

Managing Intellectual Property: A practical workshop for Entrepreneurs

Dates
25th and 26th September 2009

Venue
IIM Bangalore Campus

Program Director
Prof Damodaran A
Professor MHRD- Intellectual Property Rights



N S Raghavan Centre for Entrepreneurial Learning

at



Indian Institute of Management, Bangalore

Managing Intellectual Property: A practical workshop for Entrepreneurs

25th and 26th September 2009

Course Director: Prof. Damodaran A

Knowledge intensive enterprises today cover a wide range of sectors spanning from the traditional to modern enterprises. Entrepreneurs in knowledge intensive sectors stand on a different pedestal when it comes to conceiving and executing their enterprise plans. They have to combine traditional entrepreneurial skills with the ability to valorize their intellectual capital by nourishing and protecting their innovations and inventions. This is a specially designed programme targeted at such entrepreneurs. Participants are given an overview of topics in Managing Intellectual Property and the sessions have been designed to give a practical view of how to manage IP assets to entrepreneurs including hands on half a day class work session. The resource persons drawn into the programme are academics and successful entrepreneurs who have added value to their innovations through novel systems of IP enhancement. The outcome of the workshop will be to create awareness and business sense about IP management in new enterprises.

Dates: 25th & 26th September 2009

Topics:

Day 1 – September 25, 2009

9.30 am – Introduction/Key note address by Prof A. Damodaran

Session 1 - 10.00 am – 10.45 am

Acquiring IP in Start-Ups /SMEs

Speaker – Mr. Nishant Kewalramani

Session 2 – 10.45 am – 11.30 am

Avoiding IP Risks

Speaker – Dr. Kalyan C Kankanala

Tea Break – 11.30 am – 11.45 am

Session 3 – 11.45 am – 12.30 pm

IP management strategy for Start-Ups/SMEs

Speaker – Dr. Kalyan C Kankanala

Session 4 – 12.30 pm – 1.15 pm

Negotiations and IP agreements

Speaker – Mr. Nishant Kewalramani

Lunch Break – 1.15 pm – 2.00 pm

Session 5 – 2.00 pm – 3.30 pm

Leveraging patent information for Start-Ups/SMEs

Speaker – Mr. Navneet Bhushan & Karthikeyan Iyer

Tea Break – 3.30pm – 3.45 pm

Session 6 – 3.45 pm – 5.15 pm

Analyzing Patents using TRIZ – Theory of Inventive Problem Solving

Speaker – Mr. Navneet Bhushan & Karthikeyan Iyer

Day 2 – September 26, 2009

Session 7 – 10.00 am – 1.15pm

Live Case

Analyzing a Patent using TRIZ and other concepts

In Live Patent Case we read a specific patent and analyze it using the Crafitti methodology in a workshop setting. The delegates will be exposed to

- Understanding the level of an invention and a patent
- Finding out the key contradictions the invention is solving
- Looking at the claims hierarchy of the patent
- Function Diagrams of a patent/invention
- Pruning or Trimming as a means of inventing
- System Complexity Estimation

These techniques will help in

- Finding Technological Alternatives to a Patent
- Writing Future-proof claims of a Patent
- Understanding the evolution of an invention compared to prior art
- Finding white space in a field to leverage
- Valuation of a Patent

Lunch Break – 1.15 pm – 2.00 pm

Session 8 – 2.00 pm – 3.00pm

Case Study - Sapthagiri S. Boggaram, Sarathi International Inc

(Mr. Boggaram is a Director of the Sarathi Group of Companies which is involved in the manufacture & export of Agarbathies and has held positions in the All India Agarbathi Manufacturers Association including: Chairman, Committee on Intellectual Property, Chairman, Committee on Export Promotion, Chairman, Governing Council for Geographical Indications)

Summary of the workshop - Prof Anil Suraj

Tea Break – 3.00 pm – 3.15 pm

Session 9 – 3.15 pm – 4.30 pm

Panel Discussion – Can IP assets be leveraged by Start-Ups and SMEs

Chaired by Prof Damodaran A

Panel:

MSME representative

HRD representative

Dr. Kalyan C Kankanala

Mr. Navneet Bushan

Pedagogy: Lectures, exercises, case studies and group discussions

Training fee: Rs. 9,000/- per participant if registered on or before 10th September
Rs. 10,000/- per participant if registered after 10th September

Course Director: Professor Damodaran A

Professor Damodaran's area of interests are Public Policy; Commodity Trade; IPR Regimes for Biotechnology and Nanotechnology Sector and Environmental Economics. He obtained PhD in Economics from Kerala University. He was US-AEP Fellow at the University of California Berkeley in 1994. He has worked with the US-EPA in Atlanta as Environmental Fellow, and has held Visiting Positions at The University of Manitoba, Canada, Centre for Development Research, University of Bonn, Germany, and the Wageningen University, The Netherlands. He holds the MHRD Chair Professor on IPRs at IIMB. He was awarded the Homi Bhabha Fellowship in 2004. He has worked with the plant biotechnology industries, the WIPO and the Government of India on IP policies and strategies.

This workshop is being organized by the NSRCEL as part of MHRD IPR Chair activities at IIMB

Prof Anil Suraj

Suraj is Visiting Faculty of Law and Public Policy at the Indian Institute of Management Bangalore and coordinates the core course on Business Law. Prior to joining IIM Bangalore, Suraj was a Research Fellow at the National Judicial Academy, India, wherein he coordinated training courses for senior District Judges and High Court Justices on various topics, including – economic analysis of law and adjudication of economic laws, with a specific focus on intellectual property rights.

Suraj has been extensively involved in IPR-based training activities and has lectured to various audiences on different topics of IPR governance – namely, WTO and TRIPs; Global enforcement of IPRs; Global IP Regime: Strategies and Opportunities; and IP for Competitive Advantage.

Dr. Kalyan C Kankanala (kalyan@brainleague.com)

Dr. Kalyan C. Kankanala as the Director and Co-founder, he has vast experience in IP Consulting, Licensing and Training. During his illustrious career as an IP consultant, he worked closely with technology driven companies on strategic IP analysis, IP Audits, IP Collaboration and Licensing. He specializes in designing IP processes and framing IP policies for Companies and Universities. He partners with companies for building IP culture by providing customized training, developing eLearning modules and offering online courses. He is a distinguished guest faculty at Indian Institute of Management, Bangalore and National Law University of India, Bangalore. He has also written and published a book on 'Genetic patent law and Strategy' which has proven to be a good guide for those in the field and an interesting read otherwise. He has an LL.M. in Intellectual Property, Commerce and Technology from Franklin Pierce Law Center and a Ph.D in Patent Law from National Law School of India University, Bangalore.

Mr. Nishant Kewalramani (nishant@brainleague.com)

Mr. Nishant Kewalramani holds a Masters degree in Intellectual Property Rights, Commerce & Technology from Franklin Pierce, USA. He is a B.Sc. LLB (Honors) graduate from National Law University, Jodhpur. During his career he has worked on a variety of Intellectual Property issues ranging from Filings to Strategic management of Intellectual Property. He has immense experience in Intellectual Property Portfolio Management and therefore has dealt with IP filing in various countries including the likes of USA, India and European Union. He is a registered Patent Agent and experienced as a patent attorney. Working as a Portfolio Manager at Brain League he has been a part of various corporate training programs. He also holds advanced certifications in Electronic Commerce and Intellectual Property from World Intellectual Property Organization.

Navneet Bhushan (Navneet.bhushan@crafitti.com)

Post Graduate Diploma in IPR (NLSIU, Bangalore), Diploma Patent Information (The Netherlands), M.Tech (Computer Science & Engg) IIT Madras, M.Sc (Software Science) Allahabad University, B.Sc (Hons.) Physics (Delhi University)

Navneet Bhushan (Navneet) is a founder-director of Crafitti Consulting, an innovation, strategy and intellectual property Consulting firm focused on facilitating Lean, inventive and systems thinking to co-craft innovation in global enterprises. Navneet has close to two decades of experience in the fields of Defense Research, Information Technology, Intellectual Property and Management Research. He is a leading expert, researcher and consultant on Innovation Management He is the principal author of ***Strategic Decision Making- Applying the Analytic Hierarchy Process*** published by Springer-Verlag, UK, as part of the Decision Engineering Series which has been featured at the Harvard Business School.

Karthikeyan Iyer (karthikeyan.iyer@crafitti.com)

Post Graduate Diploma in IPR (NLSIU, Bangalore), Bachelor's degree in Computer Engineering from Mumbai University, India

Karthikeyan (Karthik) Iyer is also a founder-director of Crafitti Consulting. He has close to a decade of experience in the IT industry and over the past several years has consulted on innovation in processes, product strategy, technology, intellectual property and organizational innovation capability.

Nadathur S Raghavan Centre for Entrepreneurial Learning (NSRCEL)

The Nadathur S. Raghavan Center for Entrepreneurial Learning (NSRCEL) was set up in March 2002 to synergise with IIMB's focus on entrepreneurial studies. The Centre facilitates business growth by combining academic research with practical experiences. Entrepreneurial energy is facilitated by the IIMB's academic community and industry interfaces thus channelising the growth of small business ideas to implementation.

NSRCEL aims to be a world-class Center of Excellence for seeding, nurturing and promoting entrepreneurship. The activities of NSRCEL are varied and encompass such areas as teaching, research, short-term programmes, seminars/panel discussions, incubation facilities, etc.

NSRCEL has a rich faculty of mentors who have diverse experience of handling various Industries and have built over the years many an enterprise. Such talent grooms the nascent business person and helps him to establish a growing business enterprise.

For registration

Nomination form, along with course fee of Rs.9, 000/- (if registered on or before 10th September 2009) or Rs.10,000/- (per participant if registered after 10th Septemehr 2009) by way of DD, favouring **Indian Institute of Management Bangalore**, may be sent to

Mr. Girish / Mrs. Rama Muralidaran
NSRCEL, Indian Institute of Management Bangalore
Bannerghatta Road, Bangalore 560 076
Tele: 2699 3701
Fax: 2699 3769
E-mail: workshop@nsrcel.org
Website: www.nsrcel.org

Please Note:

1. The receipts for payment will be given only at the time of the workshop.
2. In case of cancellation of confirmed participation, Rs. 500/- will be deducted as processing fee.

REGISTRATION FORM
Managing Intellectual Property: A practical workshop for
Entrepreneurs
25th and 26th September 2009

Participant Details

Name (As in official record, in capital letters): _____

Date of Birth: / / Sex: Male Female

Experience In Business: _____ years Designation held

Address for Communication (in capital letters): _____

Phone: Fax: e-mail: Mobile:

Education Details

Education Qualifications: _____

Course fee of Rs.9000/- (on or before 10th September 2009), Rs. 10,000/- (after 10th September 2009) by DD.....dated.....drawn on.....

Favouring the **Indian Institute of Management Bangalore**

Details of the Enterprise

Form of enterprise: Proprietary Partnership Private Ltd. Others

Major Products/Services: _____

Signature of participant



N S Raghavan Centre for Entrepreneurial Learning

at



Indian Institute of Management, Bangalore

Please complete and mail back to

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