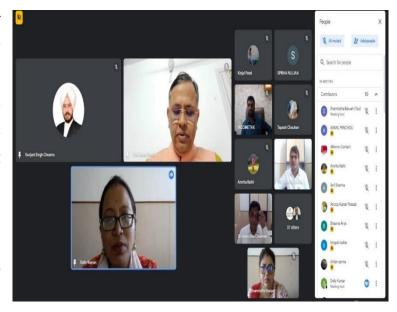
Report of Online Knowledge Series on Unlocking Innovation: IPR Insights for MSMEs & Startups

Report on Day 1 Lecture of Online Knowledge Series on Unlocking Innovation: IPR Insights for MSMEs & Startups

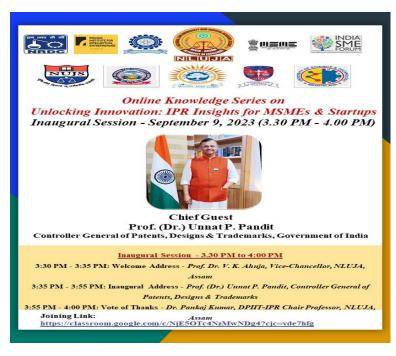
The DPIIT-IPR Chair, Centre for Research on Intellectual Property Rights (CeRIP) & IQAC of National University Law and Judicial Academy, Assam in collaboration with knowledge partners including NRDC, MSME Office Guwahati, India SME Forum, ISM, PIIE Foundation, MNLU, NUJS, NLUS, USTM, SRMUS has organized the Online Knowledge Series



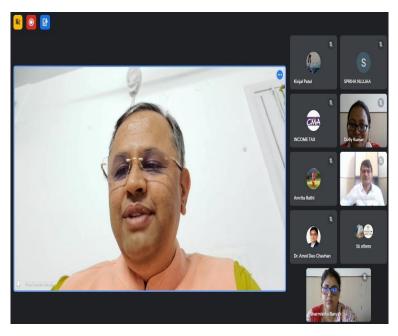
on Unlocking Innovation: IPR Insights for MSMEs & Startups from 09th September – 31st October, 2023. The Knowledge Series started with the Inaugural Session followed by the first session on 09th September, 2023. The Inaugural Session started with the Welcome Address delivered by Dr. Amol Deo Chavhan, Associate Professor of Law, NLUJAA.

Inaugural Session:

The Chief Guest of the Inaugural Session was Prof. (Dr.) Unnat P. Pandit who is the current Controller General of Patents, Designs & Trademarks, Government of India. Prof. Unnat P. Pandit started the Inaugural Address by appreciating the efforts taken by the team in organizing the Knowledge Series. He focused on the importance and need of such brainstorming series in the State of Assam which is blessed



with traditional knowledge, creativity etc. He addressed the gathering about the Startup Momentum



which started in the year 2015 in a structured manner from where the Startup Domain accelerated in India at a good pace. He mentioned about the expanding scope of IP regime and about the increase in the number of domestic applications for various IP filings in recent times along with focusing on the role of MSMEs and Startups in this endeavor. Thereafter he accentuated about the potentialities available in Assam and

stressed upon working towards IP driven technology and knowledge embedded ecosystem. Finally, he also appreciated the potentials available in the Northeast region and encouraged to amplify the registration of geographical indication in the region vis-a-vis promoting the community right as well. He also stated about the challenges and the need to curb those challenges and to work collectively as a team and endeavor towards sharing of knowledge. The Inaugural session ended with the Vote of Thanks delivered by Dr. Pankaj Kumar, DPIIT-IPR Chair Professor, NLUJAA.

Day 1 Session:

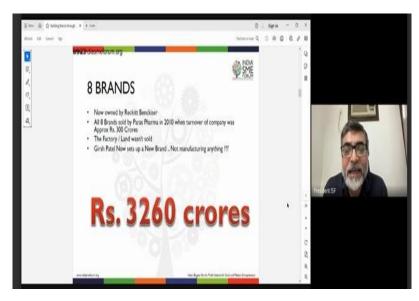
Topic: Value Creation in a Business: IP Way

<u>Date & Time</u>: September 09, 2023 from 4PM to 5PM

The resource person invited for the first session was Mr. Vinod Kumar, the President of India SME Forum, Mumbai who delivered the session on the topic "Value Creation in a Business: IP Way". Mr. Vinod Kumar stated about the value of small businesses that have increased in the past years. He showed how Intellectual Property can be used to unlock the real value in small businesses through



various examples like Moov, Blaupunkt, Shahnaz Husain, Govardhan, Hidesign, Mamaearth etc.



He discussed about the importance of brands in such businesses. He also highlighted the significance of blue dots used by the German companies, home grown companies etc. Lastly, Mr. Kumar pointed out that in order to get the real value of business - defining the brand, thinking the brand as one's baby, branding goals: establishing long-term relationships with customers,

reaching out to the customers to form a consistent tone of voice etc. are very much essential. The session ended with the question hour session and it was attended by about 177 participants.

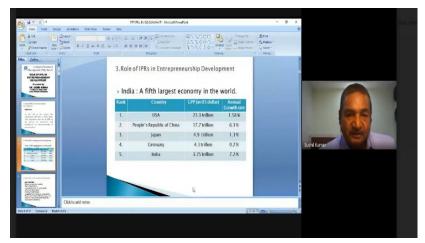
Report on Day 2 Lecture of Online Knowledge Series on Unlocking Innovation: IPR Insights for MSMEs & Startups

Topic: Role of IPR in Entrepreneurship Development

Date & Time: September 15, 2023 from 4PM to 5PM

The 2nd lecture of the online Knowledge Series was on 'Role of **IPR Entrepreneurship** Development', which was held on 15th of September, 2023. **Prof.** Sushil Kumar, Professor-In-Charge & Dept. of **Business** Head, Management, Institute of Science & Management, Ranchi was the resource person for the session who provided an extensive understanding on the need, importance and role of IPRs in the process of promotion and development of entrepreneurship.





The session commenced with a discussion on the role of entrepreneurs in economic development of the nation. He stated that as per economic estimation India would become the 4th largest economy by the year 2025 and between 2027-2023 the 3rd largest economy in

the world. Dr. Kumar also highlighted the key factors of economic development and the Government of India's initiatives in promoting and supporting entrepreneurship in the nation, besides discussing the basic ingredients of business development. The learned Professor also harped about the implication of knowledge with regard to successful businesses, thereby emphasising the importance of IPR for entrepreneurs as well as the application of IPRs in various stages of business. He then discussed about the global trend of increasing patent filings and grants during the last five years citing examples. Dr. Kumar ended his informative deliberation with a discussion on how to

create awareness and protect knowledge under IPRs. The insightful session came to an end with an interactive session with the participants. Around 120 participants from various parts of India attended the session

Report on Day 3 Lecture of Online Knowledge Series on Unlocking Innovation: IPR Insights for MSMEs & Startups

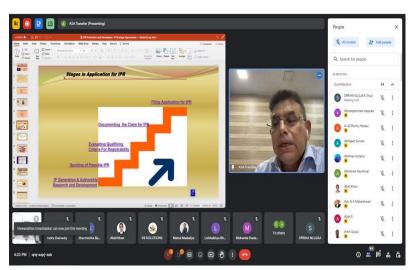
Topic: IPR Protection and Strategies: IP Strategy Approaches

Date & Time: September 23, 2023 from 4PM to 5PM

The 3rd lecture of the online Knowledge Series was on 'IPR Protection and Strategies: IP Strategy Approaches', which was held on 23rd of September, 2023. Mr. Anjan Sen, IP Attorney, Anjan Sen & Associates, Kolkata was invited as the resource person for the session who started his lecture with a brief discussion about IPRs and its significance in the



present era. He stated that intellectual property basically originates from the human intellect and mandated that such intellectual property should be expressed in tangible form or material form which can be really evaluated for its quantification and qualification for an IP, thereby highlighting the aspect of strategising one's IP rights. Mr. Sen further discussed about the various dynamic



attributes which requires strategisation in the forefront, a few of such dynamic attributes are related to the presentation environment i.e., the changing trade and Global Competition, higher innovation risks, though process cycle, rapid changes in technology, etc. He emphasised upon the necessity to bridge technology and

law for effective coverage.

The learned speaker highlighted about the need to be more focused, cautious and strategic in the right to protect intellectual innovations/creations and stressed on developing the IP strategy approach so as to cover MSMEs and Startups inorder to aid them in matching up to those who have

an established IP system in place, such as the multinationals of the big corporates and giants. He also discussed about the various IPRs and the protective as well as strategising approaches applicable to the respective IPRs.

Mr. Sen concluded his informative and insightful deliberation with an interactive session with the participants. Around 110 participants from various parts of India attended the session

Report on Day 4 Lecture of Online Knowledge Series on Unlocking Innovation: IPR Insights for MSMEs & Startups

<u>Topic</u>: Patents & Trade Secret and their Role in Promoting Innovation for MSMEs and Startups

Date & Time: September 30, 2023 from 4PM to 5PM

The 4th lecture of the online Knowledge Series was 'Patents & Trade Secret and Role their in **Promoting** Innovation for MSMEs and Startups', which was held on 30th of September, 2023. Dr. Ajay Thakur, Deputy Controller of Patents & Designs, Government of India was invited as the resource person for the



session who commenced his speech with a comprehensive overview of patents and trade secrets. He discussed at length about the concept of patents and its requirement. Dr. Thakur delved into the various aspects of the patenting process and touched upon the critical aspects as well. He elucidated about the need for technical advancement over existing knowledge in terms of inventions citing



various examples from other countries. He then discussed about trade secrets stating that it is any practice or process of a company that is generally not known outside of the company, such information is considered as trade secret as it gives a company economic advantage over its

competitors. He explained the significance of trade secrets with the examples of Google Search Algorithm, Coca Cola formula, KFC fried chicken recipe and so on. Dr. Thakur also highlighted the legal mechanisms for protecting trade secrets such as non-disclosure agreements, confidentiality contracts, etc. He underscored the advantages and benefits of patents and trade secrets in terms of

innovations. Dr. Thakur concluded his insightful session with an interactive session with the participants. Around 140 participants from various parts of India attended the informative session

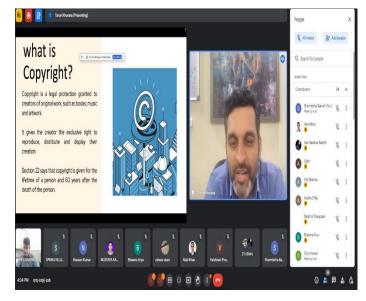
Report on Day 5 Lecture of Online Knowledge Series on Unlocking Innovation: IPR Insights for MSMEs & Startups

<u>Topic</u>: Copyright & Design Protection for Creative Works and Managing These in Digital Content

Date & Time: 6th October, 2023 from 4PM to 5PM

The 5th lecture of the online Knowledge Series was on 'Copyright & Design Protection for Creative Works and Managing these in Digital Content', which was held on 06th of October, 2023. Tarun Khurana, Partner and IP Attorney, IIPRD and Khurana & Khurana was invited as the resource person for the session. He started his lecture by giving a brief understanding of the concept of copyright.





He also enlightened the virtual participants with the registration procedure involved in copyright protection and stated that no formal registration is required. He thereafter gave the concept of fair use by referring to various illustrations like cooking recipes, architectural designs, digital designs, source code, NFT images, VR and AR content alongwith mentioning the list of matters eligible for protection.

Mr. Khurana also discussed about the challenges of copyright protection in the digital age, namely, the ease of copying, distribution and reproduction, management of copyrights, global reach and

jurisdiction. The key features of digital rights management and precautionary steps to be taken for it was also deliberated by the resource person by referring to various case laws, like UMG Recordings inc. vs. Veoh, Star India Pvt. Ltd., Sony BGM Rootkit Case; Apple ITunes Fairplay Case.



He also mentioned about the concept

of design, design protection, its features and also about the overlapping of the copyright law and design law whereby Section 15, Microfibres case and Ritika Pvt. Ltd. case were highlighted.

Mr. Khurana concluded his informative and insightful deliberation with an interactive session with the participants. Around 100 participants from various parts of India attended the session.

Report on Day 6 Lecture of Online Knowledge Series on Unlocking Innovation: IPR Insights for MSMEs & Startups

Topic: Trademark Registration and Building a Strong Brand Identity

Date & Time: October 14, 2023 from 4PM to 5PM

The 6th lecture of the online Knowledge Series 'Trademark was on Registration and Building a Strong **Brand Identity'**, which was held on 14th of October, 2023. Mr. Ranjan Narula President Intellectual **Property** Association (IPAA) Attorneys Managing Partner RNA Technology & IP Attorneys was invited as the resource person for the session. Mr. Narula commenced his session with



comprehensive overview of trademarks. He explained about trademarks and brand names as well



as their significances. Mr. Narula elucidated about the various types of trademarks, thereby highlighting upon the conventional and non-conventional trademarks. He explained with practical instances the need for good and attractive trademarks as it is the brand name which enables a company to be recognised by the public, thereby

highlighting the importance of building a strong identity. He harped about the significance of registering trademarks as it accords the proprietor with the evidence of ownership over the trademark and also discussed about the process of registration. Mr. Narula further conversed about promotion of trademarks in the era of eCommerce and finally concluded his informative deliberation by emphasising that building a strong brand requires a consistent approach both in protection and promotion, thus mandating the need for the companies to remain alert in preserving and protecting their business. The session ended with an interactive session with the participants. Around 120 participants from various parts of India attended the informative session.

Report on Day 7 Lecture of Online Knowledge Series on Unlocking Innovation: IPR Insights for MSMEs & Startups

<u>Topic</u>: IPR Commercialization: Strategies for Monetizing IPR Assets and Attracting Investors, Licensing Agreements and Technology Transfer for MSMEs and Startups

Date & Time: 20th October, 2023 from 4PM to 5PM

The 7th lecture of the online Knowledge Series was on 'IPR Commercialization: Strategies for Monetizing IPR Assets and Attracting Investors, Licensing Agreements and Technology Transfer for MSMEs and Startups', which was held on 20th October, 2023. Dr. Bijoy Kumar Sahu, Sr. Regional Manager & Head NRDC-Intellectual Property Facilitation Centre was invited as the



resource person for the session who started his lecture by enlightening the audience about the background and working of NRDC alongwith mentioning about its vision and aims. He then highlighted the Upanishad's teachings about knowledge, practice and livelihood. He mentioned about the concept of innovation which is market driven, technology driven and invention driven. The relevant provisions on Technology Transfer enshrined in the WTO and TRIPs, especially Article 66.2 of the TRIPs Agreement was also focussed by the resource person. He pointed out the role and achievements of NRDC in various aspects.



Dr. Sahu then discussed that the invention disclosure, IP protection, commercialisation and IP Tech Match and Marketing are the key steps involved in technology commercialisation. He further stated about the challenges involved in Technology Transfer (TOT) and IP which includes compliance of

multilateral and bilateral agreements and treaties, fund availability, regulatory compliance, market feasibility, access to technology/IP etc. He then stressed upon integrating R&D with IP and also upon integrating R&D with various institutions, especially Academia and Universities. Finally, he

deliberated on the guiding factors for IP
Licensing Agreements, various tiers
involved in Technology Readiness
Level, strategy and mechanism for
commercialisation of lab-scale
technologies. The insightful and
informative lecture came to an end with
an interactive session and question hour
session with the participants and around



120 participants from various parts of India attended the session.

Report on Day 8 Lecture of Online Knowledge Series on Unlocking Innovation: IPR Insights for MSMEs & Startups

Topic: The Intellectual Property Marketplace for Inventors, Startups & Corporates

Date & Time: 28th October, 2023 from 4PM to 5PM

The 8th lecture of the Online Knowledge Series was on **Intellectual Property Marketplace** for Inventors, **Startups** Corporates', which was held on 28th October, 2023. Mr. Rajesh Parashar, Founder Fellow-Prajan Institute for Intellectual Entrepreneurs (PIIE Foundation) was invited the resource person for the session. To explore the key fundamentals of



innovative platform for trading Intellectual Property Rights for inventors, Startups and corporates was the main objective of the session.



He started his lecture by discussing about the concept of IP marketplace and stated that IP marketplace service provides a platform to facilitate the process of Intellectual assets/Intellectual Property monetisation. The need of an IP marketplace was thereafter discussed by the speaker. He also mentioned that limited visibility,

lack of transparency, high transaction costs are some of the challenges in IP marketplace. Later he mentioned about the market opportunity and also about the benefits of IP marketplace. Finally, the three tier IP assets, mechanism of IP Monetization and few case studies involved in this area were also focussed upon by the resource person. The insightful session came to an end with an interactive session and question hour session with the participants and around 60 participants from various parts of India attended the session.

Report on Day 9 Lecture of Online Knowledge Series on Unlocking Innovation: IPR Insights for MSMEs & Startups

<u>Topic</u>: IPR Enforcement Mechanisms and Alternative Dispute Resolution Methods <u>Date & Time</u>: 30th October, 2023 from 4PM to 5PM

The 9th lecture of the Online Knowledge Series was on **IPR Enforcement Mechanisms** and **Alternative Dispute** Resolution Methods', which was held on 30th of October, 2023. Dr. Mohan Dewan, Principal, R Dewan & Co., Pune was the resource person for the



session who provided an extensive understanding on the various enforcement mechanism available, especially mediation and arbitration for IPR disputes.



He started his deliberation by stating about the importance of protecting the Intellectual Properties. The resource person thereafter stated that infringement of IP, counterfeiting and privacy, cybersquatting, licensing disagreements, unfair trade practices, validity challenges are some of the reasons for which IPR disputes arises and thus there is the

need of IPR expertise in various IPR disputes. He further discussed about IPR enforcement and the various enforcement mechanism available for each types of IPR. The various tiers of patent litigation and trademark litigation in India, jurisdictional issues associated with its litigation was also focused by the speaker. Patent infringement, Infringement of trademark, Copyright

infringement, design infringement along with the reliefs available for such infringements was also highlighted.

Thereafter he also mentioned about the Indian patent litigation terrain, the Indian copyright litigation terrain, the Indian design litigation terrain, Infringement and passing off actions available in case of trademark, concept of trade dress and its litigation strategies. Finally, he focused on the role played by the WIPO Arbitration and Mediation center, meaning and types of Alternative Dispute Resolution (ADR), ADR in IPR litigation, expert determination in IPR matters, benefits of ADR over litigation and future of ADR in IPR. The insightful session came to an end with an interactive session with the participants. Around 100 participants from various parts of India attended the session.

Report on Day 10 Lecture and Valedictory Session of Online Knowledge Series on
Unlocking Innovation: IPR Insights for MSMEs & Startups

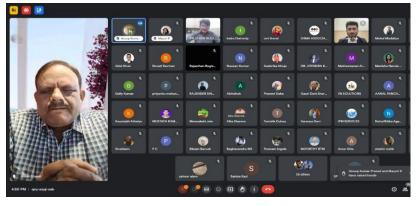
<u>Topic</u>: MSME & Startup: Government IPR Schemes and Support, DC-MSME Guidelines on Implementation of the IP Scheme, MSME-Innovative Scheme (IPR Component), Startup India, etc.

<u>Date & Time</u>: October 31, 2023 from 4PM to 5PM

The 10th lecture of the online Knowledge Series was on 'MSME & Startup: Government IPR Schemes and Support, DC-MSME Guidelines on Implementation of the IP Scheme, MSME-Innovative Scheme (IPR Component), Startup India, etc.', which was held on 31st of October, 2023. Mr. Nilesh Trivedi,



Assistant Director Branch MSME-DI, Tura, Meghalaya was invited as the resource person for the



session. Mr. Trivedi started his lecture with an introduction of the MSME sector in India and explained the new definition of MSMEs. He highlighted the fact that the MSME sector accounts for 30% of the GDP out of which 6.1% is from the manufacturing

sector; total MSME contribution as per 2017 data is 6.34 crore, total Udyam registered MSME units in India stands at 2.03 crore as of October 23rd 2023 and employment generation from MSME sector is around 13.75 crores, thus stating that the MSME sector is the most



dynamic sector of the economy. Mr. Trivedi also harped about the National IPR Policy 2016 and emphasised the need for more Udyam registrations in the nation. He touched upon the various IPR initiatives undertaken by the Government of India for promotion and protection of IPRs and also discussed at length about the MSME Initiative Scheme, MSME Innovation Scheme, IPR initiatives by the Ministry of MSME and IP facilitation centres for MSMEs. Mr. Trivedi illustratively explained about the Startups and underlined the various beneficial schemes made available for the Startups by the Government. The session ended with an interactive session with the participants. Around 107 participants from various parts of India attended the enlightening session.

VALEDICTORY SESSION (October 31, 2023 from 5.00 PM to 5.30 PM)

The month-long Online Knowledge Series on Unlocking Innovation: IPR Insights for MSMEs & Startups concluded with the Valedictory Session which commenced with a Welcome Address by Mr. Gunajit Roy Choudhury, Registrar, NLUJA, Assam. Dr. G. R. Raghavender, Senior Consultant at DPIIT and Retd. Joint Secretary, Dept. of Justice was invited as the Guest of Honour. Mr. S. C. L. Das Secretary, Ministry of Micro, Small and Medium Enterprises (MSME) was invited as the Chief Guest of the session. The Vote of thanks was delivered by Dr. Pankaj Kumar, DPIIT-IPR Chair Professor, NLUJA, Assam.





