



**MAHARASHTRA NATIONAL LAW UNIVERSITY**

**MUMBAI**

**DPIIT IPR CHAIR**

**AND**

**CENTRE FOR RESEARCH IN INTELLECTUAL PROPERTY**

**ONE WEEK ONLINE CERTIFICATE COURSE**

# **INTELLECTUAL PROPERTY ASSET MANAGEMENT**

**21 AUGUST - 27 AUGUST 2023**

**(2:30PM -5:00PM)\***



**PATRON  
PROF. (DR.) DILIP UKEY  
VICE CHANCELLOR  
MNU MUMBAI**



**CHIEF GUEST  
PROF. UNNAT P PANDIT  
CONTROLLER GENERAL OF  
PATENTS, DESIGNS AND TRADE  
MARKS**



**CO - PATRON  
PROF. (DR.) ANIL G VARIATH  
REGISTRAR  
MNU MUMBAI**



**COURSE DIRECTOR  
PROF. (DR.) GIGIMON V S  
CHAIR PROFESSOR  
DPIIT IPR CHAIR  
MNU MUMBAI**



**COURSE CO-DIRECTOR  
MR. SAJID SHEIKH  
ASSISTANT PROFESSOR  
COORDINATOR, CRIP  
MNU MUMBAI**



**COURSE COORDINATOR  
ADV. TEESTA HANS  
RESEARCH SCHOLAR  
DPIIT IPR CHAIR  
MNU MUMBAI**

**COURSE CONDUCTED EXCLUSIVELY BY  
INDUSTRY PROFESSIONALS**

**REGISTER HERE:**

**[HTTPS://FORMS.GLE/PY3M7GSK9M3VYQ5W8](https://forms.gle/py3m7gsk9m3vyq5w8)**

# ABOUT US

Maharashtra National Law University Mumbai is one of the premier National Law Universities in India to impart advanced legal education and promote society-oriented research in legal studies for the advancement of the societal life of the people in the country. The University offers BA. LL.B.(Hons.) five years integrated program, one year LL.M. program, LL.M. (Executive), LL.M (Investment and Security Laws) in association with National Institute of Securities Markets, SEBI, M.A. (Mediation and Conflict Resolution), Post Graduate Diploma Programmes, among others. MNLU Mumbai believes in the values enshrined in the Indian Constitution viz. Justice, Liberty, Equality, Fraternity, Secularism, Humanism etc., and makes all out efforts to inculcate them amongst its students, staff, and others to make this institution as not only centre of legal knowledge but also an inclusive centre of humanity.

Department for Promotion of Industries and Internal Trade (DPIIT), Ministry of Commerce and Industry, Government of India, launched a Scheme for Pedagogy & Research in IPRs for Holistic Education & Academia (SPRIHA) in the year 2016 under which IPR Chairs have been set up in select universities and academic institutes. This was in accordance with the National IPR Policy launched by the Government of India in 2016, which proclaims, as one of the objectives under section 7.2 as, “Strengthen IP Chairs in educational institutes of higher learning to provide quality teaching and research, develop teaching capacity and curricula and evaluate their work on performance-based criteria. MNLU Mumbai has been selected by the DPIIT as one of the 12 universities / organizations for setting up IPR Chairs in the country.

# COURSE OUTLINE

The Intellectual property (IP) Asset Management course is a comprehensive one-week online program designed to equip participants with the knowledge and skills necessary to effectively manage and leverage intellectual property assets. IP plays a vital role in today's knowledge-based economy and organizations need to develop strategies to protect and exploit their IP assets for competitive advantage.

In this course, participants will gain a deep understanding of the principles, strategies, and best practices involved in IP asset management. The Curriculum covers various aspects in order to provide a holistic view of IP asset management including its scope, protection framework, strategies to monitor and monetize IP along with IP audit and valuation. The speakers of this course have industry experience and expertise.

## DAY 1

Session 1: IPAM – Introduction, Significance and Scope

Session 2: Different Categories of IP and Relevant Rights

## DAY 2

Session 1 - Framework of IP Protection in India

Session 2 - Global IP protection

## DAY 3

Session 1 - Economic significance of IP in business and management (Case studies)

Session 2 - IP Infringement and possible remedies

## DAY 4

Session 1 - Strategies to monitor IP

Session 2 - Means of Exploitation of IP

## DAY 5

Session 1 - Monetization of IP

Session 2 - Due Diligence in IP and its Advantages

## DAY 6

Session 1 - IP Audit Framework

Session 2 - IP Valuation

## DAY 7

Examination and Feedback

# SPEAKERS:



**APARNA GAUR**

LEADER, IP, TECHNOLOGY, MEDIA, AND EDUCATION  
NISHIT DESAI ASSOCIATES



**MADHU REWARI**

PARTNER  
ANAND AND ANAND



**RAHUL BAGGA**

FOUNDER AND MANAGING DIRECTOR  
AUMIRAH



**KALPANA GARG**

PRESIDENT  
MAHARASHTRA STARTUP ECOSYSTEM AND INCUBATION  
COUNCIL



**SUNEET SABALE**

DIRECTOR  
BRAINIAC GLOBAL CONSULTING



**RODNEY RYDER**

PARTNER  
SCRIBOARD



**SHUCHI AGARRWAL**

MANAGING PARTNER  
IPNEETI



**SUBHASH BHUTORIA**

IP ATTORNEY



**SHALINI SITARAMAN MENEZES**

FOUNDER & DIRECTOR  
PATENTED.NETWORK

# COURSE DETAILS

The course aims to provide the candidates with an in-depth understanding of the different types of IPRs, their registration process, and their protection framework. It would train participants to assess the IP assets of a business and comprehend strategies for their monetization. The participants would be able to create a good system for Intellectual Property Asset Management.

## COURSE FEE

For Students - Rs. 1000/-

For Industry Professionals - Rs. 2000/-

Kindly make the payment and fill out the registration form.

**PAYMENT LINK:- [HTTPS://PAYTM.ME/X-8UZ90](https://paytm.me/x-8uz90)**

**REGISTRATION LINK:- [HTTPS://FORMS.GLE/PY3M7GSK9M3VYQ5W8](https://forms.gle/PY3M7GSK9M3VYQ5W8)**

\*Fee once paid is not refundable under any circumstances, and part payment of fees is not acceptable.

## CONTACT

**Adv. (Ms.) Teesta Hans**

**+91-9769811807**

**DPIIT IPR Chair Coordinator**

**MNLU Mumbai**

**[teesta.hans@mnlumumbai.edu.in](mailto:teesta.hans@mnlumumbai.edu.in)**

**DPIIT IPR Chair**

**Maharashtra National Law University Mumbai**

**2nd and 6th Floor, MTNL Building,**

**Technology St, Hiranandani**

**Gardens, Powai, Mumbai - 400076**

**Maharashtra, India**

**Email: [iprchair@mnlumumbai.edu.in](mailto:iprchair@mnlumumbai.edu.in)**