

**Entrepreneurship and IP Strategy**  
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**Lecture 02**  
**Topic: What is an Entrepreneurship?**

A very warm welcome in the second module of the week one of the course “Entrepreneurship and IP Strategy”. In the last module we have seen what exactly we are going to learn in this course. Now we will start today with the first basic question that is what is Entrepreneurship? Probably you have gone through some basic concept about that, what is Entrepreneurship? Also probably you have browsed through some information about Intellectual Property.

Now what we will do here, we will not go exactly in a theoretical aspect of Entrepreneurship, because that probably you know, or you can just read that particular thing. But what I will do here is that I will give you a few examples here and we will try to relate it to the intellectual property, so that will be very useful to you.

That ok, how a particular entrepreneur activity is related to IP and I will give you a few examples which daily you are, what we can say, some products of that particular organization you are using, and these are the organizations which started with a very small, what we can say , a setup and now these are the giants.

So here are a few examples, like TATA, Microsoft, Tesla, Flipkart, Mahindra, then Facebook, Google, Apple, Reliance, India TV, Ola, Oyo. So these are the few examples, now we will go little bit deeper in that and we will try to know which IP is helping these organization to build up this entrepreneurial activity.

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So the example we will start with a TATA, so it is a multinational conglomerate and it is head quartered in Mumbai. Who is the founder of this organization? Jamshedji Tata. Ok And you know that this TATA is a group of companies like it, Tata communication, Tata Consultancy, then Tata Consumer Products, Tata Motors, then Tata Power, Voltas, then Titan, Westside. Yes, Westside is a Tata group, what we can say; it is a company under Tata Group. Taj Hotels, Vistara Airlines, Tanishq, then Jaguar, Fastrack, yes, Fastrack is a Tata group product, then the Land Rover, then Croma, Sonata.so These are the few examples that I have given you that Sonata and then what we can say so many other products you are knowing about Tata.

Now what I want to say that, this is a complete, what we can say, that companies which are coming under the Tata group. And you know how Mr. Ratan Tata started his association with this organization. He is an alumnus of Cornell University and he joined the company in 1961. And he started it from the shop floor of the Tata Steel. As an entrepreneur you also will appreciate that if you are starting entrepreneurial activity, it is always better to know what exactly is there in all layers of that organization.

So right from shop floor he started and then to get the knowledge, how exactly the organization is working. And now what I am telling about a trade mark, when we say Tata, it is a well-known trade mark. And if you see this group of companies are there, when they want to use this trade mark, they have to follow certain guidelines set by the organization and they follow that particular guidelines.

And if that is completely what we can say followed by that particular group of company then only that Tata trade mark is allowed by what we can say that, Tata company allows that particular company, although it is a part of Tata to use this particular trade mark. So they are maintaining the quality of that particular trade mark.

It is a well-known trade mark. So, what is well-known trade mark and what are the different types trade mark? That we will see but this is a very good example. And then you are very well aware about a products of Tata, like Land Rover or Jaguar. If you have seen this example, these are the good examples of a Automobile industry and therefore it is controlled or the main IP which is involved along with patents is an industrial design.

So here when we talk about the Tata group, obviously all kinds of IPs are there or you can say any organization if you take, all types of IPs are involved. But when we say automobile generally industrial design dominates there, along with a patent, and then other product ranges there, trade dress, then industrial design, then copyright, what we can say , everything is involved all types of IP are playing important role in this particular brand name or what we can say , organization and this IP is giving obviously leverage to the organization.

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Second example is the like the Mahindra. Mahindra organization that it is started with a, that firm when it was founded the name was like Muhammad and Mahindra, and then it is later renamed as Mahindra and Mahindra. And current chairman of the organization is Mr.Anand Mahindra, who is the grandson of Jagdish Chandra Mahindra.

So you know that electric car Reva, it is a very what we can say innovative product of Mahindra. I am just taking one example and that particular you can just imagine that innovation is there, that entrepreneurial activity is there, and then that trade mark (dev), that Reva is a very good trade mark, immediately you can imagine that small car which is , what we can say , working or it is using fuel as a, electric, electric vehicle, it is coming under that category.

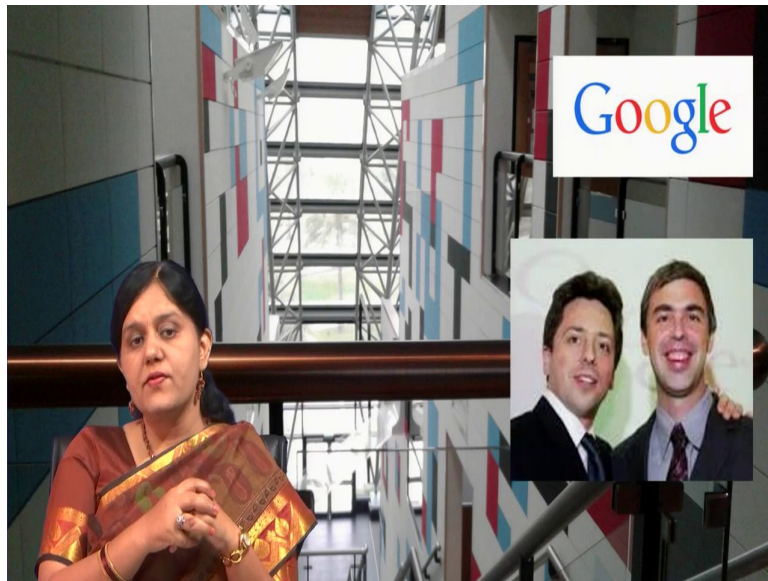
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Ok, so that is the next example, next is like a Reliance example. I am giving you Reliance example because now you see if you take an example of a Reliance it is in every sector, almost every sector, you can see Reliance is there. And you know the story of Reliance, probably you have watched movie, Guru movie, it is a very good movie on Dhirubhai Ambani.

And you also know the story of Dhirubhai Ambani, whether he went anywhere to learn entrepreneurship, he is a fourth standard. He has just done that much education only and he was working on petrol pump, and then he built this organization, and now you know the rest is all history and how it is doing and you are well aware. And Jio is a very very very what we can say disruptive innovation, what we can say product of this organization. Right? A very good trade mark, right?

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Then the next is like a Google. Now Google is like a Page and Brin, they have started this organization. These were the students associated with the Stanford University. And then at that time they have started this organization. And I tell you we will see the story of Google in detail in this week only, but I can just give you the example that they have started with a single patent and that single patent helped them to build this giant organization and now it is coming under a group that is an Alphabet.

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Now the next example I can give you about the Tesla. Now Tesla I will give you one particular what we can say perspective of IP, I would like to share here, particular patent

strategy which is followed by Tesla. Elon Musk, probably you know that, he is the CEO of this organization, and what they have done. You know that solar energy, means Tesla cars I like specifically they are using a renewable energy source what we can say for running these cars.

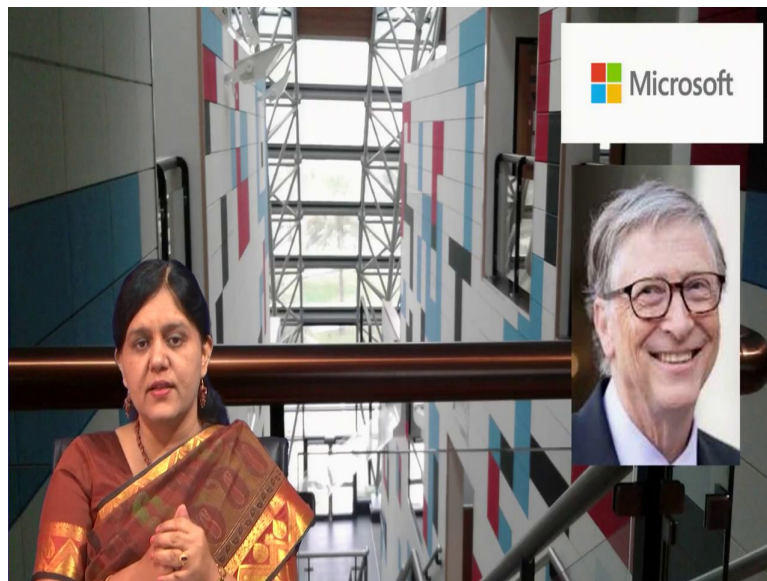
Now the major research for this particular thing was on a solar energy and what exactly Tesla done is that, their core business is automobile, their core business is not like a generating power from solar that is not their main business. They want to develop that particular technology because unless that technology develop, their main core business cannot develop that is an automobile industry.

Now, what they have done, they already have done good R&D in that particular solar and they were having a number of patents in a solar energy. So what strategy they have done, if they want to flourish their core business that is automobile, they should allow this whatever the solar energy related research is there it should flourish then only what will happen that their core business will get the benefit. And therefore, what they have done, they have made all their patents which are related to solar energy public.

This is a very big decision, that you are having a good portfolio which is of a solar energy, probably it would be like a very good asset for the organization, but company has taken decision that it will go into the public, why? Because unless and until it will be open, it will not like flourish, that area will not flourish, that is a very good example, that open innovation and then public good and private good and the rational for the IP, we are not going in details of that particular thing.

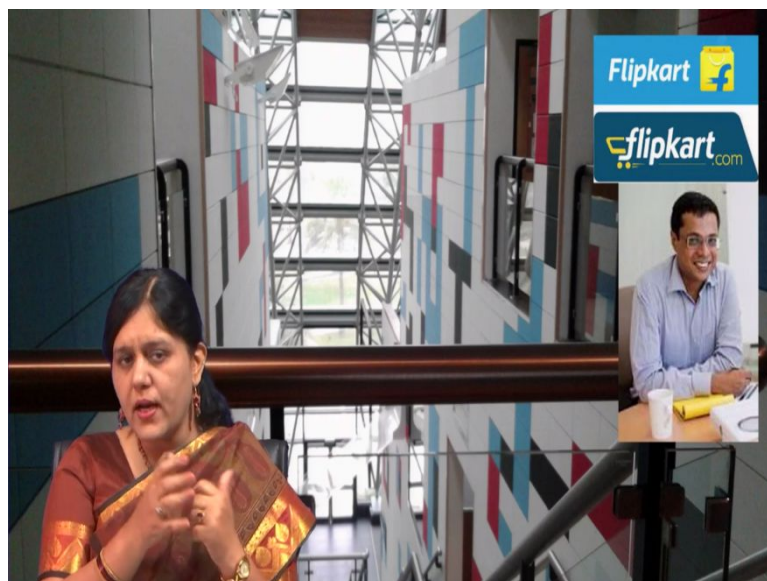
But Android is another example I can say, that if any technology is made, grows in through open innovation, that technology, probably chances are that will grow faster, and therefore, open source software moment you can see and because of that so many software, that is a very good example, that you will get so many open source software you can use freely. So this particular strategy is used by Tesla.

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Now the next is the Microsoft, I guess it is not necessary for you to share the story of Bill Gates. You know that he is the richest person. And that Microsoft and its software and Windows everything you know.

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Now the next is example I can give you is about the Flipkart. Now you will ask what kind of IP is involved in that. Now I will say that when you complete this week you will just write down in the discussion forum, that what kind of IP probably Flipkart will have. Mr Bansal, he was previously associated with Amazon. He shifted from Amazon he started this organization.

And you are buying products from Flipkart, so you just think that what kind of IP, we will see next session is like a different types of IP, just give a thought that probably what kind of IP Flipkart may be having. And if you could not able to identify that I will say that ok wait up to week 5, when we will complete that all types of IP up to copyright probably after that you will be able to give me the answer ok.

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Next is the Facebook, Facebook you are very well aware about like. You are using it and you are posting your, what we can say, so many things on Facebook. And many times probably you have seen the notice that check that if it is a copyright, you are not doing copyright infringement, that kind of notices probably when you are uploading any song or something like that probably you have what we can say encountered or just seen that particular message what we can say which Facebook is giving to you.

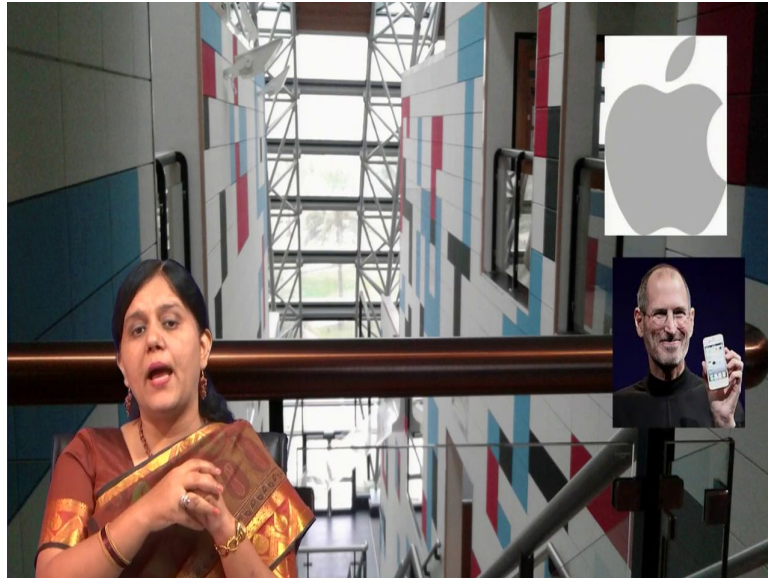
So, and Facebook, yes, that is a very good trade mark, little bit away from IP, I will say that it is more related to the, you have to think about a privacy policy and the data policy. All these things are involved with Facebook along with some type of IPs and when such kind of a what we can say portal is there, or some kind of what we can say social site is there obviously they are doing research to give you the good offering.

And so at the back end some research is always going on and there probability is that they may have some patents. And the company is in US and the software patent is allowed, from



they will have that patent plus copyright plus trade mark, that is the main what we can say the IP involved in this along with the major issues which were there like data privacy.

(Refer Slide Time: 13:05)



Next is a, I will give you a few example about Apple. Now when we think of a Apple you immediately imagine some status kind of. So Apple is like a offerings of the Apple, or Apple organization have created that particular what we can say perception about their product in the what we can say community, that ok if you are having some Apple product like you belong to what we can say certain status, that is a perspective developed by Apple only.

Now if you see what kind of IP is involved here, patents are definitely involved but along with patent they are giving more in, Indian context if I want to say, they are giving an industrial design because why I am saying because in USA, they are giving a design patent, and so they have that design patent there.

But in Indian context if I want to say I will say they have an industrial design kind of a IP. Because we have a separate act as Industrial Design Registration is a separate Act, so that is given the, more importance is given and you are well aware what we can say about the, legal, the litigation in-between Apple and a Samsung, so, or Qualcomm and Apple for patent, so that is very common.

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Oyo is like a, you know it is like a competing with what we can say hotel business, they are competing with that, and Mr Ritesh Agarwal is a founder of that, he is IIM graduate and again this is what we can say a good trade mark. So these are the few examples you can see, that there is a like a trade mark and an industrial design and copy right and a patent.

Now I guess if you see these examples, there is no necessity of giving a theoretical knowledge about entrepreneurship, if you follow these examples like Tata, Mahindra, then Ritesh Agarwal, then Bhavesh, probably it will be best examples, that how exactly entrepreneurship is going on, and then I need not to give that various types of entrepreneurs like there

in theoretical knowledge of you want to see there are various types of entrepreneurs like collaborative interval leadership is there, then cross- cultural leadership is there, or internet entrepreneur is there or legal member exchange theory is there, social entrepreneurship is there, then venture capital, all these terminologies and definitions probably you can understand by just seeing these examples how exactly entrepreneurship is going on.

And if you see and if you try to understand the definition of entrepreneurship, I will just give you one example, because there are many what we can say definitions of entrepreneurship. Just one definition I will give that “it is organizing a group of people to achieve a common goal, using proactive entrepreneurial behaviour by optimizing risk, innovating to take

advantage of opportunities, taking personal responsibility, managing change within a dynamic environment for a benefit of an organization.

It is all like, probably you remembered now the book definition which Aamir Khan gave in that 3 Idiots movie. So, we will not go in details of that, we just understood that it is yes, entrepreneurial activity. Follow these examples probably that would be much easier for you to understand what that entrepreneurship is, and how tough that particular thing is. My objective here is that I want to relate entrepreneurship with IP and I have just given you examples how IP is related to that particular examples which I have cited here.

Now here you will appreciate obviously the qualities of entrepreneur and that qualities, that adventurous, it is an adventurous game actually, when it is said that when you are doing entrepreneurship it is like an adventurous game and there are many challenges to handle that particular entrepreneurship activity. Now I will give you a few examples of issues, IP issues that these big organizations face so that you can appreciate that how this entrepreneurship and IP is related.

Google started copying books, right? And it faced a miserably, what we can say it was a very big legal infringement, it is done by Google by copying books and there was a big copyright infringement case against Google. Then Facebook, I have just told you that the data is very important and Facebook, faced this Cambridge Analytica case and that breach of data. Mark Zuckerberg has faced that litigation and you probably have followed that particular, what we can say legal suit which was going on, probably you might have followed that particular thing.

And I have already sited example of Apple-Samsung, or Apple-Qualcomm, and there are so many other examples in Pharma industry. So after knowing this we will just take a short break and we will watch here a video and this video is about a Tesla Journey. Now why I am sharing this video with you is that if you see the journey of an entrepreneur, And that is one objective to watch, second objective you watch the patent portfolio whatever they have achieved, how they are doing that particular activity and then you see the industrial design means when they are talking about automobile, a very good example of industrial design, so you it in a, as an entrepreneur you see, but as IP you have to see, industrial design and patent. Ok? So just watch this video.

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Tesla was founded by **Martin Eberhard** and **Marc Tarpenning** in July 2003.



Elon Musk became the **lead investor** and **joined Tesla's** board of directors as its **chairman** in February 2004.



The Company's **business plan** had **three** steps.



Professor: Ok, so just this we are taking caution that to avoid any copyright infringement, we are just playing one minute video. You can follow the link and you can watch that particular video. And you can see whatever the details of the Tesla journey are. Ok So now next is like we will move further, and I will give you a few examples of a copyright here.

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Like Bhansali production, you know about Sanjay Leela Bhansali, now you will say how he is related to entrepreneurship? So this is a film industry. Right? When I say copyright, copyright is completely film industry, publishing industry, when you take these two industries copyright is like a very prime I what we can say P there. And you can just imagine

this Bhansali production, so many cinematographic films, production is there. And all this is a copyright.

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Next example, I will give you is of Mr. Rajat Sharma. So this is a India TV and this is a very good example again of copyright. And I will suggest you to see the story of Mr. Rajat Sharma, he is from a very poor family. He started with a, he was not having TV also, in his home and he was what we can say a child and his father's one sentence become a motivation for him and then he started this "India TV" and you know that "Aap ki Adalat", that is a very popular show he is hosting.

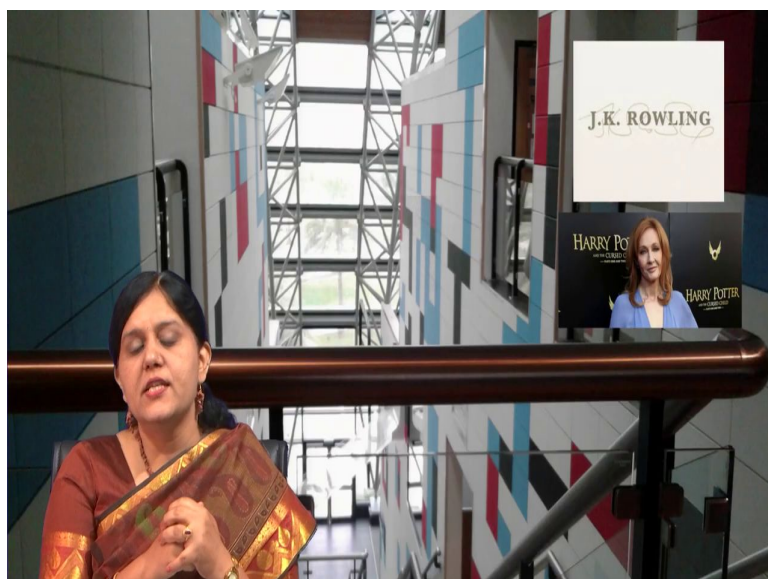
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Now the next example I can give you of Opera Winfrey, again this is like if you can see the net worth, can you guess how much it is, it is a 3 billion dollars now. So you can imagine a copyright, how much wealth it is giving, obviously that efforts are there, that how that Opera Winfrey has developed her, and her show is like a Opera Winfrey Show is very popular.

And she is also from a very poor family like she was teased in the school and for wearing the dresses made up of potato sacks. That was she has faced that particular thing and just imagine that this copyright is giving her, means that, again that business model is there, but copyright is playing an important role.

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Next example is J. K. Rowling, everybody knows about J.K. Rowling, Harry Potter and her story, it is a very inspiring story and net worth like a from royalty, is 1.15 billion dollar, so you can imagine the wealth which copyright is giving to author who is creating that particular work.

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Now next example is of Walt Disney, I am giving you Walt Disney example because Mickey Mouse everybody is knowing. But the main reason to cite this example is that one creator; again he is from a very poor family. He is a farm boy actually. He has created that one what we can say character Mickey Mouse, then that Disney World has come into existence and that is like, what we can say everybody knows.

Now important thing I want to say that this particular Disney world they able to make impact on a copyright law and USA has decided, this USA government has decided that to change the copyright term, so you can just imagine that one organization that one character and this, created this Disney world, and they made impact that they have increased the copyright term.

We will see that what that life of copyright is, but you just remember this example; they have pushed copyright term and increased copyright term. Government has changed that particular timeline. Ok So I guess this is good enough examples for you that ok, these are the examples and these are the IP related to that, and yes, entrepreneurship and IP are very much related.

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Now I will give you another example, now recent example that how that particular technology is giving the leverage and how, it is a very inspiring story of the Hapramp that you probably have followed that thing. Mahindra Group chairman Mr Anand Mahindra, he has invested 1 billion dollar in this particular Hapramp, which is based on a block chain and social media.

Definitely block chain and social media this will give you so many patents actually to this organization, and that patent portfolio will get that, what we can say, they will create that IP portfolio especially patent portfolio and obviously that will make a part of the complete wealth of that particular organization.

One point I will just say, that in today's knowledge economy more than 80 percent of company's assets are intangible and this intangibles are IP, goodwill, these makes this 80 percent or more assets are of that particular intangibles in the nature. So this is a very inspirational story of Hapramp. Only in two years this start-up is able to attract such a investment from Mr Mahindra, it is a very inspiring story actually.

So, I guess after going through these examples and this relationship whatever you have seen, in between these organizations or the individuals like Opera Winfrey, or Sanjay Leela Bhansali, or Mr, this Walt Disney. Then you can relate it, yes, entrepreneurship is there and it is definitely related with the IP and IP is creating that assets.

And these assets are generally more than 80 percent this is the current scenario. So I guess now you can get idea about yes, what is entrepreneurship? These are the very good examples of entrepreneurship, then how is it related to IP that also we have seen in this module. So I guess this is good enough for you to understand what is entrepreneurship?

And see you in the next session. We will see there what exactly IP is and what are the different types of IP and then you will appreciate that these are the different types of IP, and what are the different types, how it is related to particular thing, ok? So here we take a leave. Thank you.