



Educational Institution Level IP Awareness Program

A joint initiative by Intellectual Property office India (IPO) & ASSOCHAM

Organized by ASSOCHAM for PUNE UNIVERSITY

(Thursday) 5th September, 2013

Venue: PUMBA (Pune University MBA) Conference Hall, University of Pune.

The Associated Chamber of Commerce and Industry of India

“Educational Institution Level IP Awareness Program”

A joint initiative by Intellectual Property office India (IPO) & ASSOCHAM

(Organized by ASSOCHAM for PUNE UNIVERSITY), on Thursday 5th September, 2013 at Pune

A **One day (5th Sep, 2013)** Educational Institution Level IP Awareness Program was held at PUNE by ASSOCHAM in Association with Intellectual Property Office, Mumbai which was designed with topics covering various aspects of intellectual Property rights including IPR and Business Competitiveness, Patents, Trademarks and Copyrights, in order to offer a comprehensive an up-to-date knowledge to all the participants.



Shri Chaitanya Prasad, IAS.
Controller General of Patents, Designs & Trade Marks,
Lighting the lamp at the programme



A view of the Audience

Speaking in the inaugural session, **Shri Chaitanya Prasad, IAS. Controller General of Patents, Designs & Trade Marks**, made an overview of patent, design and IPR in totality and called upon the delegates to make themselves aware of the benefits of filing applications for patents and industrial design with IP office and making a commercial use of it.

He also said that Indian universities are lagging behind in filing patents for innovation as focus is more on publishing research papers than going for patenting innovation.

If we look at the patent filing trend from Indian universities, we see that between 2006-11, Amity University had maximum patent applications with 130, followed by IIT-Bombay 109 and IIT Kharagpur 102. In US, one university files over 300 patent applications," He said.

He Said, we need a national policy for strengthening the IP concept in the country, which is currently not there. This is more a sociological problem. Since childhood we are not allowed to question. This is the reason why innovative ideas do not get encouraged as inquisitiveness is not encouraged. An inquisitive mind is the basis for innovation," he said

He urged the universities to reward patent work in way of promotions and increments. He also said that Pune should be the place where more intellectual property should be getting generated.

"India's trademark registration is fifth in the world, which is a good thing that has happened. In Asia, India is second highest in terms of trademark registration after China. Registering one's own trademark is a very important step as it is the identity of the company," he said.

Mr. Rakesh Kumar, Deputy Controller of Patents & Designs, Patent Office, Mumbai made an overview of Patents, its types and its examples along with interesting court cases. He also explained the procedure to get a patent in India and emphasized upon as to how to translate research into patent.



The universities are still focused on publishing their innovation in research journals, as number of papers published act as a benchmark for academic performance index. And any innovation that gets published before acceptance of patent application gets rejected for patenting. One should go for patenting and then publish the details,” he said.

Mr. N. R. Meena, Assistant Controller of Patents & Designs, Department of Industrial Policy and Promotions, Ministry of Commerce and Industry, GOI, New Delhi made an overview of Design, registration, procedures & practices and explained the technicalities of “The Design Act 1911”, salient features of the design (amendment) Rules 2008 and filing of application etc. to the delegates and called upon ASSOCHAM to extend the FREE Counseling facilities to the applicant who want to file their applications for patent & design.



Mr. R. K. Bhasin (Joint Director, ASSOCHAM) assured the audience that all the four Attorneys who addressed them have volunteered to extend the counseling facility absolutely FREE till 30th September 2013 to anyone attending this conference.

Mr. D. P. Vaidya, Director, Lakshmi Kumaran and Sridharan made an overview of IP & IPR, IP Protections in India and illustrated it with latest cases in order to make all the delegates aware about the current scenario.



He also presented some of the success stories of the companies such as: *Bajaj- Twin Spark Plug Engine* , *Hind Mosaic vs Sahajanand Trading*, *3M story* and gave a few important business strategies such as: Razor and Blade Strategy, Anacin Strategy, Qualcomm Strategy, Growth Strategy etc. Also discussed about the Power of Portfolio before the delegates.

Mr. Tabrez Ahmad, (Co-Chairman, National Council on IPR, ASSOCHAM) highlighted the importance of IPR, Forms of Intellectual Property Rights in India and the need for IPR.



He talked about the IP Management, Importance of IP, and IP Contribution in organization growth, Building an IP portfolio & Technology Transfer and Business value of IP for Universities, He answered a good number of queries raised by the delegates.



Mr. Omesh Puri, Sr.Attorney at Lex Orbis took-up session on Trademarks, Types of Trade Marks with examples and illustrations, Procedures to get Trademarks registration in India, Advent of Madrid Protocol in India, Advantage of Trade Marks protection and answered various queries raised by the participants.

Adv. Tushar Shrikhande, R K Dewan & Co. made an overview of Copyright, Examples and it's Types with illustrations, Latest Case Laws on Copyright, Importance of Copyright registration in India and its advantages. He gave an insightful knowledge to the delegates and answered various queries by the participants.



Pic: One of the participants raising the question

Following were the questions raised by the participants:

- 1- Are Govt. agencies working on Copy rights, IP, Patent for Software and Information Technology Field?
- 2- If a new Idea clicks, can it be patented immediately? Is it essential to show the demonstration?
- 3- Is an idea patentable or is it required a complete implementation?
- 4- Can we publish the paper on idea before filing the patent?
- 5- Natural resources and technology are difficult to define in biotechnology field, so how can patenting be done in biotechnology?
- 6- Is there any facility available for online filing of patent?
- 7- Is there any dept. of GOI which can re-imbrues partly or fully patent fee deposited with the IP office?

- 8- I want to patent my invention. How do I know that such a patent is not filed by anyone else in the past?
- 9- Once patent is done, do I need to renew my patent every year? Is there any fee for its renewal?
- 10- If I want to file my patent abroad, do I need any permission and form whom? Any fee payable for it?
- 11- Is there any timeframe by which patent office will say yes or no to my application? Is the fee refunded to the application of the patent is not accepted?
- 12- What are the benefits available for a trademark registration to the applicant?
- 13- Can one transfer the ownership of a patent registered in his/her name?
- 14- What cannot be patented?
- 15- If someone is misusing my patent and earning money, whom should one complaint for action. Police/IP Office

Few Important Suggestions were also given by Some Participants are:

- 1- If we organize programme at University it becomes very routine and only academic activity. Of course University organization has special importance but apart from academic institutes, for organizing such programme NGOs, Registered societies, Trusts working in the field of science and technology may be encouraged so that reach of such programmes may be expanded and enhanced.
- 2- The programme can be coupled with Entrepreneurship development programme for very tiny, small and medium scale companies.

Followings are the Ratings of the programme by some of the participants:

- 1- **Excellent Workshop** By Mr. Pralhad Rohidas Sonawane ,Asst.Prof ,
Army Institute of Technology-Pune
Email -prsonawane.sms@gmail.com
- 2- **Excellent Workshop** By Prof. Kannan Rajeswari, Associate Professor,
Pimpri Chinchwad College of Engg, Pune.
Email raji.pccoe@gmail.com
- 3- **Very good Workshop** By Dr. B. N.Joshi,Scientist, Agharkar Research Institute, Pune
Email - bimbajoshi@aripune.org
- 4- **Very Good Programme** By Prof. Bharati Ainapure, Asst.Prof , MIT
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