

**Planner for GTU Certificate Course in  
IP Valuation & Management (IPVM)  
(2017-2018 Batch)**

Module	Topic	No. of Days	Proposed Date
<b>Module I</b>	<b>Introduction to IPR &amp; Patents</b>	<b>3</b>	
<b>1.1</b>	<p><b><i>Understanding of Intellectual Property Rights</i></b></p> <ul style="list-style-type: none"> <li>• Introduction of IPR</li> <li>• An Overview of the IPR Regime</li> <li>• Patent, Trademark, Copyright, Industrial design, GI, Trade secret</li> <li>• History of Patent Protection</li> </ul> <p>Case study/Practice</p>	1	<b>11<sup>th</sup> November 2017, Saturday</b>
<b>1.2</b>	<p><b><i>International IP system</i></b></p> <ul style="list-style-type: none"> <li>• Rationale behind Patent System</li> <li>• WTO, TRIPS and WIPO</li> <li>• WTO-TRIPS – Key effect on Indian Legislation</li> <li>• WIPO-PCT</li> </ul> <p>Case study/Practice</p>	1	<b>12th November 2017, Sunday</b>
<b>1.3</b>	<p><b><i>Definition and Content of Indian Patent System</i></b></p> <ul style="list-style-type: none"> <li>• Organization of Patent System in India</li> <li>• Subject matters patentable in India</li> <li>• Non patentable subject matters in India</li> <li>• Important sections of Indian Patent Act</li> </ul> <p>Case study/Practice</p>	1	<b>09th December 2017, Saturday</b>
<b>Module II</b>	<b>IP Valuation</b>	<b>3</b>	
<b>2.1</b>	<p><b><i>Intellectual property valuation</i></b></p> <ul style="list-style-type: none"> <li>• Introduction and an overview</li> <li>• Economic perspectives</li> <li>• Due diligence and why valuation is required</li> <li>• Fundamentals on Infringements, calculating damages, M&amp;As, Royalty rates etc</li> </ul>	1	<b>10th December 2017, Sunday</b>
<b>2.2</b>	<p><b><i>Valuation methods</i></b></p> <ul style="list-style-type: none"> <li>• The market approach</li> <li>• The cost approach</li> <li>• Income approach</li> <li>• Comparative analysis approach</li> </ul>	1	<b>20th January 2018, Saturday</b>
<b>2.3</b>	<b><i>Case study/Practice</i></b>	1	<b>21st January 2018, Sunday</b>

<b>Module III</b>	<b>IP Management</b>	<b>6</b>	
<b>3.1</b>	<b><i>IPR Portfolio &amp; its management</i></b> <ul style="list-style-type: none"> <li>• Introduction and an Overview</li> <li>• IP risk and compliance management</li> <li>• How to manage IP portfolios, cost and effectiveness</li> </ul>	1	<b>10<sup>th</sup> February 2018, Saturday</b>
<b>3.2</b>	<b><i>Commercialization and Monetization of Intellectual Property</i></b> <ul style="list-style-type: none"> <li>• Technology Transfer</li> <li>• Technology licensing and outsourcing</li> <li>• IP Value and Finance</li> <li>• Merger and Acquisition</li> <li>• Outsourcing of technology</li> <li>• Patent Pooling and trolling</li> <li>• IP Analytics</li> </ul>	2	<b>11<sup>th</sup> February 2018, Sunday</b>
<b>3.3</b>	<b><i>Intellectual Asset Management</i></b> <ul style="list-style-type: none"> <li>• Identification of Intellectual assets</li> <li>• Management of Intellectual Assets</li> <li>• Evaluation of IP assets</li> <li>• Monetization of IP assets and Models for Monetization</li> </ul>	1	<b>10<sup>th</sup> March 2018, Saturday</b>
<b>3.4</b>	<b><i>Negotiating IP Contracts</i></b> <ul style="list-style-type: none"> <li>• Structure of IP contracts</li> <li>• Key components of IP contracts</li> <li>• How to draft and negotiate IP contract</li> <li>• Negotiation of IP contracts</li> </ul>	1	<b>11<sup>th</sup> March 2018, Sunday</b>
<b>3.5</b>	<b><i>Case study/Practice</i></b>	1	<b>14<sup>th</sup> April 2018, Saturday</b>

(\*NB: Above dates are proposed dates and may get changed by University in some un-avoidable circumstances. Participants will be notified about any such changes in schedule of contact classes by e-mail and or by SMS. ).

## Teaching Methods

### *1. Reading Materials - Print form*

The students will be provided printed modules of materials prepared by GTU. The Modules are prepared by subject experts and will cover the detailed syllabi, suggested readings of books and titles.

### *2. Contact Classes*

GTU will organize 2 days contact classes once in a month preferably on Saturday & Sunday. IPR Faculty from GTU as well as experts of IPR from other institutes and corporate will conduct the classes. The same classes will also be live telecasted for the students who cannot participate in the physical classes.

### *3. Web support*

The modules will also be available on the website. The web site will have periodic updates and will have guest columns from the subject experts. The website will be on a password basis free of cost to the enrolled candidates. The learners can interact with subject guides through e-mail. The recorded sessions of the classes will remain available to all users for further reference work during the programme.

**-s/d-**

**Registrar, GTU**