



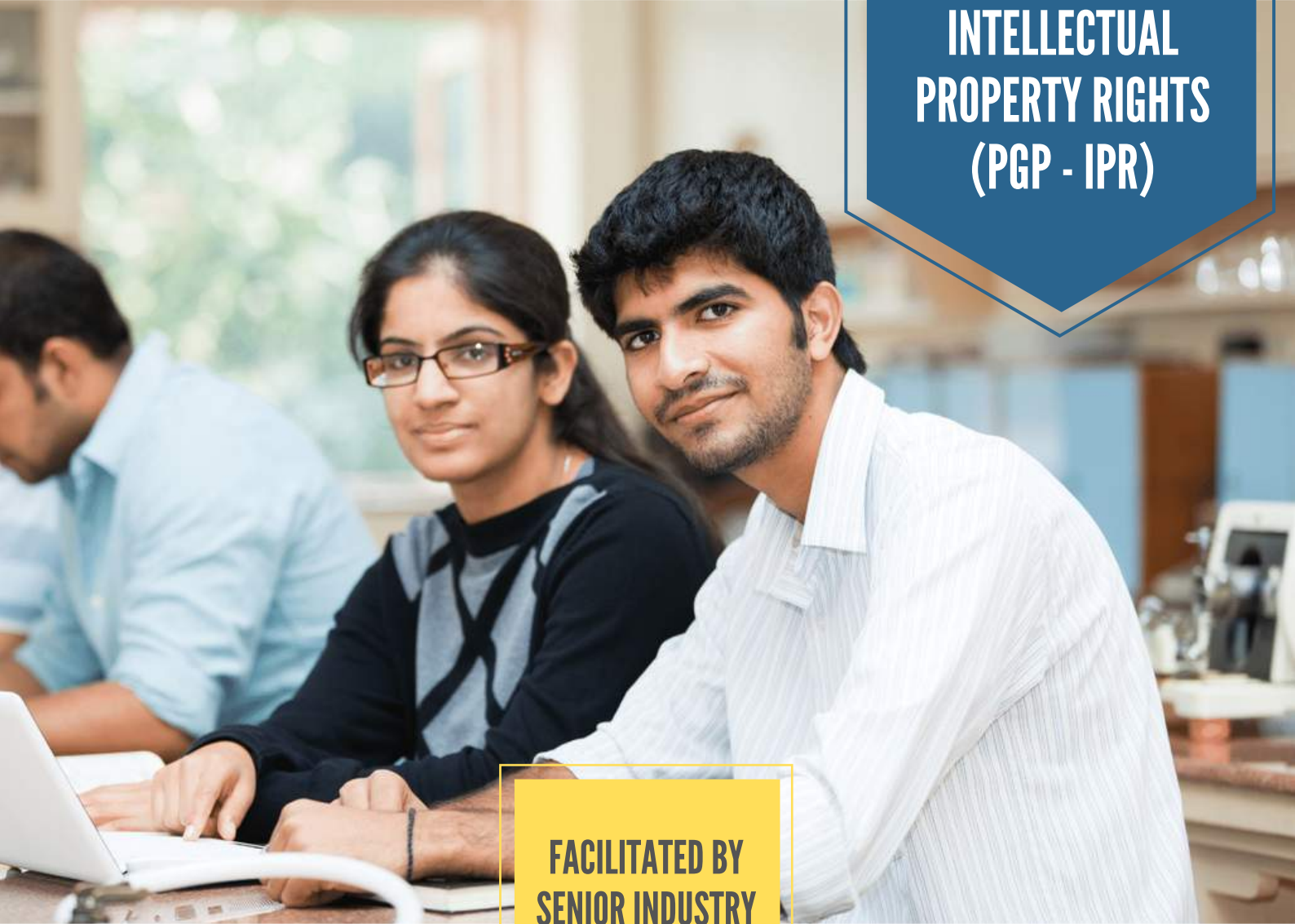
**MALAD KANDIVLI EDUCATION SOCIETY'S**

**INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH**

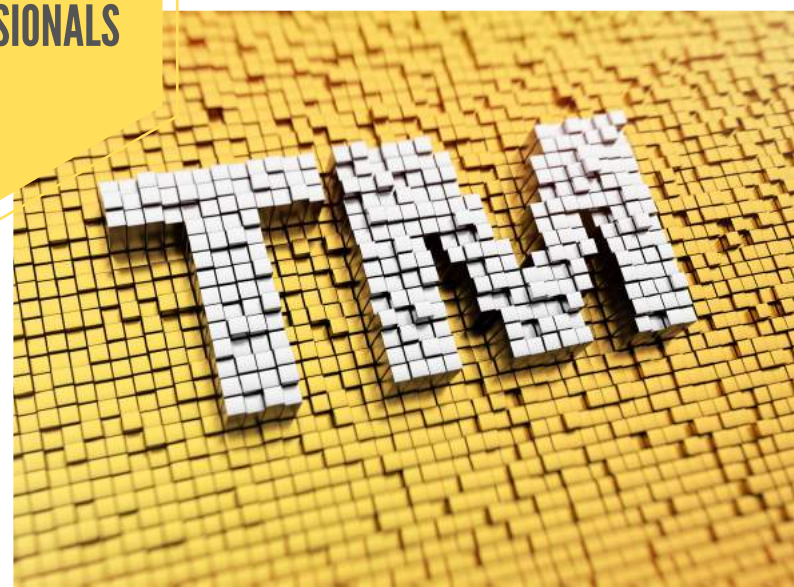
**www.mkesimsr.in | ph: 7304900787 | e-mail: mkesimsr@nkc.ac.in**

**LEVERAGING POTENTIAL THROUGH  
CONTINUOUS LEARNING**

**POST GRADUATE  
PROGRAMME IN  
INTELLECTUAL  
PROPERTY RIGHTS  
(PGP - IPR)**



**FACILITATED BY  
SENIOR INDUSTRY  
PROFESSIONALS**



# WHY US?

- ONE TO ONE MENTORING BY INDUSTRY EXPERTS AND FACULTY
- INDUSTRY FOCUSED PROGRAMME CONDUCTED BY SENIOR WORKING PROFESSIONALS
- LEADERSHIP LAB FOR HOLISTIC DEVELOPMENT
- PLACEMENT COUNSELLING



**6 MONTHS' WEEKEND PROGRAMME**



**150+ HOURS OF CONTACT**



**SELF PACED EXPERIENTIAL LEARNING**



**FROM NOVICE TO EXPERT IN JUST 6 MONTHS**

**PROGRAMME DETAILS**

**LOCATION** ➤ **MUMBAI CAMPUS**

**INTAKE** ➤ **20 PARTICIPANTS (MAX)**

**FEES** ➤ **1.20 LACS<sup>\*</sup> + 18% GST**

**CLICK HERE TO APPLY**

**OR**

**FOR ENQUIRIES  
CALL ON 7304900787**

\* Registration Fee on confirmation to block seat – Rs. 45,000/- rest of the amount to be paid in 3 (Three) equal instalments of Rs. 25,000/- each.





## WHY PGP - IPR PROGRAMME

Innovation has been the barometer of social progress. Innovation has also led to new scope and services and new markets to these products and services. Preserved markets for protected goods and services have projected Intellectual Property Rights (IPRs) as the fulcrum of globalization.

IPRs are not merely rights but valuable assets that determine the rank and competitiveness of nations and corporate organizations in the global knowledge economy.

Thus, Intellectual Property is an important and an effective policy instrument relevant to a wide range of socio-economic, technological and political concerns and IP education is promoted by the policy makers.

In order to cater to the needs of the stakeholders of knowledge economy the PGP in Intellectual Property Rights is designed for those interested in pursuing a career in IPR, which opens opportunities in the fields of IP Analysts, IP Attorneys, IP Consultants, IP Managers and the like.

## PROGRAMME DESIGNED FOR FUTURE LEADERS

We welcome applications from graduates in any stream with at least 50 % marks and candidates with Law Degree and work experience preferred.

As a way of sharing your personal vision, please prepare a written statement of purpose that describes why you are interested in a career in IPR; your specific interests in the academic programmes of MKES-IMSR, and how earning a PGP in IPR will contribute to you in achieving your professional goals.

## WHO SHOULD APPLY



## PROGRAMME CONTENT

### MODULE 1: GENERAL REGIME OF INTELLECTUAL PROPERTY RIGHTS

#### 1. CONCEPT OF PROPERTY VIS-À-VIS INTELLECTUAL PROPERTY

- Concept of Property and Theories of Property - An Overview.
- Theories of Intellectual Property Rights.
- Intellectual Property as an Instrument of Development
- Need for Protecting Intellectual Property- Policy Consideration- National Perspectives and International demands.

#### 2. TYPES OF INTELLECTUAL PROPERTY- ORIGIN AND DEVELOPMENT- AN OVERVIEW.

#### 3. INTELLECTUAL PROPERTY RIGHTS AS HUMAN RIGHT.

#### 4. ROLE OF INTERNATIONAL INSTITUTIONS

- World Intellectual Property Organisation (WIPO)
- Function of WIPO
- Membership of WIPO
- Agreement between the WIPO and the WTO
- Dispute Settlement- New Treaties

#### 5. COMMERCIALISATION OF INTELLECTUAL PROPERTY RIGHTS BY LICENSING

#### 6. DETERMINING FINANCIAL VALUE OF INTELLECTUAL PROPERTY RIGHTS.

#### 7. NEGOTIATING PAYMENTS TERMS IN INTELLECTUAL PROPERTY TRANSACTION

#### 8. INTELLECTUAL PROPERTY RIGHTS IN THE CYBER WORLD

# Curriculum





## PROGRAMME CONTENT

### MODULE 2: PATENT LAW

#### 1. PATENTS

- Concept of Patent
- Product / Process Patents & Terminology
- Duration of Patents- Law and Policy Consideration Elements of Patentability, Novelty and Non-Obviousness (Inventive Steps and Industrial Application, Non- Patentable Subject Matter)
- Procedure for Filing of Patent Application and types of Applications
- Procedure for Opposition,
- Revocation of Patents
- Ownership and Maintenance of Patents
- Assignment and licensing of Patents
- Working of Patents- Compulsory Licensing
- Patent Agent- Qualification and Registration Procedure

#### 2. PATENT DATABASES & PATENT INFORMATION SYSTEM

- Patent Offices in India
- Importance of Patent Information in Business Development
- Patent search through Internet, Patent Databases

#### 3. PREPARATION OF PATENT DOCUMENTS

- Lab Notebooks/Log Books/Record Books
- Methods of Invention Disclosures
- Patent Application and its Contents
- Writing of the Patent Document

# Curriculum





## PROGRAMME CONTENT

### 4. PROCESS FOR EXAMINATION OF PATENT APPLICATION

- Publication of Patent Applications
- Request for Examination
- Process for Examination & Prosecution
- Reissue & Reexamination

### 5. PATENT INFRINGEMENT

- Literal Infringement
- Doctrine of Equivalence and Doctrine of Colorable Variation
- Contributory Infringement
- Defenses to Infringement including Experimental Use, Inequitable Conduct, Patent Misuse
- Legal Aspects (Act, Rules, Procedures)

### 6. RECENT DEVELOPMENTS IN PATENT SYSTEM

- Software and Business Method Patenting in India & other Jurisdiction
- Patentable Inventions with Special Reference to Biotechnology Products entailing Creation of New Forms of Life

### **MODULE 3: COPYRIGHT**

- Nature of Copyright
- Works in which Copyrights subsist
- Author & Ownership of Copyright
- Rights Conferred by Copyright
- Assignment, Transmission, Licensing of Copyrights
- Infringement of Copyrights
- Remedies & Actions for Infringement of Copyrights
- Copyright Societies, Office, Board, Registration of Copyrights & Appeals

# Curriculum



## PROGRAMME CONTENT

### MODULE 3: COPYRIGHT CONTD..

- International Conventions
- Copyright pertaining to Software/Internet and other Digital media
- Remedies, especially, possibility of Anton Pillar Injunctive Relief in India

### MODULE 4: TRADEMARKS

- Introduction to Trademarks
- Need for Protection of Trademarks
- Kinds of Trademarks
- International Legal Instruments on Trademarks
- Indian Trademarks Law
- The Trade and Merchandise Marks Act, 1958
- Trademarks Act, 1999
- Procedural Requirements of Protection of Trademarks
- Content of the Rights, Exhaustion of Rights
- Assignment under Licensing
- Infringement, Right of Goodwill, Passing Off
- Domain Names and Effects of New Technology (Internet)
- WIPO Internet Domain Name Process
- Industrial Designs
  - What is a Registrable Design
  - What is not a Design
  - Novelty & Originality
  - Procedure for Registration of Designs
  - Copyright under Design
  - Assignment, Transmission, Licenses
  - Procedure for Cancellation of Design
  - Infringement
  - Remedies

# Curriculum





# TRADEMARK

## PROGRAMME CONTENT

### MODULE 5:

#### 1. GEOGRAPHICAL INDICATIONS

- Meaning and Nature
- Who are entitled for registration
- Conditions & Procedure for Registration
- Offences and Penalties

#### 2. LAYOUT - DESIGNS OF INTEGRATED CIRCUITS

- The Semiconductor Integrated Circuits Layout-Design Act, 2000
- Conditions and Procedure for Registration
- Duration and Effect of Registration
- Assignment and Transmission

#### 3. THE PROTECTION OF PLANT VARIETIES AND FARMERS RIGHTS

- The Protection of Plant Varieties and Farmer's Rights Act, 2001.
- Protection of Plant Varieties and Farmers' Rights, Authority and Registry
- Registration of Plant Varieties and Essentially derived variety
- Duration, Effect of Registration and Benefit Sharing
- Surrender and revocation of Certificate
- Farmers' Rights
- Plant Varieties Protection Appellate Tribunal
- Infringement, Offences, Penalties and Procedure

# Curriculum





## PROGRAMME CONTENT

### MODULE 6:

#### 1. PROTECTION OF TRADE SECRETS

#### 2. KEY BUSINESS CONCERNS IN COMMERCIALIZING INTELLECTUAL PROPERTY RIGHTS

- Competition and Confidentiality Issues, Antitrust Laws
- Assignment of Intellectual Property Rights
- Technology Transfer Agreements
- Intellectual Property Issues in the Sale of Business
- Care & Maintenance of Confidential Information
- Legal Auditing of Intellectual Property
- Due Diligence of Intellectual Property Rights in a Corporate Transaction Management and Valuation of Intellectual Property

# Curriculum

# PEDAGOGY

The emphasis of the programme will be on developing Attitude, Skills & Knowledge (ASK) leading to ability of the candidate to apply learnings to business settings.

To achieve the above, PGP-IPR programme will comprise of a set of courses aimed at developing an inquisitive and analytical mind, which proactively seeks the right knowledge, appropriate skills and attitude necessary for business.

The pedagogical approach followed will be based largely on 'Learning by Doing' and using 'Business as Lab'. The experiential nature of the programme will involve four stages:

1. Learn the theoretical frameworks and models in the class based on the following 4x3 architecture:

	BUSINESS	FAMILY	SELF	SOCIETY
ATTITUDE	<b>PARTICIPANT</b>			
SKILLS				
KNOWLEDGE				

2. Examine and reflect on the application of such frameworks under a wide variety of settings.
3. Make wider sense of such attitudes, skills and knowledge as applicable to business.
4. Learn and share the new knowledge to consolidate such learnings and add to the repertoire of knowledge for managing businesses effectively.

## GROUP PROJECTS

Student groups will be asked to complete a series of group projects that would enable them to apply their analytical and critical thinking abilities to solve complex business problems.

Thus, the programme will be conducted by a combination of lectures, class discussions, and case studies. Participants are advised to read the relevant material before sessions to enhance their class participation and understanding.



# LEVERAGING POTENTIAL THROUGH CONTINUOUS LEARNING



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