

Online seminar on Lab to Market: Leveraging IP organized on August 9, 2024



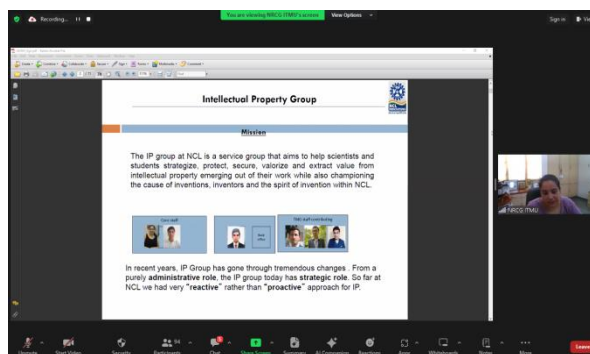
ICAR-NRCG organized a virtual seminar titled "Lab to Market: Leveraging IP" on August 9, 2024, as part of the National Intellectual Property Festival under NIPAM 2.0, a Government of India initiative. The seminar was chaired by Dr. Kaushik Banerjee, Director of ICAR-NRC for Grapes, and coordinated by Mrs. Kavita Mundankar, Scientist and In-charge of ITMU. The event aimed to highlight the importance of intellectual property rights (IPR) for individuals, researchers, and businesses, emphasizing how safeguarding intellectual creations can drive innovation and contribute to long-term success.

Dr. Nitin Shukla Tewari, Senior Principal Scientist and Head of the Intellectual Property Group at CSIR-NCL, was the speaker. The seminar attracted 211 registrants, with 149 participants joining the event. The audience included Scientists, technical staff and PhD students. Dr. Banerjee commenced the seminar with opening remarks, discussing the crucial role of intellectual property in transforming groundbreaking ideas into market-ready products. He highlighted the importance of managing intellectual assets strategically to protect innovations, attract investment, and achieve commercial success. Dr. Banerjee also emphasized the role of IP in the agricultural sector, providing insights into patenting, commercialization pathways, and IP management.

During her talk, Dr. Tewari introduced the Intellectual Property Group of CSIR-NCL, noting that CSIR-NCL is responsible for filing 33% of patents under the CSIR umbrella, the largest in the country. She addressed questions submitted by participants and summarized the complex process that involves transforming research and innovations into marketable products or services, ultimately leading to economic value creation. She simplified the concepts of IP for the audience, covering topics such as "What is IP?", "Why protect it?", "Forms of IP", and "How to protect IP." Dr. Tewari also discussed relevant acts in the agricultural field, detailed the types of IP with examples, and explored landmark cases illustrating the importance of IP protection. She compared patent statutory requirements across jurisdictions, including the United States, Europe, and India, which the audience found enlightening.

The seminar concluded with a question-and-answer session, followed by a vote of thanks from Mrs. Kavita Mundankar.

Photographs of the seminar are as below:



Original Sound for Musicians: Off Recording... You are viewing Dr. Nitin Tiwari CSIR NCL IPG's screen View Options Sign in View

Intellectual Property Group

Patent administration (Receiving boxes for disclosures, patentability assessment, drafting, preparation of forms, prosecutive support, correspondence with IPAG)	Research support (Reports for planning IP and research projects – such as patent landscapes, freedom to practice, infringement assessment, prior-art reports)	Policy, strategy & institutional mechanisms (IP policy, strategic framework for the organisation)
Records, databases, ICT (Records, databases, tracking sheets, generation of reports for Director/CSIR HQ/IPAG/ PSC, ICT systems, ERP)	Portfolio and investment management (Decisions – should we file? Portfolio planning & focus Where should we file? How much will it cost? Maintenance decisions.)	
Materials transfer agreements (Receiving boxes for in-bound and out-bound requests, IP-related approval, signing authority)	Awareness and promotion (Awareness and education campaigns, workshops, lectures, etc. prizes and recognitions)	Marketing, valuation and licensing (Publicity and active marketing, negotiation, induction and privacy, licensing agreements)

Dr. Nitin Tiwari...

Dr. Nitin Tiwari CSIR NCL IPG

Copyright infringement case: The Associated Press vs. Fairley



Famous street artist **Shepard Fairey** created the **Hope** poster during President Obama's first run for presidential election in 2008. The design quickly became a symbol for Obama's campaign, technically independent of the campaign but with its approval. In January 2009, the photograph on which Fairey allegedly based the design was revealed by the Associated Press as one shot by AP freelancer **Mannie Garcia** – with the AP demanding compensation for its use in Fairey's work. Fairey responded with the defense of fair use, claiming his work didn't reduce the value of the original photograph.

Outcome
The artist and the AP press came to a private settlement in January 2011, part of which included a split in the profits for the work.

- Shape: Bottle shape for soda pop
- Color: Pink color for insulation
- Sound: Three chimes sound for television broadcasting services
- Scents: Plumeria flower blossom¹ scent for sewing thread
- Motion: Flying pegasus for movie studios

Copyright

- protects literary and artistic works e.g. Books, lectures, dramatic and musical works, choreography, cinematography, drawings, paintings, architecture, sculpture, photographs, illustrations, maps, plans sketches etc.

This is automatic right created with the creation of work and no registration is required

IP awareness seminar : Lab to Market : Leveraging IP

- 1. How to register a patent?
- 2. Looking mainly by process patent, not registered but by illustrating the preparation through process claims.
- 3. Thanks you mean would like to know about provisional patent and role of patent journal?
- 4. Can one apply for copyright for software?
- 5. How to assess the market potential of a technology? Where to target?
- 6. How to access the market potential of a technology? Where to target?
- 7. How to assess the market potential of a technology? Where to target?
- 8. How to assess the market potential of a technology? Where to target?
- 9. How to assess the market potential of a technology? Where to target?
- 10. How to assess the market potential of a technology? Where to target?