



Gujarat Technological University

Invites Application for Admission in 3rd Batch of
Six (6) Month Certification Course of

“IP Valuation and Management”

(Online Program) (2020-2021 Batch)

Batch starts from 10th October 2020

Last Date to apply 25th September 2020

Reference: GTU/GIC/IPR/2020/0065/6492

Date: 20.08.2020

Introduction about the Course

Intellectual property right (IPR) and in particular Patent is playing a key role in the current Knowledge based economy of any country. Changes in the global economic environment and development of information technology have influenced the development of innovative business models, like Merger & Acquisition (M&A), Business tie ups, Brand equitation, Outsourcing of technology, Licensing of technology, E-commerce and like. In all these newer business models, it is very important to quantify the intangible assets owned by the company entering into such type of new business models.

Henceforth it is important for all Directors, Strategic managers, Chartered accountants (CA), Business Development Executives, Financial institution officers (Bank officers), Private consultants, Technology transfer officials, Angle investors, Venture Capitalists, Manager of Start-up Incubators, Government officials dealing with industrial promotional activities to understand about different forms of Intellectual Property Rights (IPR) like Patent, Design, Trademark, Copyright etc. and to understand how to do valuation of intangible assets protected by means of different forms of IPR. This will help them to enter into innovative business models as mentioned above.

Under the visionary leadership of **Honb. Prof. (Dr.) Navin Sheth**, Vice Chancellor, GTU has successfully organized nearly 80 workshops and various activities for IPR awareness by organizing faculty workshops and student workshops on various themes viz. “Patenting in Engineering”, “Patenting in Pharmaceuticals”, “Patent Search Methodology”, “PSAR”, “Patent Clinic” “PSTL” and “PDE” for GTU affiliated colleges since from September 2011. Due to these efforts, within 5 years’ time period **more than 400 Patents have been filed** by GTU affiliated college students and faculty of Engineering and Pharmacy discipline. The credit goes to the students, faculty and all the stake holder of research and innovation, who have actively engaged in the promotion of IPR and innovations. Further, to increase the skilled human resource that are not only technically sound but also having in-depth knowledge of IPR and patents, GTU has launched “Post Graduate Diploma in IPR” course since September 2014.

*Further, to increase the skilled human resource that are not only technically sound but also having in-depth knowledge of IP Valuation and Management, First batch and second batch completed their course in 2016 and 2018 respectively, which received a huge response from participants. Admission for 3rd Batch of “**IP Valuation and Management**” (2020-2021) has been started.*

Overview of the Course

- Overview about intangible assets and their protection
- Indian and International Patent system
- Qualitative and Quantitative characteristics of the IP.
- Valuation Basics
- IP Valuation Methods and Approaches
- Earnings capacity and profitability relating to the IP.
- Product life cycles and positioning.
- IP Portfolio & its management
- Intellectual Property and Commercialization

Unique Features of This Course

- Off campus and online mode Program (Candidates can take up this course with his/ her ongoing study or job)
- 72 hours of contact classes (This is highest among all such kind of program)
- IP valuation and Management combine programme (This is 1st time offered comprehensive programme)
- Video recorded session will be available to revision purpose
- Case study based learning (Each module will be supplemented with case study)
- Faculty from GTU, reputed law firms, IPR/TT cells of Industry, Patent Officers, reputed and Foreign Experts will conduct the contact classes (This is to get diversified pull of expertise)

Planner for Certificate Course in IP Valuation & Management (2020 – 2021 Batch)

| Module I | Introduction to IPR & Patents |
|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.1 | <p><i>Understanding of Intellectual Property Rights</i></p> <ul style="list-style-type: none"> • Introduction of IPR • An Overview of the IPR Regime • Patent, Trademark, Copyright, Industrial design, GI, Trade secret • History of Patent Protection • Case study/Practice |
| 1.2 | <p><i>International IP system</i></p> <ul style="list-style-type: none"> • Rationale behind Patent System • WTO, TRIPS and WIPO • WTO-TRIPS – Key effect on Indian Legislation • WIPO-PCT • Case study/Practice |
| 1.3 | <p><i>Definition and Content of Indian Patent System</i></p> <ul style="list-style-type: none"> • Organization of Patent System in India • Subject matters patentable in India • Non patentable subject matters in India • Important sections of Indian Patent Act • Case study/Practice |
| Module II | IP Valuation |
| 2.1 | <p><i>Intellectual property valuation</i></p> <ul style="list-style-type: none"> • Introduction and an overview • Economic perspectives • Due diligence and why valuation is required • Fundamentals on Infringements, calculating damages, M&As, Royalty rates etc |
| 2.2 | <p><i>Valuation methods</i></p> <ul style="list-style-type: none"> • The market approach • The cost approach • Income approach • Comparative analysis approach |
| 2.3 | <p><i>Case study/Practice</i></p> |
| Module III | IP Management |
| 3.1 | <p><i>IPR Portfolio & its management</i></p> <ul style="list-style-type: none"> • Introduction and an Overview • IP risk and compliance management • How to manage IP portfolios, cost and effectiveness |
| 3.2 | <p><i>Commercialization and Monetization of Intellectual Property</i></p> <ul style="list-style-type: none"> • Technology Transfer • Technology licensing and outsourcing • IP Value and Finance • Merger and Acquisition • Outsourcing of technology • Patent Pooling and trolling • IP Analytics |

| | |
|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 3.3 | <i>Intellectual Asset Management</i> <ul style="list-style-type: none"> • Identification of Intellectual assets • Management of Intellectual Assets • Evaluation of IP assets • Monetization of IP assets and Models for Monetization |
| 3.4 | <i>Negotiating IP Contracts</i> <ul style="list-style-type: none"> • Structure of IP contracts • Key components of IP contracts • How to draft and negotiate IP contract • Negotiation of IP contracts |
| 3.5 | <i>Case study/Practice</i> |

RESOURCE PERSONS

- **Prof. Heinz Goddar**, German Patent Attorney, Munich, Germany
- **Shri S. Chandrasekaran**, Ex-CGPDTM, Gov. of India, Chennai
- **Dr. Unnat Pandit**, OSD, Minister of Commerce & Industry, New Delhi
- **Mr. Ashish Gupta**, Registered Indian & US Patent Agent and Attorney, Mumbai
- **Shri Padmin Buch**, Senior Faculty, Head (IPR), EDI, Ahmedabad
- **Dr. Alpesh Pathak**, VP & Global IP Head, Intas Pharmaceuticals, Ahmedabad
- **Mr. Subhadip Sarkar**, Senior Director-IP, Cognizant, Bangalore
- **Mr. K. Pradeep**, MD, Prodyovidhi, Indore
- **Mr. Tushar Surti**, Marketing Head (India), Gridlogics Ltd, Pune
- **Prof. Manishkumar Gupta**, JNV University, Jodhpur
- **Mr. Anil Pandey**, Head (IPR), CII, Western Region, Ahmedabad
- **Dr. Rajesh Acharya**, MD, H. K. Acharya & Co., Ahmedabad
- **Mr. Vinaykumar Pandya**, Patent & TM Attorney, Ahmedabad
- **Mr. Harpritsingh Banker**, Patent & TM Attorney, Ahmedabad
- **Dr. Manish A. Rachchh**, Associate Professor & Registered Patent Agent, GTU
- **Mr. Amit Patel**, Assistant Professor (IPR), GTU
- **Dr. Shailesh Jain**, Registered Patent Agent

(Above is brief list only, apart from them also other distinguished faculties are coming to conduct online contact classes)

Who should join?

- Students / faculty from M. Pharma, M. Engineering, MBA or MCA or LLB/LLM Discipline
- IP Professionals / Legal Professionals / Marketing Consultants
- Directors / CEO / CFO / COO
- Strategic Business Managers / Business Development Officers
- Start-Up Incubator Managers
- Angel investors/ Venture capitalists
- Bankers / Government officials for Industrial promotion
- Chartered Accountant (CA) / Company Secretary (CS)

Gujarat Technological University, Ahmedabad

Contact: GTU IPR Cell on Email: ipfc@gtu.edu.in

Tel: (O) 079-23267547. IPVM website: <http://www.gtuipr.gtu.ac.in/frmIPValManage.aspx>

Program Structure

| Name of Course | Duration | Mode of study |
|-------------------------------------------------------|---------------------------------------------------------------------------------|---------------|
| Certification course on "IP Valuation and Management" | 6 month 2 days per month (Usually Saturday & Sunday) (Total 12 contact days) | Online |

Eligibility and Fees

| Category | Eligibility Criteria | Fees (INR) | # Fees (USD) |
|---------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|------------------------------|
| Student | Student currently pursuing Master/LLB/ PhD in any discipline (Science/Technical/Commerce/Arts) OR Student currently pursuing CA/CS exam and having graduation degree from any recognized University. | 18,000 ₹ | 1000 \$ (* 300 \$) |
| Faculty | Faculty member from any recognized College/Institute OR University | 21,000 ₹ | 1500 \$ (* 500 \$) |
| Any working Professional | Any working professional OR person possessing graduation degree from any recognized University. | 25,000 ₹ | 2000 \$ (* 700 \$) |

Applicable to foreign national participants

* Applicable to foreign national participants from university who have signed MoU with GTU.

Important Dates

| | |
|-------------------------------------------|-----------------------------------------------|
| Forms available from: | 1st September 2020, Tuesday |
| Last date for submission of forms: | 25th September 2020, Friday |
| Commencement of Course: | 10th October 2020, Saturday |

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How to Apply?

Candidate has to fill up the **application form** and send the form with necessary documents along with payment challan Fees (as per your category) using SBI online to below mentioned address with subject on the cover “**Application for Certification course on IP Valuation and Management**”.

Application Form:

https://s3-ap-southeast-1.amazonaws.com/gtusitecirculars/uploads/IPVM_Form_Updated_431956.docx

To, The Registrar, Gujarat Technological University, Nr. Vishwakarma Government Engineering College Nr. Visat Three Roads, Visat-Gandhinagar Highway Chandkheda, Ahmedabad – 382424 – Gujarat

For payment refer below mentioned guideline document:

<http://gtu.ac.in/ImpCircular/SBIPayment%20Instructions.pdf>

NOTE: While making payment through SBI online payment gateway, select option as “**IPVM COURSE FEE**” under Select Payment Category.

For Further Inquiry

For detail about syllabus, teaching pattern, exam pattern and like, please see website of **IPVM** course <http://www.gtuipr.gtu.ac.in/frmIPValManage.aspx>

For any query, kindly contact (during office hours):

GTU IPR Cell on ipfc@gtu.edu.in OR 079-23267547

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Registrar, GTU

Gujarat Technological University, Ahmedabad

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