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| **PROGRAM** | **Master of Business Administration** |
| **SEMESTER** | **IV** |
| **COURSE TITLE** | **Legal Aspects of Start Ups and IPR** |
| **COURSE CODE** | **04MB0423** |
| **COURSE CREDITS** | **3** |
| **COURSE DURATION** | **42 Hrs** |

**COURSE OUTCOMES:**

* Understand the major types of IP (patents, copyrights, trademarks, and trade secrets), what rights they include, how to obtain those rights, and how to avoid unnecessarily losing those rights.
* Apply IP to protect a competitive advantage in a target market.
* Identify and address risks related to IP infringement.
* Assessing how to avoid common IP stumbling blocks for startups, including: selecting name, securing ownership of IP; the dangers associated with employment.
* Understand the basic aspects of major legal milestones for an early-stage technology venture, such as incorporation and financing.
* Gaining knowledge about the international treaties.

**COURSE CONTENTS:**

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| Unit No | Unit / Sub Unit | Sessions |
| I | **Startups – Legal compliances** : Introduction – Location of business – Regulatory and Tax considerations - Rules applicable for foreign investments in Indian companies - Company incorporation in India – Types of Companies, Documents, Incorporation steps – Financing - Venture capital, Angel Investments – Employee laws – The IT Act | 9 |
| II | **Leveraging IP:**  Intellectual Property Rights – Types – Acts - Patents – Patentability criteria – Patenting Process – Claims – Infringements – Copyright Basics - Terms of Copyright - Copyright in Literary, Dramatic and Musical ,Works, Sound Recording, Cinematograph Films, Copyright in Computer Programme, Author Special Rights, Right of Broadcasting and performers – Copyright Registration - Copyright Infringement. | 9 |
| III | **Trademarks:** Trademarks – Kinds of trademark - Registration of trademark - Infringement of trademark - Remedies for infringement and passing off – Trade secrets – Industrial Design Protection – kind of protection | 8 |
| IV | **Geographical Indications:** Types – Need for GI protection – Indian GI Act – Case studies.  **Traditional Knowledge:** Indigenous, medicinal, bio prospecting knowledge Examples. Need for protection, positive protection, defensive protection. | 8 |
| V | **International Treaties:** International Treaties for Patent - Paris Convention , Patent Cooperation Treaty (PCT) - Multilateral Agreements - Budapest Treaty , Madrid protocol , Hague Agreement, Convention of Biodiversity | 8 |

**EVALUATION**:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

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|  | Component | Weightage |
| A | Continuous Evaluation Component (Assignment/ Quiz/ Class participation/ presentation/ etc., | 20%(C.E.C) |
| B | Internal assessment | 30%(I.A) |
| C | End- Semester Examination | 50% (External assessment) |

**SUGGESTED READINGS:**

Text Books:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Sr. No | Author/s | Name of the Book | Publisher | Edition and Year |
| T-01 | N.S. Gopalakrishnan & T.G. Agitha | Principles of Intellectual Property | Eastern Book  Company, Lucknow | Latest |
| T-02 | P. Narayanan | Intellectual Property Law | Eastern Law House | Latest |
| T-03 | Watal,Jayashree | Intellectual Property Rights in the WTO and Developing Countries | Oxford University Press | Latest |

**Reference Books:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Sr. No | Author/s | Name of the Book | Publisher | Edition and Year |
| R-01 | Deborah, E.Bouchoux | Intellectual Property Rights | Cengage Learning | Latest |
| R-02 | Department for Promotion of Industry and Internal Trade. | The Startup Guidebook  The ultimate guide to starting a business in India | Startup India Hub  <https://www.startupindia.gov.in/>  content/sih/en/reources/knowledge-bank.html | 2021 |
| R-03 | William Cornish. | Cases and Materials on Intellectual Property | Eastern Book Co. | Latest |