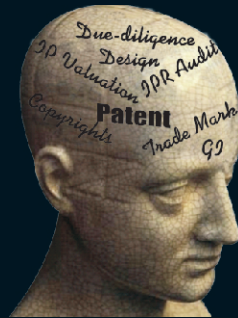




INSTITUTE OF INTELLECTUAL PROPERTY RESEARCH & DEVELOPMENT

We help the corporates identify potential Intellectual Properties and provide end-to-end support for Creation, Promotion, Protection and Commercialisation of Intellectual Properties, Globally



IP=Mental + Creative Work

We at the Institute, See Intellectual Property of each Corporate as its 'Low Investment Growth Mantra'

WHAT CORPORATE NEEDS TO DO?

- **Look for Potential Intellectual Properties**
- **Create IP Cells/Centers & Build IP Culture to Create, Promote, Protect & Commercialise Intellectual Properties**
- **Build up & Monitor IP Inventories**
- **Go through IP Audit/Due Diligence to Set Records Straight for better appreciation at all levels**
- **Leverage IP for Business Growth through Pro-Active Mode**
- **Commercialise IP for Business Gains**

WHAT WE CAN DO ?

- ✓ **Assist & Locate Potential Intellectual Properties**
- ✓ **Patent Portfolio Creation & Protection**
- ✓ **Trade Mark Creation & Protection**
- ✓ **Provide Road Map for Brand Building**
- ✓ **Copy Right, GI, Design Right Identification, Registration and Protection**
- ✓ **Comprehensive Prosecution and Litigation Support**
- ✓ **IP Due Diligence**
- ✓ **IP Valuation**
- ✓ **Transfer of Technology & IP Licensing**
- ✓ **IP Commercialisation with end-to-end Support**
- ✓ **IP Training and Education**
- ✓ **Create & Establish IP Cell/Center at Corporates**

One Point Destination for all IP Needs, Globally!
www.iiprd.com

ABOUT THE INSTITUTE

The business management world over has undergone sweeping changes over the last few years. These changes have been heavily leveraged by IP, which has become the core area for the growth of any corporate. At the same time, the scope and definition of intellectual property is expanding with the growth of international trade & globalisation of economic activities. In fact, IP has emerged as the 'Low Investment Growth Mantra' and therefore needs clear understanding. The Institute has been established precisely to assist the business houses in strategizing the growth by leveraging IPRs through Creation, Promotion, Protection and Commercialisation of Intellectual Properties. The Institute has a legacy of about ten years and has a team of experts from each IP field that undertakes its activities in three broad categories in order to be single point destination for all IP needs:-

Educational & IP Training

The Institute provides industrial training and education in the field of Intellectual Property Rights on its own and in collaboration with various Government and International Agencies. The Institute has been regularly holding Seminars/Workshop/Symposiums to educate and sensitize Indian Industry with National and International happenings in Intellectual Property. In this direction, the Institute has held scores of National and International Programmes. During the year 2007, the Institute organised 5 National and 5 International Seminars/Workshops at all cosmopolitans in India on its own and in collaboration with various Govt./Pvt./International Establishments such as CSIR, European Patent Office and Sughrue Mion of USA among others. To go through the educational programmes during the year 2007 the speakers from the best of the International IP Firms & Establishments such as Fulbright & Jaworski LLP (USA), Ladas & Parry (USA), CRA International Inc. (USA), Sughrue Mion, PLLC (USA), European Patent Office, Henkel, Feiler & Hanzel (Europe), D Young & Co. (UK) among others had joined the Institute. The Institute has also conducted tailor made educational programs of one-day to six-day duration for better-known corporates at their premises such as Indian Oil Corporation and Wockhardt Ltd. among others.

IP Legal Services

Intellectual Property Laws regulate the creation, use and exploitation of all mental and creative works. Cost of getting an IP is pittance in comparison to the cost of defending it. It is not surprising that infringement law suits are proliferating and therefore the right legal step at every stage can save fortunes. To assist all business establishments the Institute provides comprehensive legal services for identifying, creating, promoting, protecting and commercializing their Intellectual Properties, globally. The Institute has IP divisions and has positioned well experienced teams, which have deep understanding of IP issues. They all help to create and protect Patent Portfolio and assist in Creation, Promotion, & Protection of Trade Mark, Copyrights, Geographical Indication (GI) and Design by advising right legal courses and providing comprehensive legal support on all fronts.

IP Commercial Services

Intellectual property is enjoying great economic value with the new economic paradigm becoming dominant. This value would further enhance as more and more mergers, acquisitions and strategic alliances go through and business networking expands. The Institute provides a platform and medium to all establishments to commercialise Intellectual Property. In this regard the Institute has created well established cells that have rich experience in the field and undertake tasks in right perspective to give real insight to the management through IP Due-diligence, IPR Audit, IP Valuation, Transfer of Technology, Managing IPR-Risk, Protecting and Investigating theft of Intellectual Property, Verification of Royalties and License fee among other cognate and allied subjects. To go through these tasks Institute has integrated international network with its associates in many parts of the world who collaborate to execute the above services, globally. The Institute also assists and provides support to corporate houses to set up IP Cells/Centers and create IP Culture to leverage Intellectual Properties for business growth.

WHAT OUR LEGAL SERVICES MEAN

Patent Portfolio Creation & Protection

The cost of getting a patent is pittance in comparison to the cost of defending it and therefore Patent development needs a perfect strategy, wherein it is not only important to know what you have, it is even more important to know what others have. At the same time economic value of Patent lies in its commercialization and not merely in its holding like in other form of property.

Keeping these facts in mind, the Institute can help you in:-

- ✓ Formation of Patent Strategy
- ✓ Patent Preparation
- ✓ Prosecution of Patent Applications
- ✓ Search-Mapping and Patentability Analysis
- ✓ Patent Technology Assessment and Landscaping
- ✓ Infringement and Invalidation Analysis
- ✓ Patent Portfolio Watch

Trade Mark Creation & Protection

Trade Mark is a prerequisite to Brand building and the journey from Trade Mark to Brand and Brand Equity is tedious and needs proper blending of resources, mere advertisement doesn't help. Therefore, corporates need to be very cautious while going through the journey from Trade Mark to Brand Equity.

The Institute can help you in:-

- ✓ Selecting the right Mark and the path for Registration of National and International Trade/Service Marks
- ✓ Establishing mark as well known mark for greater protection
- ✓ Formation of Strategy from Trade Mark to Brand Building
- ✓ Analysis of Existing Brand Strategies and its impact on creating Brand Equity
- ✓ Selling, Buying, Franchising, and Licensing Trade Marks for Larger Networking
- ✓ Trade Mark Protection and Infringement Watch

Copyright, Geographical Indication (GI) & Designs

Copyright protects a work in the specific form in which it was created, not the idea per se; and Copyright also protects all derivatives. Design protects novel, non-functional features of shape, configuration, pattern, ornamentation or composition of lines or colors, applied to any article. GI in relation to goods, means an indication that identifies such goods originating or manufactured in the territory of a country or a region or locality in that territory, where a given quality, reputation or other characteristics of such goods is essentially attributable to its geographical origin.

The Institute can help you in:-

- ✓ Registration and Assignment of your Copyrights & Design.
- ✓ Keeping a track of misuse of your Copyright & Designs in any manner
- ✓ Commercialising Copyrights and Designs
- ✓ Looking after and representing the interest of producer/manufacturer for GI Protection
- ✓ Forming society and monitoring / protecting interest of each member
- ✓ Registration of Geographical Indication

Litigation

Litigation is part of IP Protection. To sue or not to sue is a difficult task in respect of Intellectual Property Infringements. Therefore before one starts litigation, a careful analysis of numerous uncertainties is required.

The Institute has a team of professionals who have in depth understanding of the issues and can help the corporates in:-

- ✓ Providing real in-sight into litigation issues, which could be of great help and may even change the complete litigation strategy.
- ✓ Simplifying decision making through structured risk analysis.
- ✓ The Institute and its Integral Law House can provide all legal support and can stand with you through the legal proceeding to support your case.

WHAT OUR COMMERCIAL SERVICES MEAN

Commercialisation of Intellectual Property

Intellectual Property is the most powerful commercial asset that any business possesses. It is IP that leads a merger to emerge and those companies which have IP dominance take the shot. Like physical property, IP can also be leased, transferred, acquired, and mortgaged for limited period or on permanent basis.

The Institute has a team of professionals who have in depth understanding of these issues, and have been working in this direction for about ten years and can help the corporates in:-

- ✓ Identifying Intellectual Property that can be commercialised through various modes
- ✓ Finding best compatible parties and the mode that would add the best value
- ✓ Providing end-to-end support to best commercialise the Intellectual Properties and assist and provide complete support to finalize and go through the transactions such as Due-Diligence, Valuation, Contractual agreements, including monitoring of royalty payment

IP Valuation

Value creation and growth is the ultimate goal of any management team. To measure the management performance, valuation of intellectual property at regular intervals becomes imperative, more so, when often more than 50% of capitalization of corporates lies in Intellectual Properties. If you do not know the value, not only would you loose the ability to commercialize it fully, you also wouldn't be able to initiate legal course, to recover the correct damages in case of theft, infringement and dilution. Therefore a clear understanding on IP Valuation is imperative to monitor protection and growth.

If you wish your Intellectual Property to be valued, the Institute can provide complete assistance :-

- ✓ Our technology valuation team has done valuations for business deals involving Fortune 500 Corporates of the world
- ✓ Our Brand Valuation tools would also provide you the insight of your strengths and weaknesses in marketing and sale strategies to help and guide in devising perfect brand management strategy

IPR Audit & Due-Diligence

Intellectual Property and the laws regulating it have undergone sweeping changes in the last few years. Keeping in mind the characteristics and profile of Intellectual Property, which is highly regulated by Laws, the ignorance of laws in any manner can deprive you of the property. Therefore considering the value and power of Intellectual Property, too much is at stake to ignore such valuable properties and adhering to correct practices is imperative.

The Institute has set up an IPR audit cell, which goes through unbiased audit & perfect due-diligence that can help the corporate in:-

- ✓ Establishing right IP strategy and correct practices to manage IP at the corporate
- ✓ Introducing and placing on record the correct IP Management Systems
- ✓ Leveraging IPR for business growth

Protection from Theft of Intellectual Property

The monopoly conferred by IP laws gives owner the right to exclude others. Therefore, no one has a right and business to take away your property rights and profit from your research, development and hard work, or smear your company's name . If you don't stop the imitator and infringer, you would lose your rights.

If you're serious about protecting your invaluable intellectual property, the Institute can partner you in identifying and protecting any threat to your IP, wherein:-

- ✓ Our sister concern, Institute of Forensic Accounting and Investigative Audit (IFAIA) will provide end to end support for complete IP Protection.
- ✓ The Institute has a global network to keep others away from damaging your property.

Brand Building Strategy

Brand is much more than a trade mark or a logo, it's like differentiating a final product from the raw material. If you are in a business and you are not branding, you are three steps behind every one else. It is no longer enough to be the best, you need to stand out and if you don't, you don't get noticed. Brand building has much higher rate of return than most of investments made by an entrepreneur. At the same time Brand can die if unwisely expended to inappropriate goods/ services.

The Institute can help you in:-

- ✓ Understanding the real issues of Corporate Branding and Product Branding, which are different subject matters.
- ✓ Creating a power brand, which involves blending of resources in a unique way; the Institute can assist and suggest the perfect route to blend these resources to formulate perfect strategy.

WHAT OUR EDUCATIONAL PROGRAMS & TRAINING MEANS

The Intellectual Property laws & Practices have been in vogue for more than 500 years but they all have undergone sweeping changes in the recent past. As the Intellectual Property laws regulate the creation, use and exploitation of all mental and creative work, therefore a clear knowledge and understanding of national and international IP laws and practices is critical for all corporates. The Institute shares its experiences and provides education of national and international laws and practices to promote awareness and to educate Corporates in order to establish right practices. Besides organizing large number of National and International Seminars, Workshops, Round Table Conferences for the Industry at large, the Institute also offers short duration training programs on its own and in collaboration with International firms to share the experiences with better known corporations, at their premises, according to their convenience and needs. The Institute has held various such programs for large Corporates such as Indian Oil Corporation Ltd, TVS Group, and Wockhardt Ltd among many others.

If the company desires to educate and train their employees in order to establish best IP practices and leverage Intellectual Property in perfect manner, the Institute shall undertake educational programs on any IP subject matter for the executives at the Institute or at the corporate premises. The Institute shall work out, structure and conduct the programs according to the Corporates needs. Institute can also assist in establishing IP Cell/Center at the Corporates by closer interaction and placing on record the required policies and procedures.

In nut shell, the Institute holds Seminars and Workshops on all IP issue for the Industry at large and for well established Corporates at their premises, on its own or in collaboration with our associates based abroad.

RECENTLY ORGANISED PROGRAMS BY THE INSTITUTE

(Details available at our website www.iiprd.com)

- Seminar from 10-13th Dec, 07 in Collaboration with HRDC of CSIR on " Patent Issues Related to Electronics, Software, Business Method, Telecommunication, Electrical & Mechanical with Focus on European, United States, Japan & Indian Patent Scenario."
- Seminar from 4-6th Oct, 07 at Royal Meridian, Mumbai and from 8-10th Oct, 07 at HRDC Complex of CSIR in Collaboration with CSIR and Sughrue Mion of USA on "Drafting of Patent Application, Patent Prosecution & Litigation Covering Pharma Biotech Chemical/ Ayurvedic / Herbal / Traditional Art & Natural Product."
- Seminar from 6-8th Aug, 07 in Collaboration with HRDC of CSIR on " Leveraging Intellectual Property For Business Growth"
- Workshop from 22-25th Mar, 07 in collaboration with HRDC of CSIR on "US & European Patent Issues Directed to Pharmaceuticals"
- In house Four Days Workshop for Wockhardt, at their R&D Center at Aurangabad from 19-22nd Mar, 07 on "US & European Patent Issues Directed to Pharmaceuticals"
- One Day Symposium on " Intellectual Property profile in Business Composition" at Chennai, Mumbai and New Delhi on 16th, 18th and 20th Dec, 06 respectively.

EDUCATIONAL PROGRAMS PLANNED FOR THE YEAR 2008

- One Day Seminar on “Intellectual Property Issues for Packaging Profile” in collaboration with Indian Institute of Packaging at Hyderabad, Chennai, Mumbai & New Delhi on 19th, 21st, 23rd and 25th Apr, 08 respectively
- Three days Workshop on “Patent Issues for Pharmaceutical, Chemical & Biotech Industry with focus on European Patent Scenario” from 1st-3rd May, 08 at Mumbai and from 5-7th May, 08 at New Delhi
- One Day Symposium on “Leveraging Intellectual Property Profile for Business Growth” at Bangalore, Chennai, Mumbai and New Delhi on 16th, 18th, 20th and 21st June, 08 respectively
- Three- days Workshop on “Patent Issues for Pharmaceutical, Chemical & Biotech Industry, with focus on US & Japan Scenario” in collaboration with Sughrue Mion, USA on 25-27th Aug, 08 at Mumbai and 28-30th Aug, 08 at New Delhi
- Two Days Seminar on “Leveraging Intellectual Property For Business Growth” 16-17th Sep, 08 at Mumbai and 19-20th Sep, 08 at New Delhi

IP CAN BE BEST UTILISED IN NETWORKING



For any query Contact:

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