

COURSE TITLE	IPR MANAGEMENT AND CONTACT DRAFTING IN IP
COURSE CODE	10IP01001
COURSE CREDITS	4

Objective:

- 1 To understand the process of converting Intellectual Property assets into commercial products and services.
- 2 To explore the various strategies and challenges in commercializing IP in the Indian context.
- 3 To analyze the strategies for effective management of Intellectual Property
- 4 To explore contemporary and emerging issues in the field of IPR management.
- 5 To understand the legal intricacies of IP contracts and agreements and develop skills in drafting contracts related to Intellectual Property

Course Outcomes: After completion of this course, student will be able to:

- 1 To comprehend the intricacies of transforming Intellectual Property into viable commercial products and services.
- 2 To develop an in-depth understanding of various strategies employed in the commercialization of Intellectual Property in the Indian context.
- 3 To understand the role of IP management in fostering innovation, protecting rights, and enhancing the value of intellectual assets.
- 4 To gain insights into contemporary and emerging issues within the field of Intellectual Property Rights management
- 5 To develop the ability to identify and address potential legal challenges in drafting the IPR contracts

Pre-requisite of course:N/A

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
3	1	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	COMMERCIALIZATION OF INTELLECTUAL PROPERTY Introduction to IP Commercialization- Definition and Role., Historical evolution of commercialization of Intellectual Property, Tools involved in Commercialization- Licensing and Franchising, Steps for commercializationMarket Analysis, IP Audit, IP Valuation, IP Commercialization and its challenges	10

Contents : Unit	Topics	Contact Hours
2	IPR MANAGEMENT STRATEGIES IPR Asset Identification and Valuation, IP Portfolio Management, Licensing and Technology Transfer, Enforcement of Intellectual Property Rights	10
3	EMERGING ISSUES IN IPR MANAGEMENT Digital Intellectual Property Rights, Open Source and Creative Commons Licensing, Genetic Resources and Biotechnology Patents, Artificial Intelligence and IPR, Ethical Considerations in IPR, Alternative Dispute Resolution and IPR	10
4	DRAFTING IP CONTRACTS Key Provisions in IP Contract, Types of IP Contracts- Licensing Agreements, Assignment Agreements, Non-Disclosure Agreements (NDAs), Joint Development Agreements, Drafting of Confidentiality and NDA, Drafting IP Licensing and Assignment Agreements and Outsourcing Agreements, Drafting of specifications, drawings and Claims. Drafting of Dispute Resolution Clauses, Rules under International Law	15
Total Hours		45

Suggested List of Experiments:

Contents : Unit	Topics	Contact Hours
1	ISSUES RELATED TO IPR MANAGEMENT AND CONTACT DRAFTING IN IP ISSUES RELATED TO IPR MANAGEMENT AND CONTACT DRAFTING IN IP	15
Total Hours		15

Textbook :

- 1 Intellectual Property: Law and Practice, P. Narayanan, 2nd , 2009

References:

- 1 . Intellectual Property, . Intellectual Property, Goldstein, P., Pearson, 2020

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
10.00	10.00	30.00	10.00	20.00	20.00

