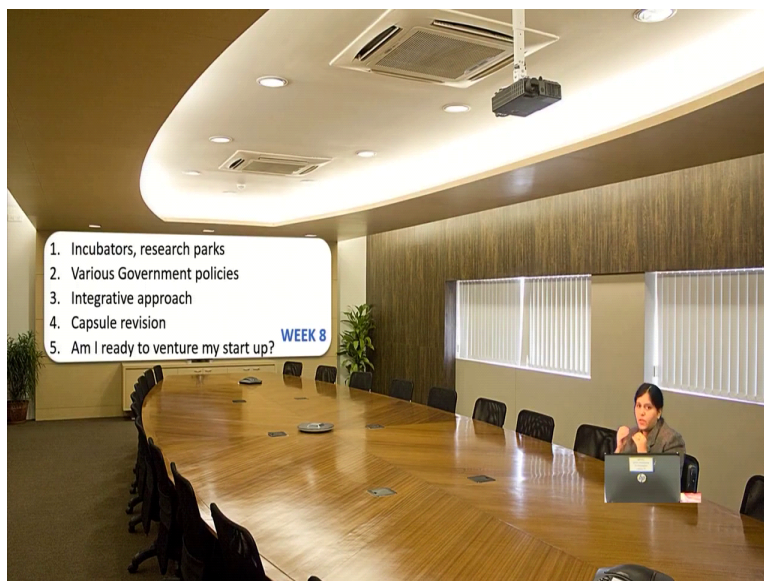
with you a success story and business model of some start-ups. Then, we will see the case study in a pharma domain or agricultural domain. So, any of the case study from any of the sectors we will try to share with you.

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Now, the next is like a week eight for government initiatives, because you know that this week, entrepreneurship we have a lot many what we can say, activities and policies government has initiated. So, we will try to share with you a few ideas about that.

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So, first is like incubators and research parks. Second is various government policies. Then, we will try to see that how entrepreneurship and IP strategy are related. We will try to see that integrative approach and then again the second capsule version we will see. And last one that is most important that am I ready to venture my start-up, because you will apply all the learning in the course and you will try to apply that to your venture. So, that will be like exact application of this learning to your venture.

So, you will be ready like all IP and your start-up and maybe you can just then start your own venture immediately after going through this. Or you may have doing that activity probably you will apply this learning to your current activities whatever you are doing. So, this is the complete week, up to the eight week that course structure is.

Now, at the last, there will be what we can say, as I have suggested in the capsule version, we will try to recap and in the last that is fifth module, we will completely recap the learning.

So, you can see that there are six case studies, and then, you will learn copyright, trademark registration, patent related information and then the industrial design related information along with idea about what is innovation, what is IP, what is invention, and then the government initiatives and facilities, whatever government is giving for your IP filing.

So, I guess that whole information when you go through this course, it will be like easier for you to plan your IP development and exploitation for wealth creation. So that is all about our course plan. With this, we are coming to the end of this session.

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So, see you in the next session, where we will see that what is entrepreneurship. And here in the next module, we will see what is entrepreneurship, we will touch based upon a few examples rather than bookish knowledge or theoretical knowledge, we will give you few examples of successful entrepreneurs, probably that will help you or that will motivate you to what we can say for your venture.

And we will give you idea that what exactly they have used, because they have used IP for their entrepreneurial development and how they have used that particular thing. So, this is about the course plan. And hope to see you in the further sessions. And I hope that you will enjoy the course. Thank you.