

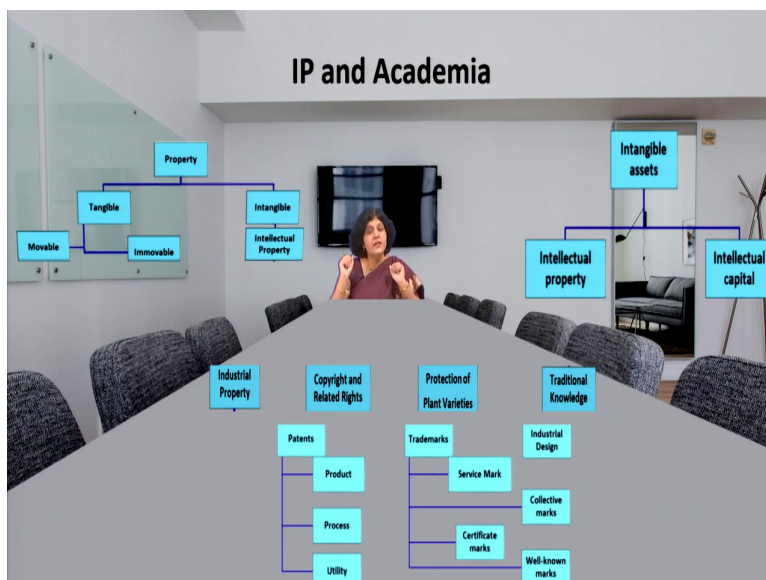
IP Management and Technology Transfer
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Lecture - 04
IP and Academia - II

A very warm welcome in the 4th Module of week 1 of the course Intellectual Property Management and Technology Transfer, titled IP and Academia. So, we are continuing that in the previous session we got idea about the eight types of IPs. I hope you have written that all eight types of IPs in the comment box and we know now that copyright is yes, expression; patent is for invention or innovation. So, we got idea about that eight types of IPs.

Now, we will summarize this quickly whatever we have seen in the earlier session and then we will move further.

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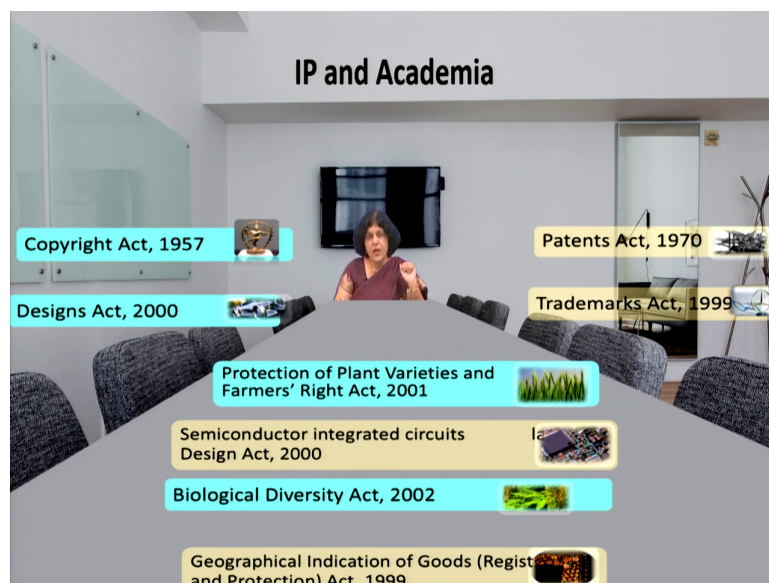
Now, just check here that property actually. This property when we are talking about this property, it is movable immovable property and there is a we can say that in under property you can see here, there is a intellectual property. Now, check here there is a intangible assets. Now, when we are talking about this intangible assets, we can say that there is a intellectual property and then we are talking about a intellectual capital. We got idea about the details about that intellectual capital and intellectual property already.

Now, we will move further and we have seen that ok these are the industrial property, then there is a copyright and related rights, then that there is a industrial that protection of plant varieties and farmers rights and then there is a traditional knowledge and we are not considering traditional knowledge under the intellectual property.

Then we move further the classification of industrial property as a patent, then three types and then I have clarified that yes in India we do not have utility patent, then there is a trademark and we have seen that why this trademark and we have seen the examples of trademark. And, then there is a industrial design which is for yes industrial design is for what the external appearance actually of the product, ok.

And, then along with that there is a geographical indication, then semiconductor integrated circuit layout design act and then there is a the trade secret which is another important type of IP. So, we are now pretty well aware that yes this is IP and when we are talking about a management we are managing this particular.

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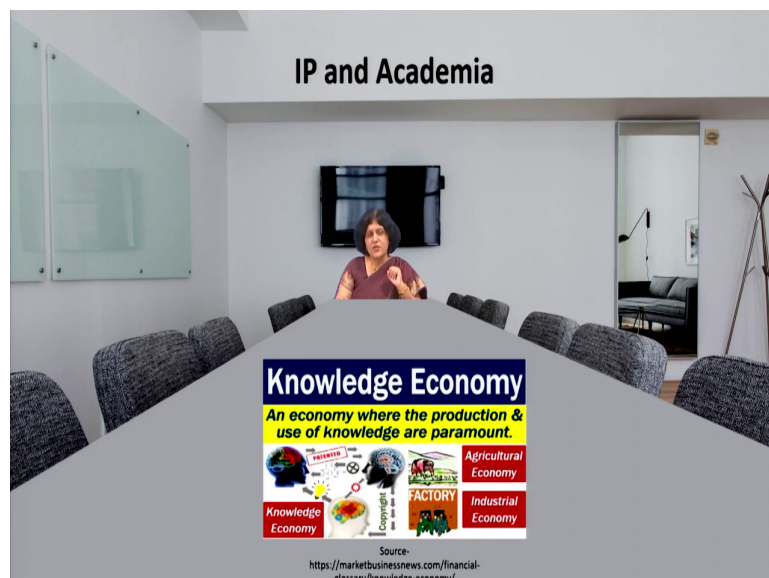


So, when now we are talking about a intellectual property actually, how exactly it is classified or how exactly it is a statutory provisions are there for the protection of that particular thing.

So, we can see here there is a Patent Act, then there is a Trademark Act, Copyright Act, then there is a Design Act, then there is a Protection of Plant Varieties and Farmers Right Act, then Semiconductor integrated circuits layout Design Act, biodiversity or Biological Diversity Act is there and then there is a Geographical Indication of Goods Protection, Registration and Protection Act is there.

So, we can say that this total eight acts a statutory provision is there to take care of a protection of this intellectual creation ok that is a that intellectual property. And, for trade secret we have said that as there is no any statutory provision the trade secret protection is by using a contract law ok. So, this is the arrangement for a protection of a intellectual property. So, it is very safe that yes, our intellectual property is protected by these particular regimes in India.

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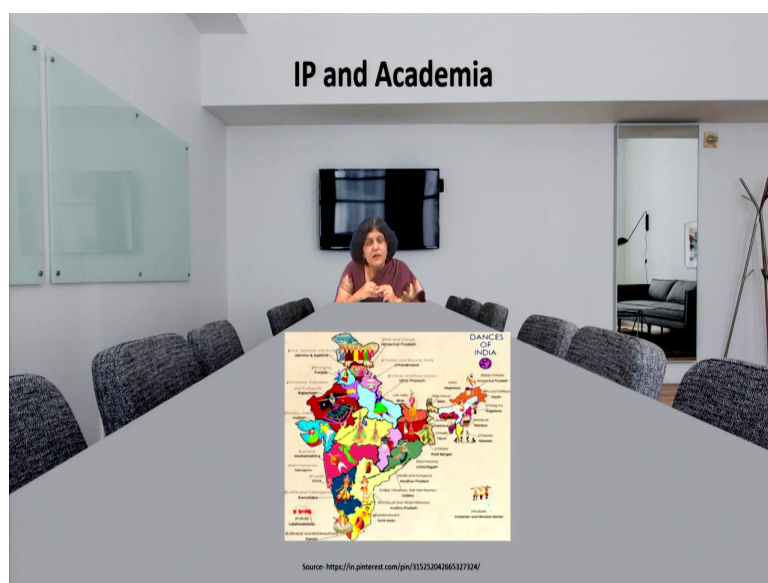


Now, just remember now, that when we are now in this era the common word probably you might have heard that yes, we are like in a knowledge economy, we are like governed by knowledge economy. So, what exactly knowledge economy is that? So, the point is like that if you see the current scenario and current assets of the organization, the scenario is like that 80 percent or more assets are of a we can say that these are related to intangible assets.

That is a creation of a intellect and that is what the knowledge actually and knowledge is giving that, that is governing the economy. And obviously, intellectual property which is a intangible asset, right. It is a intangible asset which is helping controlling this particular economy definitely, ok.

I am very responsibly I am making statement that yes; intellectual property is controlling the economy definitely because in the knowledge economy IP is a very important actually. So, now what we will do? We have understood ok eight types of IPs we will just now check that where or how this IP is like created considering this map actually.

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So, just check this map actually and what you are saying here, you can see here the different types of a dances which are performed in India that regional specificity is there. Now, I request you just take a 2 minutes or 1 minute and try to check that which type of IP, eight types of IPs we know. So, a small exercise we are doing we know that eight types of IPs I repeat patent, trademark, copyright, industrial design, ok these four.

Then geographical indications, semi-conductor integrated layout design, then there is a trade secret is there and then there is a the protection of plant varieties and farmers, right. So, total eight types of IPs are there. Now, you are seeing here dances ok. Which are the different types of IPs probably are there when we are talking about these dances?

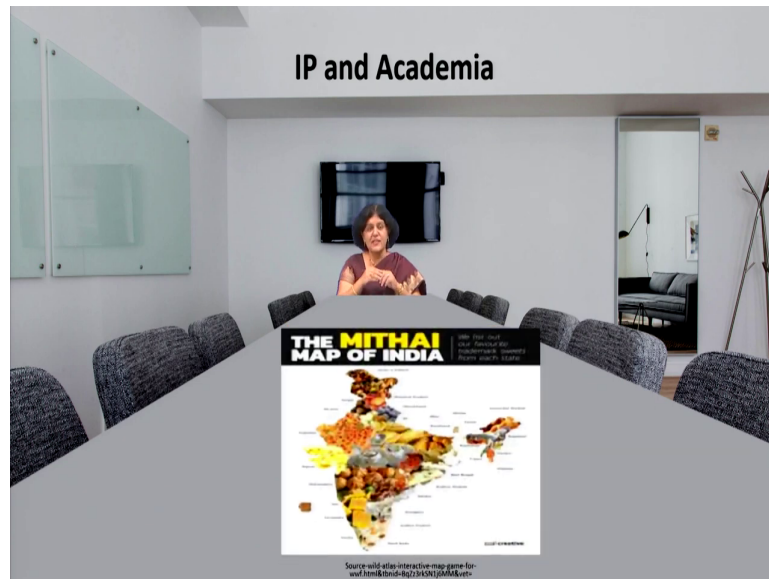
Just write down in the comment box. Which are the types of IP? Yes? Dances, regional specific dances are there and eight types of IPs out of that eight which are the IPs which will

help to the for protection of that particular creation because these are the unique creation of that particular region of India, what is that?

So, yes it is a copyright, ok. then? Trademark ok, then? Only two types of IPs copyright and trademark any other IP? Ok. So, suppose copyright is there, how it is related? Just check the example. When we are talking about a these dances, these dances are like a you can see that film industry you just remember and when you are talking about a choreography it is a expression and definitely it is controlled or protected by the copyright that is one of the type of IP, fine.

Another type say you have said that is a trademark, how it is? So, if I say Shiamak Davar Academy or Shiamak Davar classes or dance classes actually. So, Shiamak Davar is that is very popular we can say the dance academy and they are like related to this dances we can say. So, in that way you can relate it to the trademark, ok. If any further you just write down in that comment box and give the reason that how that type is related. So, let us move further now and we will just focus.

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Now, just check this mithai and now just check this different types of mithai's are there and yes we are rich in the in that specific we can say that the foods of that particular region, right. So, now which type of IP will be related to this? Try out eight types of IPs related with the mithai's ok. I am hearing trademark ok, then copyright ok. Then any other geographical indication? Yes, definitely, any other type of IP? Mithai patents ok, ok.

So, ok we will just focus now this four types you have mentioned. So, how it is related to copyright? Or so, suppose somebody creates a recipe book right that will come under the copyright, fine. How it is related to the geographical indication? That we know that yes Tirupati laddu or rasgulla Bengal rasgulla. So, this is a geographical indication ok, another type of IP. So, copyright, then geographical indication.

How it is a trademark? So, suppose you say Kurkure or suppose you think of some chips actually or some food items, right. ITC is there, Kellogg's is there, tomato that ketchup is there right, immediately you think of a separate different kind of a we can say the trademarks or you can say if I say the example like Sanjeev Kapoor's that Yellow Chillies actually.

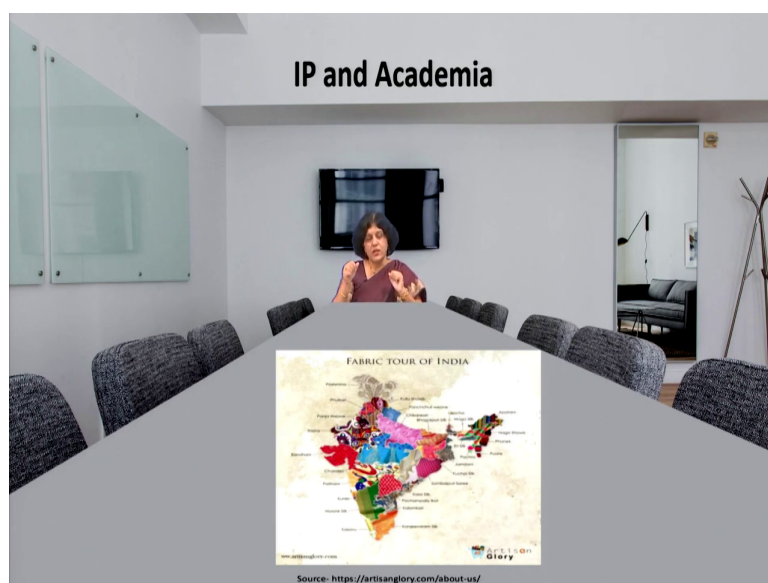
So, if Yellow Chillies I say that is a hotel restaurant which is a owned by Sanjeev Kapoor actually. So, again in that way the trademark is there, different ITC products are there right. So, all this is like a trademarks general means products are there, Kellogg's is there, PepsiCo food products are there, Parle food products are there. So, all this like a it will come under the trademark.

So, trademark, copyright and then there is a you have said that trademark copyright is there now we will just focus on the that another type like which is related industrial design, whether it is related to industrial design? Now, you just remember whenever you are buying that product that food packaging is there if I say Parle-G immediately that particular picture came in front of you. If I say Amul that immediate Amul girl come in front of you right.

So, yes industrial design protection is also involved when they are talking about mithai. Geographical indication is also important. How patent is related to the mithai? So, if I want to relate it with the food processing industry, there are lot of machineries and that machineries actually have a definitely the patents are there. So, in that way we can say the five types of IPs you can relate with the mithai. Maybe you can think of more and you can add it into the comment box actually.

So, we have seen the dances, then we have seen the mithai and now we will move further.

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And, we will check that the fabrics which are there. So, particular region whenever we are locating if you see the particular region for example, Chanderi saree, that Kathavar, Kanjivaram saree, Pashmina shawl, Solapuri chaddar. So, what happens? This is the particular region and you can see that particular fabric actually.

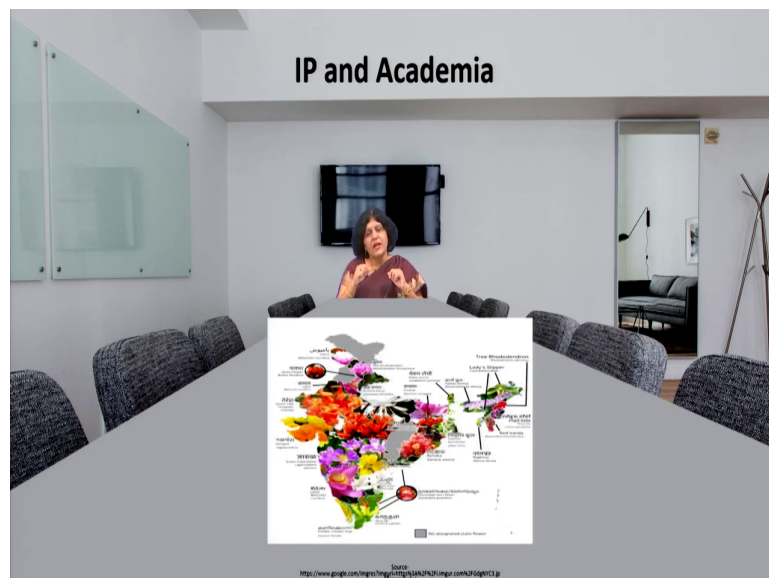
So, what type of IPs are related to it? Yes, trademark fine, geographical indication – perfect. Anything else? Ok. I will explain this first. So, when we are talking about the geographical indication already means I said that yes, Kanjivaram saree, Solapuri chaddar , Pashmina shawl, these are the geographical indications actually.

Patent whether it is the yes it is there. So, suppose I say that a simple question, ruff and tuff jeans you probably are aware about that. Oh, who owns that? Ruff and tuff jeans Arvind Mills actually and we know that Arvind Mills is a popular in denim production actually, ok. And,

when if you see the Denim production related to Denim there are so many patents that fabric whatever is created for that fabric creation so many patents are there.

So, definitely patents geographical indication are definitely they are associated with the particular this particular we can say fabric. Trademark definitely I have just given the example ruff and tuff Arvind Mills; Peter England who is a owner of that? Write down in the comment box. Let us move further, ok.

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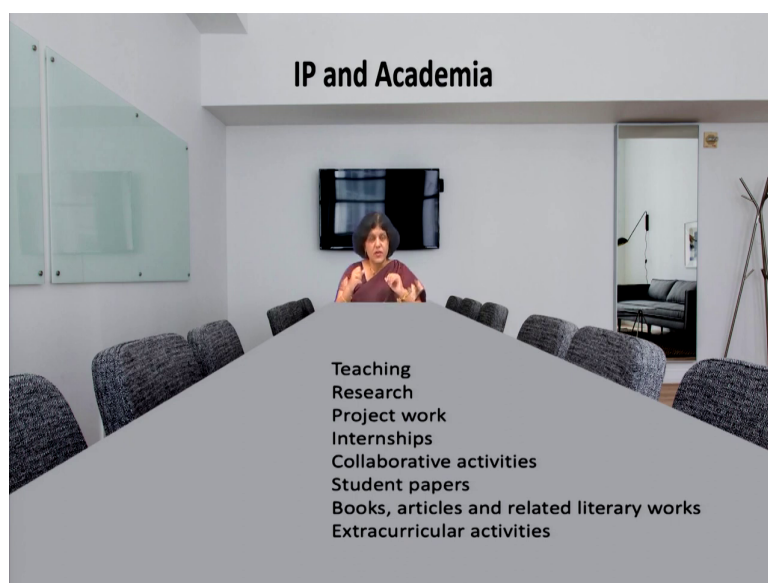
Now, the next is like a you can see the flora and fauna and I just given this because Biological Diversity Act we can say connect with this. And, another important type of IP that is a patent because we should know that if any patent by using a natural resources is there then we can say that there is a Biological Diversity Act is important because without given the source

details and getting certification from the Biodiversity Board of India that patent will not be granted and therefore, flora and fauna that is very important actually ok.

So, I guess now we are very clear on types of IP and how exactly that are like used commercially little bit idea also you probably have got. Now, we have got idea about the IP. Now, we will focus on in academia. Just one example I have taken here of academia, you can apply it to your industry also, you can apply it to your start-up, also you can apply it to your research organization also. So, I am just focusing on the academic institute institution here.

Now, just think over that eight types of IPs we are now aware about what is that will create that eight type of IPs in academic setup? Just think over I am giving you some time actually about this or rather I will suggest that just take a pause here. Think over that what are the different types of IPs in your academic institute you are creating, just take a pause and think over and if possible write down in the common box again, ok. So, let us see what is it.

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So, you can just see here there is a teaching IP is created; research work lot of IP is created; project work IP will be created; if it is like a internships are there you will create IP; if it is a collaborative work any activities are there you are creating intellectual property; if you are writing a answer sheets actually as a student, you are creating IP.

If you are writing a books, articles, any literary work, if you are creating or if you are in a extracurricular activities like a maybe elocution competition you are participating, dramatic society if it is there in your college or academic setup you are participating in that particular, music society if is there you are creating that particular. So, all these competitions and activities that extracurricular activities you are creating lot of IP, right.

So, for example, if teaching is there copyright will be there if research is there patent trademark copyright industrial design if your agriculture university will create protection that

plant varieties or builder site you are creating right. So, lot of IP will be created here again if project work is there in your third year or fourth year, you are engaged in that project work definitely if you plan that project work properly you are able to create a patent.

Definitely obviously, we are creating copyright if you are writing a publication that papers and all that thing that if you are publishing that thing copyright is creating internships. Again, very important thing whenever you are joining to any company the first thing you sign the contracts actually I do not know whether you read the contract what it is written and on that, but if now onwards if you are going to go for that internship check that contract and check for the IP clause what it is saying who is owning the IP which is created during your internship.

Suppose, you are working in a software industry you are creating something who is owning that during that internship. So, please check that particular thing there you are creating IP, ok. Next is like a collaborative activities if it is there collaborative activities like yes you are receiving the funds from government or private we can say organizations or two different organizations, three different organizations coming together and that collaborative activities going on.

At that time who is owning that IP? Is there arrangement properly made in your institute? Is there any guidelines for that please check that thing? Because you are creating the patents then you are creating especially copyright and patent check who is owning that particular thing. Your question papers you are answering to that question papers your answers script is whose property that is a copyright actually. So, whose copyright, who is owning that particular copyright actually, think over about this.

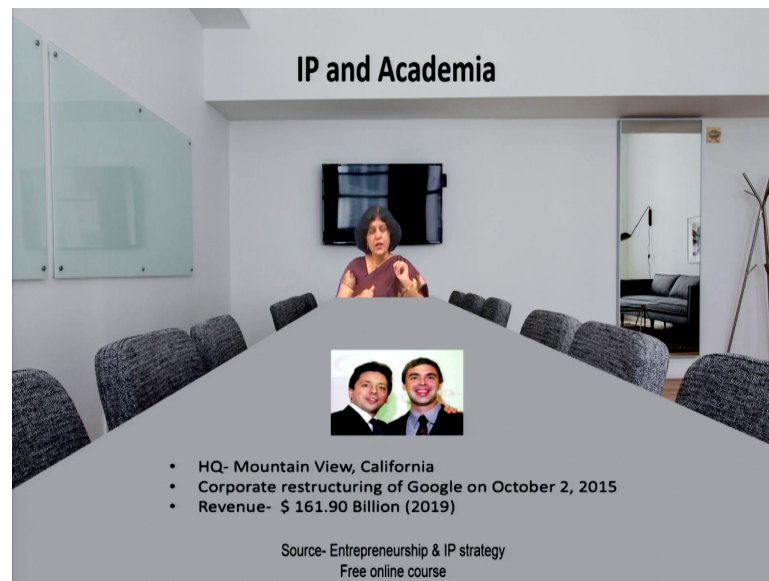
Then the books you are creating during your academic activities actually may be or during your leisure time then these are the two different scenarios. So, who is owning that actually copyright what is the guidelines of your institute for that particular thing; articles you are writing; you are creating a literary work; what are the guidelines for that from your institute, ok. So, check that particular thing.

If any extracurricular activity you are involved in, and you may create a very original work and then you probably are uploading it on a YouTube right or in a on a any other social media who are own who is like a owner for that creation. So, what are the guidelines for that particular extracurricular activity and related IP. And, these are the few examples I have given.

And, when we are talking about IP management of academic institute we have to think about all such creation and then how exactly you are going to manage that particular thing ok. So, I guess glimpses of that IP creation in your institute you can apply this to your startups, you can apply to your industrial organization. Write down the list what your creations are and then try what is the type of IP that is out of that eight IPs.

And, then we will whenever we will move further, we will see how exactly we can manage that is there in model some models are there so, we will check that model some tools and then some examples some case studies. So, that will help you to understand and manage your intellectual property ok.

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IP and Academia

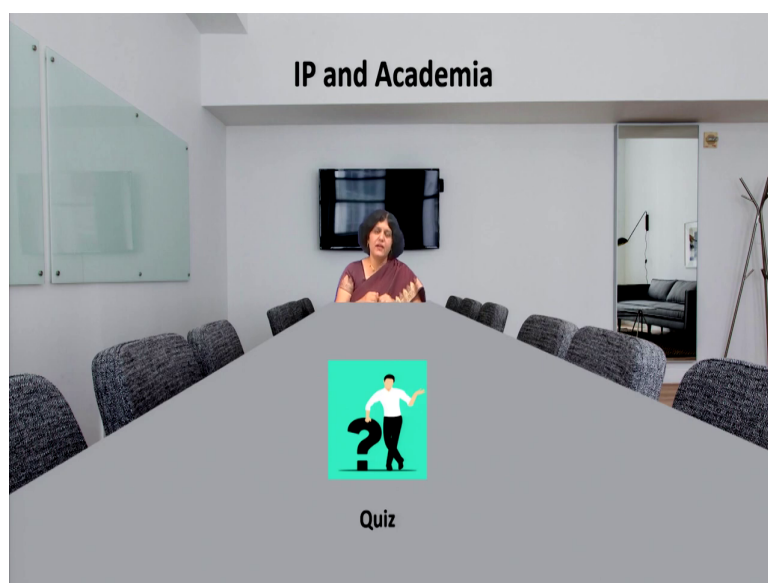
- HQ- Mountain View, California
- Corporate restructuring of Google on October 2, 2015
- Revenue- \$ 161.90 Billion (2019)

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So, I will give you one example actually that great creation of IP can you guess who are these friends actually? Yes? Yes, these are Page and Brin and they have created Google, right. Now, this is again Stanford University and in the Stanford University they have started Google and you know now that the alphabet now, and how it is restructured and enough to say about that.

We have recorded our case study about that in one of the course that is entrepreneurship and IP strategy, if you want you can go into details of that. But, this is a very classic example of a you can say that IP management for a wealth creation in a academic institute, ok. So, let us move further. There are so many like Stanford University have so many creations like Netflix is from Yahoo, all these creations, all these startups are from a Stanford only ok. We will move further.

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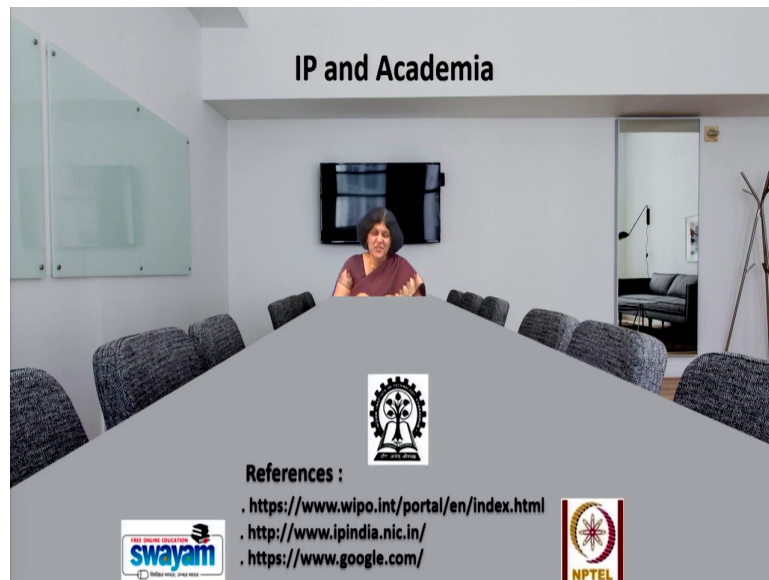
And, now the quiz time and I have I am already during the session I have asked you so many question. So, I request you that maybe you can try to answer that in the comment box that maybe the map you take any map and write down the type of IP with justification because I have given you the justification.

So, so now, you will give justification in the comment box when you say this is a type of IP how. So, you can take one example and you can write down or maybe you can just check what is the difference between innovation, invention because lot many words actually we have use try to write down that difference between invention and innovation, ok.

Or maybe you can do the activity like your organization and you try to find out what are the different types of intellectual creations are there and what are the type do not write it on the comment box, keep it with yourself and check as we go further you check that how you can

manage that further ok that IP management, and then if it is possible technology transfer also of that particular creation.

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

Thank you.