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Lecture – 72 Managing IP at Universities

Let us look at how IP is managed in Universities.

(Refer Slide Time: 00:17)

Understanding what is IP

• Intellectual property (IP) in simple terms, is any Original, Creative work which is a result of an intellectual process.



Now first we need to understand what IP is Intellectual Property, in simple terms refers to any original creative work which is a result of an intellectual process.

(Refer Slide Time: 00:29]

Understanding what is IP

• In today's rapidly evolving landscape of creativity - with Artificial Intelligence and related technologies to reckon with, whether the phrase "Intellectual Process" can be attributed strictly to a human being (not being a machine/computer program/algorithm), has become debatable subject-matter.



In today's rapidly evolving landscape of creativity, we can see how artificial intelligence and machine learning plays a role. What is an intellectual process can be attributed to things that are done strictly by human beings? So, one way though there are issues being raised to how we could patent or protect the products that are coming out of artificial intelligence and machine learning. Currently an intellectual process is confined to the products that come out of human creative labour.

(Refer Slide Time: 01:07)

Types of IP:

- ✓ Patent
- ✓ Trademark
- ✓ Copyright
- ✓ Design



As a different types of IP we have cover this in our earlier lessons a patent can come out of an university, a trademark can come from a university project, copyright materials that are created in the university can be protected by copyright, design they could be designed registration from a university.

(Refer Slide Time: 01:27)

Types of IP: ✓Topography of ICs/ Semiconductor Chips ✓Plant Varieties ✓Geographical Indications ✓Trade Secrets

Topography of integrated circuits of semiconductor chips, they could be a registrations for layout of integrated circuits. Plant varieties could be registered specially by agricultural universities. Geographical indications usually referred to a write that is in common to a community, but we know instances where the universities have taken initiative in getting certain GIS register and trade secret code also come out of university work.

(Refer Slide Time: 02:01)

A TYPICAL IPM CELL IN AN (INDIAN) ACADEMIC INSTITUTION OF HIGHER EDUCATION.



IPM cell, in an academic institution of higher education would be constituted on these lines.

(Refer Slide Time: 02:09)

How an IPM Cell is Set up (typically):



• A committee of the Institution, either on its own action or due to a government mandate, decides to Set-up an IPM Cell.



Now, how and IPM cell is setup? This is a typical example of how it is done and by IPM cell we refer to the intellectual property management cell or it could also be called the technology transfer office. The step 1 is to ensure that a committee of the institution either on its own action or due to a government mandate decides to setup the IPM cell.

Now the IPM cell does not come like a department in university on its own that has to be a conscious talked.

So, it has to be set up by the institution either by the head of the institution or by a committee. It can come by its own action especially in private universities, we can see that its largely internally driven, but it could also be mandated by the government because, the government funds quite lot for the work the government could ensure that the publicly funded universities have an IPM cell in place. So, the genesis of an IPM cell could be either internally driven or it could be 5 through and external push.

(Refer Slide Time: 03:17)

How an IPM Cell is Set up (typically):



• One among the senior Professors within the Institution is named to constitute and head the IPM Cell – regardless of whether s/he has prior 'Industry-experience' or formal qualification in IP Management and/or IP Laws.



Now, the setup would involve a senior professor from the institution, who is regarded as the head of the IPM cell. And this could be regardless of whether the person has actual intellectual property experience or not. (Refer Slide Time: 03:33)

How an IPM Cell is Set up (typically):



 About 2 – 8 personnel are inducted into the department – (most of) who, do not have prior exposure to the key functions of an IPM Cell.



They could be around 2 to 8 personal who are inducted into the department. Now, we will get to what kind of tasks and functions the IPM cell does, but it could in a in a setup it could be between 2 to 8 people it could be even more.

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How an IPM Cell is Set up (typically):



• An IPR Policy is drawn up: from that of one or more premier Institutions (Foreign or Indian).



And an IPR policy is drawn up to have an IPM sell it is not just the will to make one and the people, but they are also has to the institute also need to have an IPR policy because, the policy will dictate how the IPM cell will act, the functions of the IPM cell the task that it needs to do. Now the IPR policy is largely today developed looking at other institutions either Indian or foreign.

(Refer Slide Time: 04:21)

What an IP-Management Cell or IPM cell is meant to deliver.

An IPM Cell may also be called – Technology Transfer Office (TTO), Technology Commercialization Office, Technology Licensing Department etc.,

An IPM Cell, in the context of Indian Academic Institutions, is a Department or an Office tasked with the following (core) functions:



The IPM cell may also be called a Technology Transfer Office TTO, Technology Commercialization Office, Technology Licensing Department, it can have different names; it can be call the patent cell, it can be call the intellectual property cell, IPR cell, so it can have different names, but the object of this body is to protect, develop, identify and commercialize intellectual property that comes out of the university. Now let us look at the core functions of an IPM cell.

(Refer Slide Time: 04:59)

Functions of IPM Cell

• Educating its staff and students on - concepts, law and procedures to secure (and commercially exploit) various kinds of Intellectual Property.



Educating it staff and students on the concepts regarding to intellectual property rights, the law and procedure for securing intellectual property rights, so educating is a function that is done by the IPM cell.

(Refer Slide Time: 05:13)

Functions of IPM Cell

• Promoting and encouraging IP generation.



Promoting and encouraging IP generation is quite lot of promotion and advocacy that happens through the IPM cell.

Functions of IPM Cell

• <u>Hiring/Appointing</u> personnel and contracting with Professionals and/or Professional Institutions (such as Lawyers, IP Attorneys, Search Service Providers etc.,) to outsource one of more of its operations; And paying/honouring their invoices/bills as per contracted terms and tariffs.



Hiring and appointing personal and contracting with professionals and professional institution such as, lawyers IP, attorneys, search providers to outsource one or more of these operations and paying and honoring their invoices and bill as per contracted terms and tariffs. Now, this tells the administrative function of the IPM cell. The IPM cell should be seen as a can do it.

It is a can do it or it is a connection between the university, the people who work in the university and the external service providers because, the patent do it can be filed online requires a patent agent it requires professionals who can help you and drafting. It requires professionals who can help you in searching whether the invention is already fallen into the prior art or whether it is novel. So, the IPM cell acts as the body that connects the university to the professionals outside.

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Functions of IPM Cell

- <u>Taking responsibility</u> of (fully or partly- in an arrangement with an outside entity/ies) the Administrative and Financial in
- (i) accepting (or rejecting at its sole discretion),
- (ii) (internally) validating and processing,
- (iii) filing,
- (iv) prosecuting and
- (v) maintaining, as per relevant laws;



-Applications for securing legal protection of the IP.

It taking responsibility of the administrative and the financial aspects of running the IPM cell; one of accepting or rejecting or validating and processing filing prosecuting and maintaining the intellectual property as per the relevant lost, so this is another function of the IPM cell.

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Functions of IPM Cell

• <u>Mediating</u> between the Institute & Industry, to Market the IP generated, to the outside world.



Now mediating between industry and the institute is also another function of the IPM cell because, the IPM cell acts as a body that can bring the industry. And sometimes what

the institute has done the university has done may not be completely in sync with what the industry is looking for.

So, they may be some rough edges to be polished some tweaking to be done. So, this becomes the voice through which the industries concerns are relate to the institute that the professor and the team and the institutes concern are relate back to the industry.

(Refer Slide Time: 07:41)

Functions of IPM Cell

 <u>Facilitating</u> Technology Transfer - that includes, Licensing or Assigning (Selling) the IP to Industry (in India and abroad)



Facilitating technology transfer this is done largely by licensing or assigning which is a sale of the IP.

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Functions of IPM Cell

• <u>Maintaining records</u>, generating Management Information and Statistics for analysis and reporting.'



Maintaining records, because as we have seen the IP's that require registration also required constant renewal. Patent patents are kept for 20 years designs for 15 years trademarks have to be kept renewed at regular intervals. So, this requires record keeping. So, maintaining records generating management information and statistics for analysis and reporting is another function.

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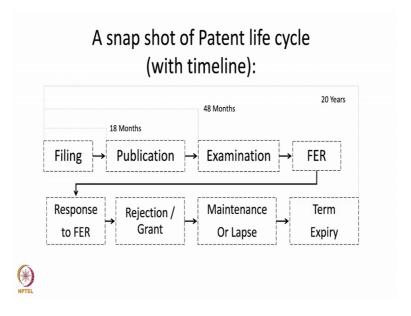
Functions of IPM Cell

Although academic institutions generate more than one type of IP (Patents, Copyrights, Designs, Trademarks, New Plant varieties etc.,), the quantity (number) and quality of Patents they file for and obtain, are considered a measure of their innovative potential/activity.



Now though academic institutions generate more than one type of IP, we know instances where they generate patents, copyright, designs, trademark and new plant varieties. The quantity and quality of patents they file for and obtain are considered as the measure of innovative activity. Now we will see this when we look at the ranking of universities how it is type 2 patenting.

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Now, here is snapshot of the patent life because, this becomes the main activity of the IPM cell managing patents, now patents are filed after the time period they are published. So, filing they have to keep record of every action pertaining to filing and the actions that happened before the filing; for instance coordinating with the third party getting a disclosure that is searchable from the professor or the research team, coordinating between the person who draughts the patent and the professor this quite a lot of work that the IPM cell does even before the filing.

So, after the filing it has to monitor the filing, it has to take look at when the publication happens, it has to monitor the publication. When it gets into examination, the patent office issues and FER, the first examination report which gives just 6 months or at best 9 months to reply. So, it has to coordinate with the professional to generate the reply to the FER, which mean required technical inputs from the university professors. The response has to be filed on time. It may lead to a rejection or a grant; if a leads to a rejection it should explore the options to take the matter an appeal.

And if it results in the grant to maintain it or if it is not accruing revenue then at some point to leave it to labs and keep this record up until the term expires or the patent is revoked. So, you can see that, even if it is one patent the IPM cell needs to keep track of it for 20 years and there are different deadlines that falls in between.

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Let us take an example of how one of the IITs manages their Patenting process through their IPM Cell.



Now, let us look at an example of how one of the IITs from where I am from IIT, Madras looks at the patenting process through the through their IPM cell.

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Core functions of an IPM Cell

| S.NO | STEP | INFRASTRUCTURE / AID | HUMAN RESOURCE |
|------|--|--|--|
| 1. | The IPM Cell runs various drives, campaigns on IP Awareness and IP education on campus. | Lectures, Workshops, Contests on a regular basis. Also, a compulsory session on IP forms part of the curriculum for Research scholars. | The IPR Chair Professor and Head of the IPM Cell organize various such programs periodically. |



Now the IPM cell, the core functions let us look at the step infrastructure and the human resource involved. Now they conduct various campaigns an advocacy around IP what we call IP awareness and education. This is one of the functions that we identified. This is done through lectures workshops and interactions between the research scholars. The

IPM cell may itself do it and in institutes where an IPR chair professor is there, which is there for some institutes in India, then it is done by the chair professor.

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Core functions of an IPM Cell

| S.NO | STEP | INFRASTRUCTURE / AID | HUMAN RESOURCE |
|------|---|--|--|
| 2. | Creative work emanates from Students/ Researchers/ Faculty members; | An IDF (or Invention Declaration Form), available on the Institute's website is duly filled-out by the Inventors and submitted to the IPM Cell | Clerical Staff receive and docket IDFs on an Internally developed System that facilitates Archival, Retrieval, MIS, Analyses and Reporting. |



Now the creative work that emanates from the students and the faculty members, this the IPM cell requires them to fill an IDFs which is an invention disclosure form which is usually found in the institute website. And once the form is filled the clerical staff receives the form, they docket the IDF and they internally developed system that facilitates archival retrieval and analysis and reporting.

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Core functions of an IPM Cell

| S.NO | STEP | INFRASTRUCTURE / AID | HUMAN RESOURCE |
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| 3. | The Inventors are encouraged to carry-out a 1st level, preliminary due-diligence check for Novelty & Inventiveness at the IPM Cell | Free and Paid Patent & Non-Patent databases such as (but not limited to); Google, Google Scholar, Google Patents, Questel Orbit, Thomson Innovation, IEEE Innovation Q Plus, Etc., | In-house IP (Search) Analysts train & help inventors navigate and use Patent and Non- Patent databases to ascertain Patentability |



The inventers are encourages to carry out the first level preliminary due diligence check for novelty and inventive step at the IPM cell. Now the IPM cell relies on free and paid data bases like Google Google scholar and Google patents which are free and the paid data bases like Questel Orbit Thomson innovation IEEE innovation Q plus etcetera.

Now, the search is normally done in house; the analysts who work within the team are trained and they help the inverter inventors navigate and use patent and non patent databases to ascertain patentability. It is preferable that the IPM cell employees people and trains them or finds people who are trying to do search in the market because, search is going to be there biggest technical activity that they will be doing. because, the IPM cell may not involved itself in drafting and filing, but search is the first level at which the IPM cell can facilitate whether, there is an invention that is patentable So, if the IPM cell has independent skill and talent, it will be much easier and cost effective than outsourcing the search every search that could come from the university.

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| Core functions of an IPM Cell | | | |
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| S.NO | STEP | INFRASTRUCTURE / AID | HUMAN RESOURCE |
| 4. | The Inventors are then encouraged to discuss, in confidence, the results of their Patentability-Search with a qualified/competent IP Professional | The IDF is referred to an Inhouse Attorney for the preliminary discussion to help Inventors decide on whether to file for a Patent and which route to choose – i.e., a Provisional or Complete Patent Specification. | In-house Patent Agent/Attorney. Note: Filing a Provisional Patent application first, which is a common and popular practice is not encouraged, unless such filing is warranted by specific/compelling circumstances. |

Now, the inventors are then encouraged to discuss in confidence the result of the patentability search with the qualified or a competent IP professional.

Now, the IDF is referred to an in house attorney and after the preliminary discussions a decision is taken whether to file a patent and how to file the patent. In some cases where a disclosure is going to be made quickly than the option could be to file a provisional, in

other cases it would be the complete itself. If the IPM cell has an in house patent agent, then the filing of the provisional can be done in house itself.

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Core functions of an IPM Cell

| S.NO | STEP | INFRASTRUCTURE / AID | HUMAN RESOURCE |
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| 5. | If a prima facie case of Novelty and Inventiveness is made out, a decision to file a Patent application is made. (Else, the Inventors are advised against patent filing at this (premature) stage.) | The IDF is then referred to an IP-Services Firm for Drafting and Filing the Patent Application. | Approvals for filing and Costs thereof are taken from the Unit Head. An empaneled IP-Services Firm is engaged for the purposes of Drafting, Filing and Prosecution of Patent applications. |

Now, if there is a strong case of novelty and inventiveness that is made out, then a decision to file a patent will be made. The IDF is than referred to a law firm which does IP filing services. And approval for cost of filing are given usually the there is a panel of IP service providers with the institute and one of the firms from the panel is identified for a particular task.

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Core functions of an IPM Cell

| S.NO | STEP | INFRASTRUCTURE / AID | HUMAN RESOURCE |
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| 6. | The IP-Services professionals interact with the Inventors concerned, to finalize and file the Patent Application | A confirmation of filing of the Patent application is submitted to the IPM Cell along with a Bill of Professional and Statutory Fees by the IP Services Firm to the IPM Cell. | The Superintending and Clerical staff check the billed amounts against the Contract-tariffs and pay them.** |



Then the IP service professionals interact with inventors to finalize and file the patent. A confirmation of filing the patent application is submitted to the IPM cell along with the bill for professional and statutory fees and the person in charge checks the billed amount against the contract rates there had been agreed.

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Core functions of a IPM Cell

- **Billed items broadly include:
- Prior Art Search fee, Drafting & filing fees
- Prosecution fees (for Office Actions such as response to FER etc.,).
- Records are maintained as Hard and Soft copies for auditing, MIS & reporting purposes



The billed amount could broadly include the fee for prior art search, drafting and filing fees, prosecution fees which is what we call office action when the FER is raised filing a reply to the FER that could be that would be different. Records are maintained as hard and soft copies for auditing, management information system and reporting purposes.

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| Core functions of an IPM Cell | | | |
|-------------------------------|---|---|--|
| S.NO | STEP | INFRASTRUCTURE / AID | HUMAN RESOURCE |
| 7. | After filing of the Patent, Marketing efforts are initiated by the In-house Marketing team; | Expert Opinion including Techno-Commercial Evaluation (TCE) is sought. Also Opinion on Commercial Potential of | Third Party Evaluation Entities empaneled for the purpose are provided with the patent specification as filed; This is co-ordinated by |

the IP in foreign Jurisdictions is obtained.

the Marketing team &

Operations team of the

IPM cell.

Now continuing with the core functions of IPM cell, after filing a patent marketing efforts are initiated. The idea of filing a patent is to eventually commercialized. So, an expert opinion including a techno commercial evaluation is sought in some cases preferably, this is done by a third party evaluation and it is co ordinate by the marketing team and the operations team of the IPM cell.

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| | Core functions of an IPM Cell | | | | |
|------|---|--|--|--|--|
| S.NO | STEP | INFRASTRUCTURE / AID | HUMAN RESOURCE | | |
| 8. | On Inventors' request for Foreign filling, an International Patent Committee set up by the Institute for the purpose, considers such request in conjunction with the Third party Expert Opinion to make an informed and judicious decision. | Expert Opinion including Techno-Commercial Evaluation (TCE) is sought. Also Opinion on Commercial Potential of the IP in foreign Jurisdictions is obtained. | The Indian Patent application as filed is then referred to an empaneled Law firm for Filing Patent applications in the jurisdiction/s of choice. | | |

Now, if the inventor wants to file the patent in a foreign country then, the inventor has to request for a foreign filing. An international patent committee looks in to this and takes

the decision on whether to file an international application simply because of the cost involved. An Indian application is filed and then referred to a law firm for filing in different jurisdictions.

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| Core functions of an IPM Cell | | | |
|-------------------------------|--|---|--|
| S.NO | STEP | INFRASTRUCTURE / AID | HUMAN RESOURCE |
| 9. | The inventors are required to provide details such as (i) the stage of development of the technology/invention (ii) whether or not a Prototype has been tested etc., | Specific Forms developed by the institute are filled out by the Inventors in the presence of a Marketing team member. | Handholding is done by the Marketing team of the IPM cell. |

Their inventors are required to provide details such as, stage of development of the technology and invention and whether or not a prototype has been tested. This is after the filing of the application because; institute is always interested in knowing how its patent have been commercialized. Now there are specific forms that has to be filled by the inventors which would tell how to market the invention. The marketing team of the IPM cell does the hand holding to ensure that the invention is taken to the market.

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Core functions of an IPM Cell

| S.NO | STEP | INFRASTRUCTURE / AID | HUMAN RESOURCE |
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| 10. | The IPM Cell then prepares a brief write-up called Value-Proposition based in the inputs from the Inventors | The said Value-Proposition typically summarizes the Technical and Economic advantages of the invention over prior art, in a manner that invites interests from Industry players in the relevant field, to explore Techtransfer/Licensing opportunities | The Value Proposition and necessary details of the invention are put up on the Institute's Technology-Transfer website; Also, Letters/calls to prospective buyers identified are initiated to exploit the Commercial potential of the IP. |

The IPM cell also prepares a write up called the value proposition based on the inputs from the inventers and based on the value proposition different types of dissemination is undertaken.

The invention or details about the invention could be put on the technology transfer website if the university has one, letters are written emails are sent contracts are explode to ensure that the invention reaches a larger set of prospective buyers.

(Refer Slide Time: 17:13)

Core functions of an IPM Cell

| S.NO | STEP | INFRASTRUCTURE / AID | HUMAN RESOURCE |
|------|---|---|---|
| 11. | Once the Patent is granted, the maintenance fee is paid, the pros and cons of further renewing each Patent is considered based on the status and potential for commercialization. | The opinion of the Inventors concerned, as well as expert opinion on its Market potential are considered by a Patent committee constituted for the purpose.** | Superintending and Clerical staff follow-up with and coordinate exchange of information between inventors, the IPM Cell and the Patent Committee. |

After the patent is granted the inventions the maintenance fee has to be paid and the in the Indian system like most patent officers the renewal fee increases as the years go by.

Now, this is deliberately structured in such a way that people would abandon inventions that are not generating revenue. So, if an invention has not been marketed there is a time period until which the university will support the invention and beyond that the university may abandon it or it would ask the concerned researcher or the processor to take the invention at their own cost.

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**If the inventor insists on renewal of a Patent that has not been commercialized after a certain number of years (specific period), the committee requires the Inventor to share a part of the renewal fees.



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Core functions of an IPM Cell

| S.NO | STEP | INFRASTRUCTURE / AID | HUMAN RESOURCE |
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| 12. | Statutory requirements such as; submission of Form 27 (Working of the Patent in India), MIS, Annual Report and Reports required by the Government etc., are complied with. | An Intranet system developed by the Institute's IT Department, which is a repository of all information pertaining to the IP generated and managed at the Institute's IPM Cell is used. | Superintending and Clerical staff coordinate this activity under the supervision and guidance of the Dean, IC&SR, IIT Madras. |

Now, in India there are certain statutory requirements like form 27, which is a working statement. So, the IPM cell also takes care of that, it has to be regularly filed, so that responsibility falls on the IPM cell as well.

(Refer Slide Time: 18:15)

STAFFING OF THE IPM CELL:

For the proposed IPM Cell, 3 levels of staffing would be ideal;

Level-1 Staff

- A Department Head Either a qualified patent
 Attorney/Examiner with 5 years Industry exp' in handling
 IP-Commercialization related responsibilities, or
- A Marketing professional with at least 7 10 yrs

 Marketing exp' in FMCG or Mgf' or IT industry, with 4

 years at Managerial level or target driven Marketing as
 his key result area.



Now they can with regard to staffing it is the matter of choice depending on how much people then the IPM cell needs. So, level one stuff would be a department head who is either qualified as a patent attorney or an examiner with 5 years experience. They could be a marketing professional with seven to ten year experience who do the marketing site.

(Refer Slide Time: 18:43)

STAFFING OF THE IPM CELL:

Level-2 Staff

- (i) At least one individual with at least 2 years exp' in **Prior Art Search**
- (ii) At least one *Marketing individual* for every 50 100 Patent applications filed.
- (iii) At least one *Admin Supervisor* with an MBA and at least 3 years of Post-qualification Supervisory experience.
- (iv) At least one **Patent Agent/Attorney**
- (v) At least one **Cost Accountant** with at least 5 years' experience in a Manufacturing company.



Level 2 staff of people who have skill on prior art search and who are who can do marketing who can do the administrative work they could be one patent agent or attorney they could also be a cost accountant.

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STAFFING OF THE IPM CELL:

Level-3 Staff

At least one individual per 500 Patents filed, for Data capture, archival, *retrieval and correspondence*, with at least 5 years exp in a large Public sector company or MNC in the clerical/secretarial cadre, with good English comprehension & writing skills.



Now, level three stuff could be an individual for say 100's of patent that is filed who can do the data capture archival retrieval and correspondence.

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INFRASTRUCTURE:

• A decent Prior Art database subscription to Patent and Non-Patent databases covering at least 40 – 50 recent years, preferably wherein a single window search of both Patent and Non-Patent databases is possible.



With regard to equipment decent prior art database subscription to cover patent and non patent databases for the last 50 years would be preferable.

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INFRASTRUCTURE:

- A comprehensive Docketing, Archival, Retrieval, Diarizing and Auto-communication system, wherein email correspondence can be automatically triggered and launched by the system.
- Basic office Automation.



Because of the scale that has to be a comprehensive docketing archival retrieval and they should be a process for keeping all the email and the correspondence that is being sent by the IPM cell to different stakeholders, what you called basic office automation.

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Forms:

- IDF or Invention Declaration Form:
- ☑ The IDF comprises a specific set of questions required by the Inventors to answer, with a view to capture the following;
- ☑ The Filed, Description & Novel and Inventive aspects of the invention.
- ☑ The names and addresses of each inventor concerned.



Now, there are forms that the IPM cell will need. The most important form is the invention disclosure form the IDF comprises of a set of questions required by inventors to answer with a view to capture the following the description of the invention its normal and inventive aspects name and address of the inventor.

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Forms:

- IDF or Invention Declaration Form:
- ☑ Their respective inventive contribution to the invention and the mutually agreed share in respect of the revenue/royalty that its commercialization;
- Any Government, external or other funding that may have gone into the project.
- ☑ Involvement of any external entities (i.e., other Academic institutions or Corporations) or inventors thereof, and the terms/agreement governing such collaboration.



The inventive contribution if there are multiple inventors in what ratio they contributed whether it is been funded by any government or external or other funding agency whether, the invention was developed by involvement of external agencies or entities.

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Forms:

• IDF or Invention Declaration Form:

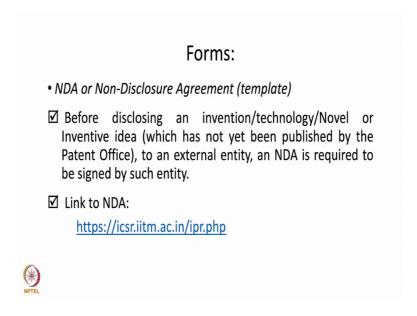
☑Link to IDF:

https://icsr.iitm.ac.in/ipr.php



And to have a look at the invention declaration form, you can go to this link which is the icsr web link at ittm dot ac dot in.

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And they could also be NDA's and or non disclosure agreements, which could be used as a template.

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Now, this is what the ICSR website covers. They have the IPR policy, they have an incubation policy, they have tech transfer and royalty details, they have detailed with regard to sale of software, they have procedure for filing and Indian patent, procedure for filing foreign application what you call the PCT and they have different forms.

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Forms:

- Agreement templates:
- ☑ Various Agreement templates that are commonly used by the Institute for purposes such as:
 - Joint Collaborative Research,
 - Joint Development of technology,
 - Industrial Consultancy,
 - Inter-Institutional Agreement,
 - Technology Licencing Agreement etc.,



They also have templates of agreements; for instance various agreements like a joint venture or a joint collaborative research, joint development of technology, industrial consultancy, inter institutional agreement technology licensing agreement. So, depending on the routine forms that are required the IPM cell can also have template forms.

(Refer Slide Time: 21:29)

Forms:

- Forms, templates and agreements are kept handy by the IPM cell.
- Specific details and Terms for a given instance are incorporated into these templates before the Agreement is finalized and executed.



So, the templates can be used by the IPM cell for customizing it on a case to case basis.