

DEPARTMENT OF COMMERCE						
I V S e m e s t e r	#	Course Title	Duration	Course Type	Session	Credits
		1	Intellectual Property Management	45 Hours	OE	4 Hours a Week

Course Objective:	<ul style="list-style-type: none"> ● To provide students with an understanding of intellectual property rights ● To analyse the impact of intellectual property management on business 		
Course Outcomes:			
CO1	Understand the types of intellectual property rights.		
CO2	Examine the international registration protocols.		
CO3	Analyse the implications of IPM on economics.		
CO4	Apply and evaluate IPM strategies.		
Reference Books:			
#	Title	Author/s	Publisher
1	Business Law	ND Kapoor	Sultan Chand & Sons
2	Business Law	Aswathappa. K & Ramachandra	Himalaya Publishing
3	Business Law	Tulsian	McGraw Hill India

Unit	Title	Hours	Contents
1	Introduction to Intellectual Property Rights	10	Concept of IPR – Types Patent, Copyright, Related Rights, Trademarks, Industrial Design, Geographic Indicator, New Plant Variety Protection. Importance of IP as an asset.
2	Introduction to Intellectual Property Management	10	Concept of IPM - Need for IPM – Role of legal practitioners and managers in IPM. Overview of International Registration – The Madrid System, The Hague System, The Lisbon Agreement, Patent Cooperation Treaty (PCT).
3	Economic Perspectives on IPM	8	IP a tool for economic development - Economic rationale for IP Protection – Creating value from IPRs: Practicing, licensing, cross licensing, litigation and deterring. Use of IP as collateral and in exchanges. Economic consequences arising from neglect of intellectual Property.
4	Strategy for Intellectual Property Management	12	IP strategy and value creation – Creation of exclusivity and defence against attacks by other companies - Internal IP Strategy – IP Audit, IP Policy, IP Protection and Maintenance - External Strategy – IP Enforcement, Enhance Competitiveness, Public Policy Issues. Open Source – Open initiatives: “Creative Commons, .Attribution, .Share Alike, .Non Commercial, .No Derivative Works - Advantages and disadvantages of open source licensing model – Copyleft – Open source criteria – Types of open source licenses – Open source challenges.