



Gujarat Technological University

Invites Application for Admission in 2nd Batch of
Six (6) Month Certification Course of

“IP Valuation and Management”

(online and offline program) (2017-2018 Batch)

Batch starts from 11th November 2017

Last Date to apply 25th October 2017

Reference: GTU/GIC/IPR/2017/0017/6918

Date: 20.09.2017

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, Angel 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 350 Patents have been filed** by GTU affiliated college students and faculty of

Gujarat Technological University, Ahmedabad

Contact: Mr. Amit Patel, Assistant Professor, GTU on Email: ipr_projectofficer@gtu.edu.in

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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 completed their course in 2016, which received a huge response from participants. Admission for 2nd Batch of “IP Valuation and Management” (2017-2018) 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)

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Planner for Certificate Course in IP Valuation & Management (2017 – 2018 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	<i>Case study/Practice</i>
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. Harpitsingh 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 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)

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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)	Offline and 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:	01st August 2017, Tuesday
Last date for submission of forms:	25th October 2017, Wednesday
Commencement of Course:	11th November 2017, 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”**.

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):

Mr. Amit Patel, Assistant Professor (IPR/Patent), GTU on ipr_projectofficer@gtu.edu.in OR 079-23267537 / 9898801467

You can also contact during office hours on mentioned contact numbers.

-s/d-
Registrar, GTU

Gujarat Technological University, Ahmedabad

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