

IP Management and Technology Transfer
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Lecture - 40
Am I Ready for IPM and TT? (Course Applicability)

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A very warm welcome in the 5th module of week 8 of the course, Intellectual Property Management and Technology Transfer titled, Am I Ready to explore the learnings of this course? So, whether I am ready to explore technology transfer or am I ready to explore intellectual property management learnings from this course?

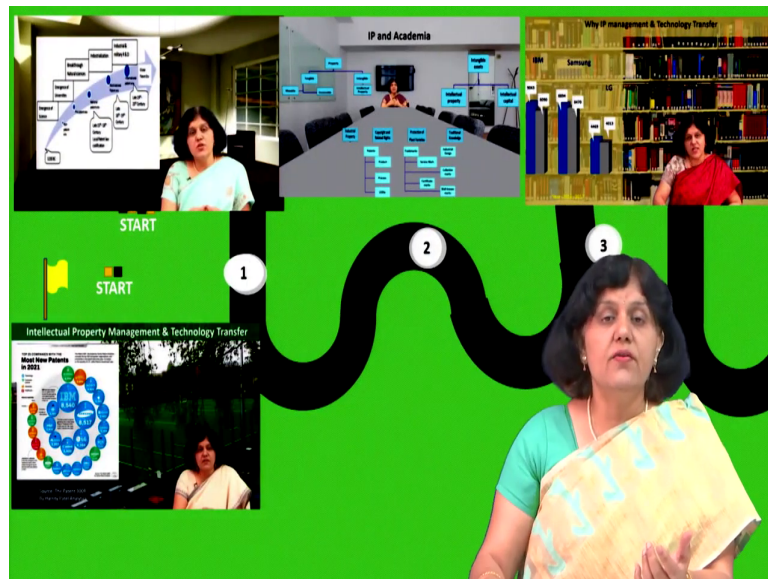
Now, what we are expecting? We have shared the applied details or content and we are expecting that whatever content we have shared in this course; you are applying it immediately to the project, your research work or if you are organization to your organization.

So, we have shared we will go into details of that, but the policy or the IP auditing or IPM a system. So, the details, the case studies whatever we have shared. We are expecting that you are immediately applying it to your maybe as individual if you are researcher, you can do that thing.

If you are a start up you can apply to start up, if you are MSME you can apply to your MSME, if you are a organization you can apply to your organization, you may be a research organization, you may be academic institute or you may be industrial that sector organization.

So, wherever you are probably I can say that the content is like applicable to in whatever scenario you are it is applicable. Probably it may be you have already applied then you probably may have some suggestions discussion forum is always there and we are welcome to your suggestions. So, that we can update the content may be that will be very useful to everybody, ok. So, let us start what exactly we have learned in this 8 weeks.

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So, if we see the first week you can just check here, that in the first week we have focused on the that we have the first session which was related to introduction to the course.

And we have shared with you the complete details of the structure of the course that 8 weeks, 5 sessions 2.5 hours every week at your comfort and then 8 assignments out of that 6 assignments you have to be compulsory completed to if you are interested to have the certificate of this course.

And then the assignment, then the MCQ type questions and everything you have completed now, right. And I hope that you got the pretty well idea about the IP management and technology transfer and probably you have some feedback, some opinion about this course

and we are like eager to know your feedback and constructive suggestions. So, that it will be very useful for the further improvement.

Then we have covered in this session that in that whole week that what is IP and what is IP management. Because we want to just give you the idea that what will be the scope of this course and what IPs we are covering according to us what is like when we are dealing with IP management which different types of IPs and why these IPs are there that the jurisprudential base actually, that was very much important.

So, that we have shared with you and what is IP management and why it is necessary. Then we have dedicated two sessions on the IP and academia. So, it is like a with the purpose that if you go through this session, you can immediately you can say that do the IP mining in the academic system.

And we have requested you that in the same line you can just apply it to start for MSME or a organization, ok. And then we have shared with you the IP and its role in education and research that was the whole first week.

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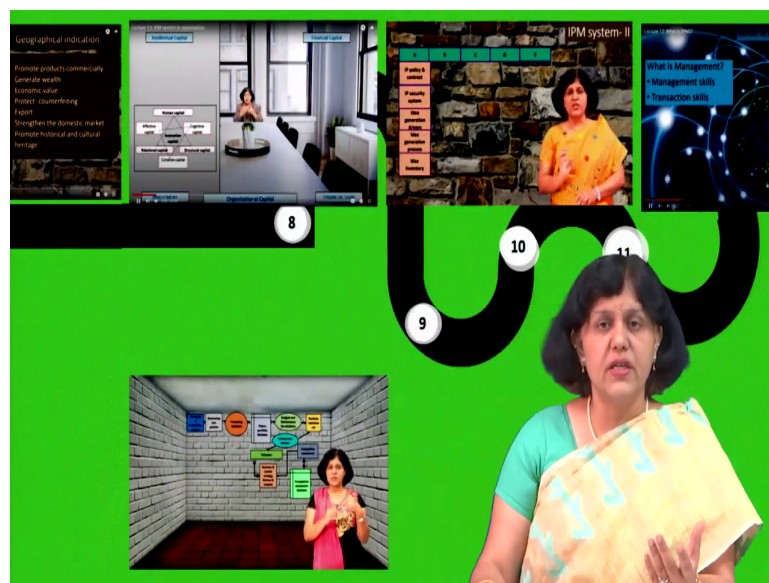
Then if we see the next that is a 2nd week you can check that briefly in short what we have done? We have covered all IPs in this week. Obviously, we have also covered with this particular that all IPs that the historical or the jurisdiction wise scenario of the IP. So, that it will be very useful when we are doing the IP management, we must be aware about the what is a jurisdiction wise differences are there, right.

So, we have covered in this the patent, the one session we have dedicated to patent. Then you have like have the got the idea about copyright and trademark in next session, then we have covered industrial design, semiconductor integrated circuit layout design, protection of plant varieties and farmers, right. That will be very useful if you are dealing with agricultural products. If you are biotechnology especially plant biotechnologists are the this act is very important.

Geographical indication and then the very very important trade secret for this statutory provision is not there, but the contract is taking good care of trade secret and we have established kind of a scenario. That means, we are sufficiently a trained to take care of that trade secret, right.

And in the last session in this week two what we have covered is like a IP management and the various jurisdictions and what is the difference between this jurisdiction wise what is our territorial differences, what these differences are because unless we know that we can all do the IP management.

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Moving to the 3rd week if you see, in the 3rd week we have this 3rd week detail that dedicated to emerging areas and the IP management system. Now, in this area in this

particular week if you can check here, we have focused on the emerging areas of IP open innovation. Now, again if you remember that the week 7 a case study, we have given you the classic contemporary case study of that emerging area and the complexity.

Actually, we were not expecting you to put into that much that scenario that a very complicated like a patent pooling related case study we have shared with you. And the complexity of IP management probably you might have appreciated through that case study.

Maybe if you are a very much we can say that if you are a beginner in IP probably there may be difficulty in understanding what exactly that case study is, but if you are like a practicing in the industrial organization, you will appreciate the that the intricacies of that IP management and how probably the scenario is like faced or how the different sectors right, industrial sectors due to this fast moving technology different strategies or different way of IP management is adapt adopted actually.

So, the we have tried to give you the idea that how exactly the scenario is it was related to COVID. And we are expecting that if we if you go slowly through that session probably you will have your own opinion about what exactly we were discussing in this a session. Then the open innovation again although we are talking about IP management IP management, we have to appreciate open innovation also.

And whatever research is going on it is a combination of all this open innovation, close innovation, IP management technology, management, strategy, business strategy and all that thing. Then we have gone into the details of the IP management system in the organization and we have focused on two models. And the details and the research papers also related to that model we have shared with you in the reading folder reading material folder.

So, you can just go through that link and if you want to know more about that model you can get the details there.

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Next if you see the week 4 actually in the week 4 we dedicated on IP audit and then we have given you the case studies related to that. So, a basic level IP audit framework which was proposed in 2012 long back, ok. So, that was a conference paper and we have shared that with you and the link is also shared in the folder. And we have given you idea how to apply that model actually, right.

And then the case study 1, case study 2 and then the capsule version is there. In capsule version what we have seen, what we have done actually? The forum questions there are some forum questions which we are not able to cover in the in that the we the answers are not possible to write. Because writing may not give the correct, what exactly the convey may not be possible or it may be a time taking.

And therefore, what we have done that in the discussion mode, we have discussed to our queries in the capsule version. So, we hope that you have gone through the capsule version and you got the answers to your queries in this session. And in the earlier session only we have gone through another capsule version and probably the remaining questions are answered.

And also, in the forum we are answer we have we are still answering your queries. That queries are coming and we are answering that, ok. And we hope that still your examination is that we are expecting that questions will be there and we will take care of that, ok.

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Now, next is like if you see the next like a week 5, we have dedicated on a IP analytics. And the IP analytics that we appreciated IP analytics, patent searching and analysis you probably

know the details about patent searching, but exactly how this patent analytics is useful for the IP management? So, that the relation that application and the how that IP and competitive intelligence is like achieved.

So, both this we can say the perspectives we have discussed in this week 5. And we have shared with you research papers again and we have shared that case studies with you. So, that in a small time you can easily go through that what exactly the patent analytics is and how you can apply it for IP management.

So, you have gone through that CRISPR case study or 3D organ printing or the blockchain and its application in a energy sector. In the earlier that is a week 4 we have covered 2 case studies rather it is like a 3 case studies we can say. Because we have covered in this 3 or 2 sessions, we have shared with you the IP audit of a IIT Delhi then we have also shared with you the IP auditing of a Central University one of the leading Central University.

And then we have also shared with you IP audit of a one of the institute of eminence, ok. And you have you probably have appreciated the difference actually that if you take an institute of eminence the IP outcome is more than that score is like a 3000 plus. Again, we are very clear and we have did the disclaimer is already shared that data collection is like a that is a secondary data is there, it is not primary data that is a one thing.

Second important thing is like a many times we create IP, but we may not a kind of document that particular IP. So, because of that the number or a score comes down. Definitely, if you see institute of eminence or IIT Delhi that score will go around 7000 something like that. If we go into the proper documentation of a copyright rather it may jump more than that also because lot of copyright is created and the documentation is not there.

Patent data we are like securing properly we are maintaining, industrial design registration data we are maintaining, but copyright related publication data we are keeping properly, but

so many reports so many monographs so many kind of white papers we are right creating so many this NPTEL videos of faculty are creating.

So, all this so many sessions are taken. So, all this if we go that is like a huge, we can say the copyright content is created in institute of imminence, ok. So, we have to appreciate that particular. So, we can say that if we quickly see that week 5 you, we have like a covered like what is the IP, why IP management, then what is the difference in different jurisdictions and then we have focused on the models then IP analytics and then the IP auditing, right.

That is a major we can say the crux which will definitely help you to establish or to develop your IP management system, if you are still not developed that. And if it is in place, it will definitely help you to improve on that particular IP management system so that you can explore it is that IP for a wealth creation effectively with less efforts.

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Now, the next week that is a week 6 if you can check. This week 6 was dedicated on the IP lifecycle management and here if you see we have covered the IP policy. So, whatever we have covered in week 5 it if we control it or if you if we could streamline it to IP policy that will be very very effective. And therefore, what we have done in this week we have shared with you the IP policy of IIT Bombay and we have seen the simplicity of that IP policy.

It is not like a loaded with a legal terminologies, complex or something like that. Because we want IP policy which will be easy to understand and a all stakeholders without spending much time on that easily they can understand what exactly this IP policy want to convey, ok. And then we have shared with you the 2 sessions dedicated on that we can say the details about that IP policy and we have shared with you the framework also.

So, if your academic institute just this week if we follow you are able to draft the IP policy for your own that organization. And I will say that it is a much more needed exercise if it is not explored till please explore this possibility of drafting the IP policy. And then we have covered 2 sessions on IP lifecycle management and then the how that IP lifecycle management and IP policy are connected, ok. So, that was like week 6.

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Now, moving further if you see week 7 if you can check here we have like shifted here into the technology transfer, right. So, first weeks that 6 weeks we dedicated on IP management and we appreciated like ok, this is IP management the 8 type of IPs are there, this is the these are the models and this is the way with which we can do the IP management effectively.

Now, we are dealing in the next 2 weeks that is a 7 and 8 weeks if you have seen, we have covered a technology transfer related details. And then the when we are talking about technology transfer, the first important thing comes that commercialization. So, we have just shared with you what that IP commercialization is, I am just focusing on IP commercialization.

Because we are focusing only in this course on intellectual property, we are not talking about any other commercialization we are just focusing on IP commercialization. So, we have shared with you the details about IP commercialization, then we have detailed that the one session we dedicated on what exactly the technology transfer.

So, what is the definition of that technology transfer and what is that concept of a technology transfer. Then if you can see in this session only we have like shared with you different models, especially 3 models we have shared with you in this session. So, that and then that one traditional model we have shared and then the few that is a two more.

And we have already clarified that there are a 100 plus models are there. And again whenever actually you go for a technology transfer one of the none of the model works you have to use a hybrid mode only. And again there are so many other factors are there. Then only this technology transfer is successful actually.

And yes, there are a cases that we can say that maybe your expectation is less and then the successful, successful in the sense you have received good amount of we can say the consideration also and the technology transfer is a successful. Successful is like a further that technology is a develop and the product is in the market with the improved features we can say.

So, that was a week 3 a week 7 lecture 3 and then we have seen the different ways of technology transfer and we are doing it actually, but we probably are like put into the that

proper way that yes, these are already the ways of technology transfer you are exploring and you are using it effectively.

And then we have studied here in this case in this week 7 the case study about patent pools. And especially we have we have shared this to just to give you the idea that what can be the complexity of that IP management actually, just glimpses of that. Because when we talk about IP valuation that is again the another interesting scenario.

If you go into the we can say the auditing that is another scenario. And the details of whenever we go into details of that again we are like a it is like a complex interlink kind of a scenario is there. And this patent pool we have shared because probably you will appreciate, everybody have gone through the scenario gone through that global scenario of a COVID.

And this was the paper published by our research caller Shereen. And we thought that yes, definitely this will be helpful for you to know what exactly is going on at a global level when we are talking about a IP management. So, that case study we have shared with you in week 7.

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And when we are talking about the week 8 actually, what exactly we have done? That we have shared with you the technology transfer contracts. Now what happens? That whenever we do the technology transfer contract is very important. So, when we know that yes, this is a structure of contract, this point we should cover dealing we are doing technology again it is like a primitive, again I should emphasize that thing.

That this is very very primitive kind of a the sharing is there. Because time is like very limited and considering that only we have just given you the glimpses of that contract and the structure of contract. So, that if you are entering into technology transfer process, that activity you will be like aware about that particular that what are the points actually.

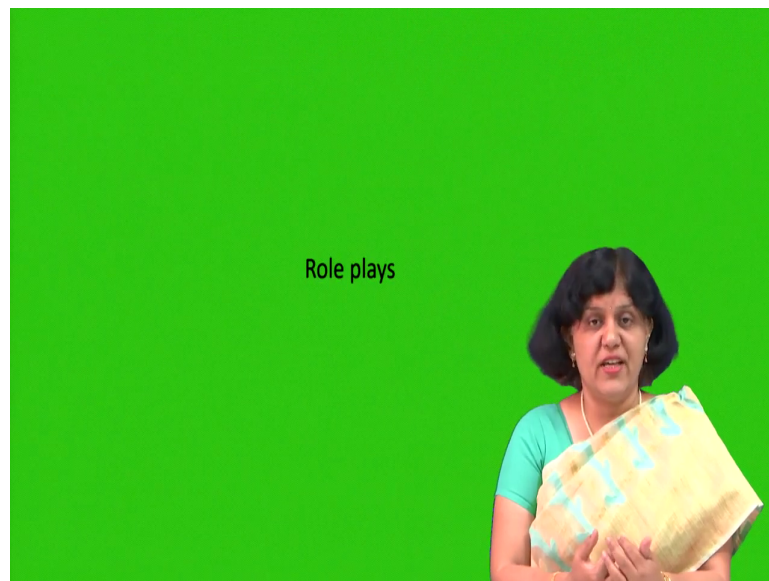
So, it will be very useful for you that yes, you are going to cover these particular points. And then the integrative approach of IP management and technology transfer. That why this course we have given the name that is IP management and technology transfer whether they are related or not.

So, that integration actually, that integrative approach related to this they are so interlinked probably you have appreciated that thing, that we cannot separate IP management and technology transfer actually, ok. And in the capsule 2 you have seen that we have shared with you the answers of the queries and then the few more discussions we have taken so that will be very relevant to you and probably you have faced a such a scenario in your day to day activity when you are dealing with the IP management, ok.

So, that was a 8 week actually. And the thing is like that you have in this we can say the core course actually. When we are dealing with this 8 weeks, what we have? We have done actually you have completed the assignments we have tried that in each video we should give some video links.

So, that is relevant to that particular video and you can have some extra understanding or a that supportive kind of thing that if you want to know little bit more about details about that particular concept, we have shared that particular link. So, that you can go into details about a that particular subject related to that in that particular session whatever the session is there, right. So, that caution we have taken. And the another thing what we have done that in this we have shared with you two role plays actually, right.

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So, this here the students of 3rd year actually our LLB 3rd year students, they have participated in this very actively we can say. And the they have like given you the shared with you the two scenarios which generally we face in the academic institute. The one scenario is like a which we are like facing that when we are participating in the competitions.

So, what caution we have to take and whether it is whether it is safe to go into the that particular competition or what caution we are taking before entering or a applying for that competition. That is like a purpose of that one role play. And second role play you can see that the student who is doing a work or PhD work and he want to like file IP, but he was not trained in IP.

So, how he get like a little bit disturbed because of that kind of a scenario and the policy that academic institute emphasizes no, you have to file the IP. And then he like contacted the law students of that I doing like LLB in IP so that they help and then that make him easy to go through that process of a IP filing. So, what we will do again? Quickly we will watch that glimpses of that two role plays and then we will conclude this session.

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Pooja, so, you have heard about IP, right. So, IP has a lot of types. It has patents, copyright, trade marks.

Yeah.

Right, even Prashanti you must have heard about IP somewhere?

Yeah, like while I was writing my research paper, I think I have to protect it in the form of intellectual properties.

You should protect that in copyright.

[FL].

Yeah, there are certain types of IP in that copyright is also there.

Ok.

Yeah.

But Paras why do not you tell her about what if she makes it into a model.

Yeah, if you are making that copyrighted things which you have written in your paper into the model, then you can protect it under patents.

Oh.

So, in that patent right you will get to make manufacture and you can sell that product also.

Oh is it?

Yeah, so.

And my project will fall under which IP?

So, what kind of things you are making in your?

Like all the technical things.

Is it a paper?

I am co-operated in my project.

Ok.

Under because I was working in under alpha company. So, I worked on a some technology [FL] it is about all technical projects so on which protection I can go for?

Paras if she has made a project I think she should be going for a patent.

Yeah.

At least a provisional application she should file.

Yeah, she should file one provision.

What is this provisional application?

So, provisional application is a legal right that you get so that you can protect your IP from any other patent that must have been filed.

Ok.

Is it like your product or with your research which you are making that will be in public domain and you will be owner of that information.

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And IP is very simple right generally in India we have very simple act and laws and all those things. So, like in India we have majorly 3 type of IP. So, like you are working in lab or something (Refer Time: 24:27).

I worked in lab I did a experiment.

Ok.

I got a result which my professor told me that it was completely something new.

Ok.

And it can also benefit the society at large if we use it in market.

Ok.

And what I did in between my time was something copyright, trademark and design and all those. So, just tell me.

See those things are copyright trademark design these are also intellectual property like if you go for trademark. So, what is trademark? Like it is something some sign or expressions which distinguish as a product means from others. Suppose this table this is this would be of some particular brand or this keyboard this is also all you can. So, that is a trademark ok, that is a kind of IP and copyright you are telling.

So, copyright is something where you protect your you get the rights for the expression ok, like that book what you write you have you might have written your (Refer Time: 25:25).

Yeah.

So, that will fall under copyright.

So, I hope that you enjoyed this role plays. And to summarize this are the we can say the 8 weeks we have covered. We I tried we tried our level best in part knowledge whatever we have gained to share with you which will be very useful for you for a IP management and technology transfer. We tried to make it like a interesting by giving this like having that videos, that role plays right and quizzes just to quickly recall the points which we have gone through that particular session, ok.

So, we hope that you enjoyed the session. And the in this like during this we can say this whole the development of this course there are so many we can say the editing team was there, the recording team was there. So, just watch this video which shares the details that is

who are the team members who help in the development of this course. And special thanks to Saurav he has like put lot of efforts to do that editing and recording and very very special thanks to Shereen and Saurav to that complete this course, ok.

So, with this we are coming to the end of the session and end of this course. And wish you all the best for the examination. And we expect that you will apply not only for exam you will do you will apply the learning in the that day to day activity and it will be helpful for you to more IP generation and more wealth generation.

Thank you so much.