

Intellectual Property
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Lecture - 13
Learning Intellectual Property

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Intellectual Property Law



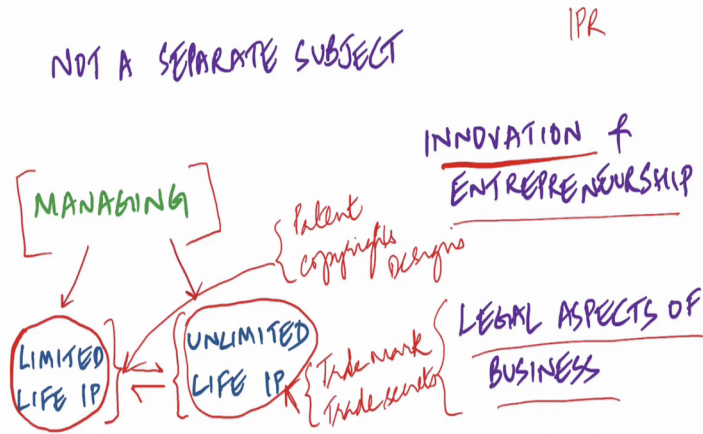
LEGAL SUBJECT - RECENT ORIGIN
RIGHTS
CREATION
ENFORCEMENT

Learning intellectual property. Intellectual property is not a subject that is traditionally taught in universities. Intellectual property law was introduced as a legal subject in the law schools in India, it is of recent origin in somewhere in the 1990's, we saw that it was introduced as a legal subject. And this coincides with the rapid development of intellectual property law, and it is a recognition in the international sphere.

Now, you will find that intellectual property rights deals with largely 3 things. One it talks about the rights, it talks about the creation of those rights, and it also talks about enforcement. Rights creation and enforcement is the domain of intellectual property law. And being a legal subject it is something that is taught to lawyers and law students.

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Managing Intellectual Property



There is another branch of knowledge, which also shows some interest on intellectual property right which is the management. Managing intellectual property though it is not thought as a separate subject in management schools. You find intellectual property rights coming as a part of the innovation and entrepreneurship course. Or you will find it as a part of the legal aspects of business course.

So, you will find IPR being taught in management schools in one of these courses or in courses which are similar to this. The key difference between a legal approach or what is being taught in law school. A legal approach and a approach by the management school is that the focus here is on managing IP. So, we do not get into the nitty-gritty's of enforcement rights, and how it can get violated, and how the rights are created; here, the entire focus is on managing. And if you look at some of the scholarship, there is an interesting analysis of how to convert limited life intellectual property into unlimited life intellectual property.

Now, this is a key thing which manager should be acquainted. With because rights like patterns, copyright, and designs, what we call limited life IP and designs. Whereas, trademarks and what we call trade secrets are unlimited life. In the sense that there is no expiry date attached too so, managers are constantly looking at how they can convert a limited life IP into an unlimited life IP. So, in the class where we deal with management of intellectual property right, we will look at this in greater detail.