



Gujarat Technological University

Invites Application for Admission in 1st Batch of
6 month Certification course of

“IP Valuation and Management”

(online and offline Program) (2015-2016 Batch)

Batch starts from - January, 2016

Last Date to apply 09th January 2016

GTU/CPSD/MPH/2015/1345/11050

14th December 2015

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, Angle 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. Dr. Akshai K. Aggarwal**, Vice chancellor, GTU has successfully organized 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 4 years’ time period **more than 354 Patents have been filed** by GTU affiliated college students and faculty of 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, GTU is going to start 6 month certification course on “**IP valuation and management**” course from January 2016.

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)

Planner for Certificate Course in IP Valuation & Management (2015 – 2016 Batch)

Module	Topic
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 <p>Case study/Practice</p>

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 <p>Case study/Practice</p>
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 <p>Case study/Practice</p>
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 <p>Case study/Practice</p>
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 <p>Case study/Practice</p>
2.3	<p><i>Factors driving IP value</i></p> <ul style="list-style-type: none"> • Royalty rates • Infringement damage analysis • Discounted cash flows <p>Case study/Practice</p>
Module III	IP Management
3.1	<p><i>IPR Portfolio & its management</i></p> <ul style="list-style-type: none"> • Introduction and an Overview • Economic Perspectives <p>Case study/Practice</p>
3.2	<p><i>Intellectual Property and Commercialization</i></p> <ul style="list-style-type: none"> • Technology Transfer • Technology licensing and outsourcing • IP Value and Finance <p>Case study/Practice</p>

3.3	<p><i>Strategy for Intellectual Property Management</i></p> <ul style="list-style-type: none"> • Merger and Acquisition • Outsourcing of technology • Patent Pooling and trolling • IP Forecasting for Trading <p>Case study/Practice</p>
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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)

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 \$)
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Applicable to foreign national participants

* Applicable to foreign national participants from university who have signed MoU with GTU.

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 a payment, please mention **remark** as “Course fees for IP Valuation and Management course”

Important Dates

Forms available from:	12th December 2015, Saturday
Last date for submission of forms:	09th January 2016, Saturday
Commencement of Course:	Last week of January, 2016

For Further Inquiry

For detail about syllabus, teaching pattern, exam pattern and like, please see website of IPVM course <http://gtuipr.gtu.ac.in/Default.aspx>

For any query, kindly contact:

Dr. Manish A. Rachchh, Associate Professor & Program Coordinator (PGDIPR), GTU on manish.rachchh@gtu.edu.in OR 079-23267537 / 9909961894.

Mr. Amit Patel, Assistant Professor (IPR), GTU on ipr_projectofficer@gtu.edu.in OR 9898801467

Mr. Shailesh Jain, Project Officer (IPR), GTU on po_ipr@gtu.edu.in OR 7359298134

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

-S/d
I/c Registrar
