Gujarat Technological University

Syllabus of Certificate Course in IP Valuation & Management (IPVM)

Module I	**Introduction to IPR & Patents**
1.1	***Understanding of Intellectual Property Rights*** • 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	***International IP system*** • Rationale behind Patent System • WTO, TRIPS and WIPO • WTO-TRIPS – Key effect on Indian Legislation • WIPO-PCT • Case study/Practice
1.3	***Definition and Content of Indian Patent System*** • 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	***Intellectual property valuation*** • 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	***Valuation methods*** • The market approach • The cost approach • Income approach • Comparative analysis approach
2.3	***Case study/Practice***
Module III	**IP Management**

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3.1	***IPR Portfolio & its management*** • Introduction and an Overview • IP risk and compliance management • How to manage IP portfolios, cost and effectiveness
3.2	***Commercialization and Monetization of Intellectual Property*** • Technology Transfer • Technology licensing and outsourcing • IP Value and Finance • Merger and Acquisition • Outsourcing of technology • Patent Pooling and trolling • IP Analytics
3.3	***Intellectual Asset Management*** • Identification of Intellectual assets • Management of Intellectual Assets • Evaluation of IP assets • Monetization of IP assets and Models for Monetization
3.4	***Negotiating IP Contracts*** • Structure of IP contracts • Key components of IP contracts • How to draft and negotiate IP contract • Negotiation of IP contracts
3.5	***Case study/Practice***