

IP Management and Technology Transfer
Prof. Gouri Gargate
Rajiv Gandhi School of Intellectual Property Law
Indian Institute of Technology, Kharagpur

Lecture - 38
Integrative Approach - IPM and TT

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A very warm welcome in module 3 of week 8 of the course, Intellectual Property Management and Technology Transfer titled Integrative Approach IPM and TT. So, we have like in the last week of the course, we have seen that what exactly is IPM, 6 weeks we dedicated on intellectual property management, where you have just come across the various models, tools, different case studies and why this IP (Refer Time: 00:59) why this IP management.

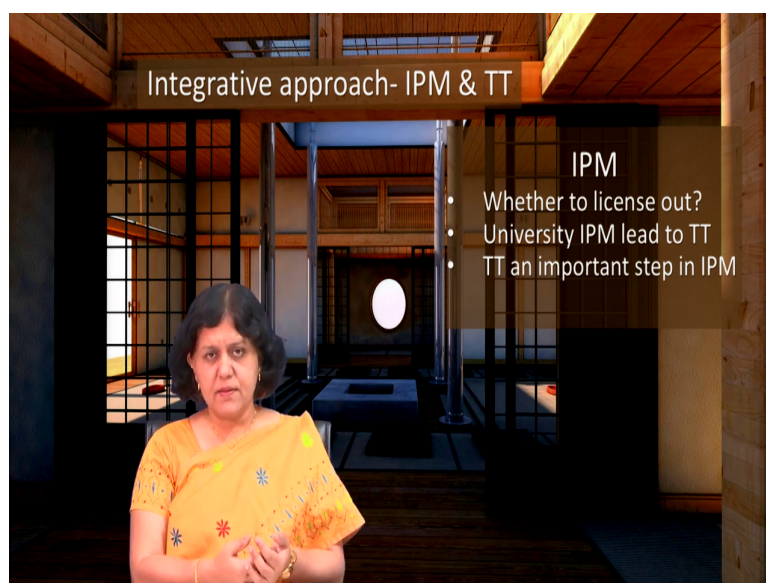
And then the next 2 weeks that is 7th and this current week we dedicated for a technology transfer. Now, the question is why this 2 like concepts or 2 different we can say the processes, that is a intellectual property management and then the technology transfer. When we are talking about these are like a completely 2 different, we have done the compartment kind of scenario and we have dealt with them separately.

Now, we will try to understand whether they are interrelated, whether there is any relationship or they are standalone what is the scenario. And so, for this session that is the integrative approach, intellectual property management and technology transfer. Now, what exactly intellectual property management is?

So, that what we will do? Once we know that thing, we will try to see whether they are related or not related. So, when we talk about intellectual property management, we say that it is a whole IP lifecycle like taken care that is from idea generation, ok. And then till the final commercialization of that IP, whole lifecycle, generation, protection, administration, enforcement, commercialization all this processes are taken care when we are talking about a IP management.

And again, when we are talking about a IP management, again the IP strategy part will come exactly when we are dealing with IP management, that IP strategy part is also there are different strategies to deal with when we are developing this IP.

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Now, when we are talking about this at the IPM, whether the few questions if I raise like whether to license IP or whether to develop in house or whether we have to kind of collaborate with somebody, whether we have to have to go for a joint venture.

So, all these questions come in the first like whenever we are developing this project, whenever we are in a developing stage of that project and when we are managing that particular project management, at that time obviously, we have seen in one of the sessions actually in roadmap. We have we have shared with you one session that innovation management and the IP management how they are related and then the how they are going parallelly actually.

And we know that when we are talking about intellectual property management, we take some decisions, whether we should license out this IP may be patent, may be copyright, may

be industrial design, whatever it may be or whether we should develop a like a on our own we can have some entrepreneurial activity like a and we can have a start up. So, or we should collaborate with someone to further develop that IP, maybe we can have like joint venture also.

So, we just think about that questions when we are dealing with IP management, right. And if we see university intellectual property management and the technology transfer offices most of the universities actually in India, if we see technology transfer offices are responsible, I am making (Refer Time: 04:17) there are no IP that TTO is not there some sale is there which is taking care of IP generation and protection, but technology transfer offices are not there and that is a TTOs which we call.

But if we see the developed nations and the universities, they have association of a officers technology transfer officers actually. So, the package like that they the every university have a technology transfer office. And they deal with the IP that next step that is we talk about the technology transfer the revenue generation from the IP.

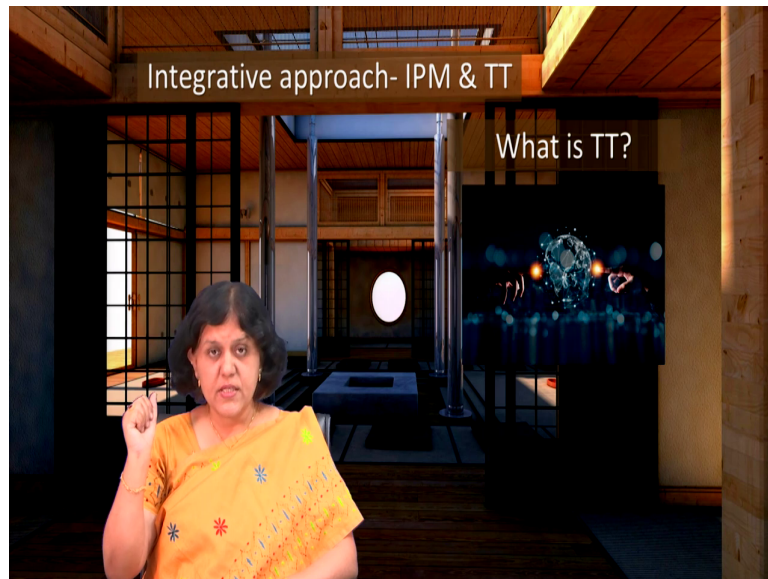
So, this university IP management generally we see, it is like we call and then we use the words like industry academia collaboration or we say that yes, that government and then industry and then the university triplex model and all we talk about all this scenarios. So, the fact is like that that when we are talking about a university IP management, again we are thinking about a technology transfer. And then the we just judge that how successful the IP management by how successfully the IPs are commercialized, ok.

Application and grant that is the one we can say the basic level we can say comparison, that if more granted patents are there that is a good scenario, but the next stage we have to move that if more technology transfer happen, we say that yes this is a very good scenario.

And then it is like a when we say about that technology transfer within university within like a MSMEs within the organization obviously, what is happening? That IP management and technology transfer are coming together.

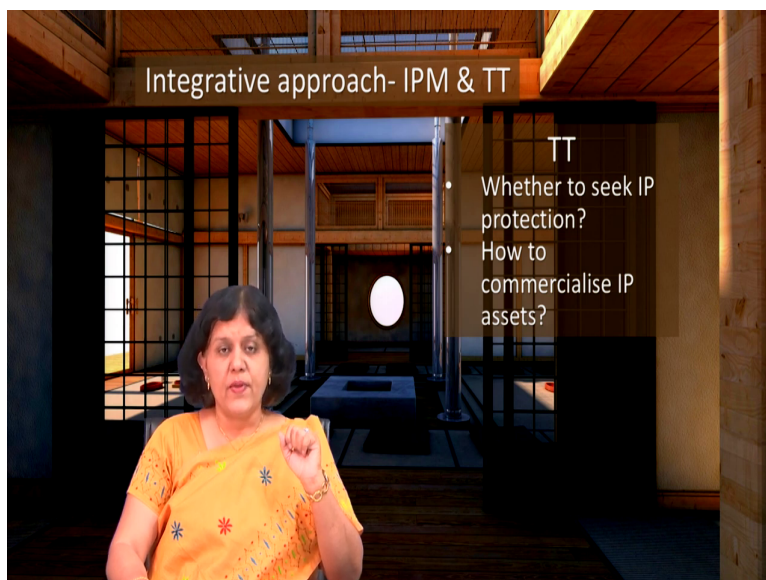
So, I just if focus on IPM then I say the I observe that TT is like a coming like it is like a integral part in IP management its coming in that way. Now, we will just shift and we will just try to understand that what exactly technology transfer is.

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Now, when we talk about this technology transfer, what exactly we have seen the definition of technology, we have seen the definition of transfer, we have seen the different ways of technology transfer. Now, how IPM is like a related to that or how what are the different points come when we talk about a technology transfer?

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So, when we are doing the technology transfer, we think about that whether IP protection is necessary, whether we have to go for IP protection. So, for example, when we do the technology transfer from say party A is transferring technology to party B and when they deal with that negotiations and agreements and that the main point is like that.

Whenever further development is there IP will be created, who is going to take care of that IP protection, maintenance and then if any litigation unfortunate event happen, who will be responsible for that. All these things are dealt when we are dealing with a technology transfer.

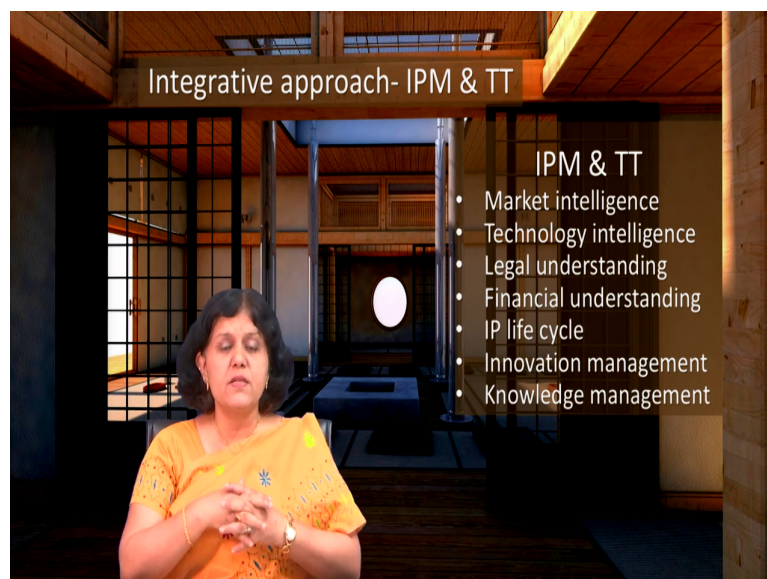
So, any agreement of technology transfer we see, it is like a one part, one like a section is dedicated for IP right or how to commercialize IP assets actually. So, for example, when we are talking about the creation like technology transfer like during technology transfer you

have like a created the new developments are there after the technology transfer, IP will be created.

And then obviously, that is protected and that assets like IP assets which are created that is coming as a product and service and we are commercializing it we are generating revenue out of that actually, right. So, this is the scenario.

So, if we see IP management or a technology transfer, you can just see that how when we are talking about IPM, automatically technology transfer comes into the picture or when we are talking about a technology transfer, we think like yes, IPM like a further IP whatever will be developed after technology transfer, who will take care? And also automatically IP is coming into the picture when we are talking about this technology transfer.

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And then in the universities and MSMEs, organization this scenario is very common. Especially when we talk about the awareness in the academic system that IP creation is like yes, it is like everybody is like now thinking about IP creation. And then once we create that IP the next the question is like a who how to do the technology transfer.

Now, if you see here the few kind of IPM and TT, if we see these two we can say the activities which are going in the organization, market intelligence if you see in IPM when we are doing IP management, we do market intelligence technology transfer also, we have to do the market intelligence actually.

Technology intelligence you see during IP management also we have seen we have to do technology intelligence. During that technology transfer also, we have to do the technology intelligence it is a mandatory, it is like a like a due diligence process as we can say when we are talking about the technology transfer, we do all these activities.

Then legal understanding in both it is mandatory, that when we deal with intellectual property management or you deal with a technology transfer. Legal understanding in a sense again not only limited to intellectual property, I will say like contract law then property related the some arrangement which are there and then again jurisdiction wise the scenarios are changing.

So, all this legal understanding is mandatory when we talk about IP management and also about a technology transfer. Financial understanding is important because there are different models when we do the technology transfer or IP management the different, we can say the models we apply. And based on that the we can say the development or a project like of the directions of that projects are decided.

So, that basic understanding about that finances and financial management considering this project under consideration is very very important. Whole IP lifecycle management is very important, again when we talk about IPM also when we talk about a technology transfer also. Because in both the cases we are dealing with the IP and we should be aware about the technology that IP lifecycle.

The technology lifecycle yes, definitely that is also there and then the IP lifecycle both like. And again, IT emphasize here when we talk about IP management it is never it is never in silo. We so, we always say that R and D management, innovation management, knowledge management then technology management ok, strategies that business strategy very important because that is the governing point.

All this together, all these are emphasizing, all these are influencing I should say on the IP management and technology transfer. All means knowledge management you take that innovation management you take, technology management R and D management every and then the strategy business strategy especially. Because the that is the directive, we can say the guy which is like a important document which decides that how exactly the IP management or technology transfer will be followed in that particular organization.

So, everything that all like we can say the different we can say the managements innovation knowledge, R and D technology all are influencing on both IP management also and a technology transfer also that is very very important actually. And the technology transfer it is like a there are lot many intricacies are intricacies are there considering the receiver end.

And when receiver end, we are talking about when technology transfer, we are dealing with that knowledge management, asset knowledge, absorption all these concepts comes into the picture actually, ok. We will move further we will not going much more details about that, but we have to appreciate that when we deal with IP management and technology transfer all these points are important.

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Further you can just see that revenue generation in IP management and technology both like we are dealing with a revenue generation. We are like a like dealing with the avenues of tech transfer when we are dealing with the that is that makes the IPM dynamic actually, when we are talking about that various technology transfer, different ways of technology transfer we have seen. And the choosing that correct option of technology transfer will make IP management dynamic.

So, definitely means we have to we these are so integrated that what way joint venture we are choosing strategic alliance, we are choosing we are like licensing, what exactly we are doing? So, that is very important means and then the in every stage IP management perspective changes actually, right.

Then modes of technology transfer will be like govern by the IP policy. So, again like see that it is like a again when we talk about IP management, we have seen the 15 major processes. And in that 15 major processes IP policy contracts, agreements this is one of the major process. And this IP policy determines the like mode which mode of technology transfer you are choosing.

And again, I just mention that business strategy, that will determine the IP policy. Because that is the we the kind of a guiding star or that is kind of a important document which will decide the goal and vision of that business based on that IP policy comes. And now this IP policy will determine that what modes of tech transfer can be chosen, can be obtained, right.

So, that is that kind of a we can say the scenario is that it is a integrated it is like a intermingle, it is like a we can say that they are so closely integrated with each other, right.

(Refer Slide Time: 14:22)



Then if we see now this in short, we can say that when we talk about this intellectual property management that 15 major processes and there are like 150 plus 160 plus that sub processes are there, 5 stages are there, right. Whole IP lifecycle is there right and this is like that is the one side. Technology transfer when we are talking about is like different ways of technology transfer are there.

And then the receiving end the one who is transferring technology and then the diffusion of technology, the absorption of technology, the preparation or we can say the readiness of the receiver at a receiver end that is very important. So, when we talk about this tech transfer side and when we talk about this IP management when they come together, we can say. And if that matches perfectly then there is like a we can say if that that matches perfect then we can say the technology transfer will be successful.

So, they are so closely related and if we want to be very successful in the technology transfer this both IPM and technology transfer both should like a at a equal level, we they should have that particular that the receiver end and the donor means who is giving that is a receiver end, then the who is like giving that technology in that technology transfer and overall IP management.

If it is in a place properly then we can say that technology transfer is successful and we can have a like promising products and services out of that, we can say the maybe the venture maybe whatever the process may have opted, but that will be the scenario, ok. So, we can confidently say that these two like a IPM and TT are integrated.

And what we now, I guess if we conclude this session, means we have seen that what is IPM, what is TT, what are the different parts of IPM are related to TT, what are the parts of TT which are related to IPM. And then how this processes like some processes which are so common right, that both for IPM and TT and then the integrative nature of this two. That if they at the proper integration happen then we can say the process of that whole process will be successful.

So, now what with this we are coming to the end of the session, but I would like you to just think over further on this integration. And if you think that is ok, whatever we have shared, we have shared just few points here. Probably you can think of some more points ok, because the time limit is there, we have just given you the idea the how exactly they are related, but I would like you to just think about two more we can say the points where IPM and TT we can say that they are integrative in nature you can just write your write down it into the comment box, ok.

(Refer Slide Time: 17:29)



So, with this we are coming to the end of this session. See you in the next session.

Thank you.