



ENTREPRENEURSHIP AND IP STRATEGY

PROF. GOURI GARGATE

Department of Rajiv Gandhi School of IP law
IIT Kharagpur

TYPE OF COURSE : New | Elective | UG/PG

COURSE DURATION : 8 weeks (17 Aug' 20 - 9 Oct' 20)

EXAM DATE : 18 Oct 2020

PRE-REQUISITES : Interested Learners

INTENDED AUDIENCE : Any discipline

INDUSTRIES APPLICABLE TO : Almost all industry sectors need this course

COURSE OUTLINE :

The objectives of the course are

a) To discuss intellectual property strategy to protect the inventions and innovations of new ventures.

b) To develop skills of commercial appreciation by allocating knowledge about substantive aspect of management strategy and legal literature.

c) The course will make the students appreciate the nature, scope and differences of IP, its different utilities and approaches, and to manage and strategize IP lifecycle effectively throughout the journey of start-up, in a time when it is aspired highly by the economy and society.

d) Students will learn the fundamentals and advanced strategies of IP. They will be given opportunity for understanding the same in MSME sector. They will finally be trained with the valuation techniques and audits of IP.

ABOUT INSTRUCTOR :

Dr. Gouri has a wide experience in intellectual property law, industry and academia. Her background in IPR is LLM from University of Mumbai (Gold medal), PhD in IP management from IIT Bombay (MHRD scholarship), Post Graduate Diploma in patent law from NALSAR University, Registered patent agent (IN/PA 1930), TIFAC (Technology Information Forecasting and Assessment Council, DST) scientist and DL 101 certification. Her background in technology is M.Sc. in Microbiology (Gold Medal), PG Diploma in Medical Laboratory Technology and short term training in IVF (In Vitro Fertility).

COURSE PLAN :

Week 1: Introduction to IPR for entrepreneurs

Week 2: Innovation and entrepreneurship

Week 3: IP strategy for start ups

Week 4: IP strategy for MSME

Week 5: Entrepreneurship and IP transactions

Week 6: Exploring advanced domains of IPR to manage new ventures

Week 7: Government initiatives for IP management of early stage entrepreneurship activity

Week 8: Integrative approach for IP management of new ventures