

Anekant Education Society's

# **ANEKANT INSTITUTE OF MANAGEMENT STUDIES (AIMS)**

Baramati, Dist. Pune. 413 102.

**RELIGIOUS MINORITY INSTITUTION**

**Ph. No.: 02112 - 227299**

**Website : [www.aimsbaramati.org](http://www.aimsbaramati.org)**

**E-mail : [director.aimsbaramati@gmail.com](mailto:director.aimsbaramati@gmail.com)**

Course Title	: Intellectual Property Rights
Course Type	: Add On Course
Semester	: IV
Academic Year	: 2021- 2022
Batch	: 2020-2022 [X]
Course Teacher:	Dr. D. P. More

Anekant Education Society's  
**Anekant Institute of Management Studies (AIMS)**

**Course:** Intellectual Property Rights [Sem. IV] [A.Y. 2021-2022]

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Anekant Education Society's

## Anekant Institute of Management Studies (AIMS)

Ref: AES/AIMS/ MBA/2021-22

Date: 03/06/2022

### IMPORTANT NOTICE

### Commencement of Add-on Courses

We are happy to announce that, we are introducing value based Add-on courses for MBA-I & II students in this academic year. These courses will be conducted by our faculty members and certificates will be awarded to students after successful completion of the course. The list of courses is as given below.

Sr. No	Course Name	SEM	Course Teacher
1	Start-Up Fest	II	Dr. U. S. Kollimath
2	ENR - 61- Communication- Creative Writing Workshop	II	Prof. S. S. Khatri
3	ENR-23-Desk Research- Best Business Practices - Case Study Development and Presentation	II	Dr. T. V. Chavan
4	Growing business through Franchising - Case Study Development and Presentation	II	Prof. S. S. Jadhav
5	Intellectual Property Rights – Seminar	IV	Dr. D. P. More
6	Review of TED Talks	IV	Dr. A. Y. Dikshit
7	ENR - 67 Behavioral & Interpersonal Skills - Team Selling Lab	IV	Prof. S.S.Badave
8	Yoga	IV	Dr. P. V. Yadav
9	Aurbindo's life and teachings	IV	Dr. S. V. Khatavkar

All students are hereby informed to enroll for any of the above course till 15<sup>th</sup> June 2022 by meeting respective course teacher.

  
Dr. D. P. More

  
Dr. M. A. Leheri  
Director

Dr. M. A. Leheri

Anekant Education Society's  
**Anekant Institute of Management Studies (AIMS)**  
Baramati

**Date: 20/06/2022**

**NOTICE**

This is to notify, following students of MBA II year had registered their names seeking admission to Certificate Course in Intellectual Property Rights.

Sr.#	Roll No.	Name of Student			
1	673120004	ATOLE SHANILKUMAR ASHOK	8	673120085	PATIL AKASH CHATUR
2	673120006	BALI KOMAL BALU	9	673120100	SAYYAD ALTAF HASAN
3	673120032	GAIKWAD SOURABH VILAS	10	673120114	VARMA NIKESHWARI TIKAMCHAND
4	673120036	GALINDE YASH ASHOK	11	673120116	WAGH SANIKA SANJAY
5	673120052	KAMBLE PRIYA RAJENDRA	12	673120124	YAMGAR ASHWINI NANDKUMAR
6	673120055	KHAIRNAR HARSHADA SURESH	13	673120011	BHOSALE TRUPTI NARENDRA
7	673120081	NARUTE MONIKA SURESH	14	673120056	KHANDALE GANESH SUNIL

We hereby inform the above students that their admission to this course is confirmed.

The classes will be conducted twice a week on Friday and Saturday. from 4.30 PM to 5.30 PM.

  
**Course Faculty**  
**Dr. D. P. More**

**Anekant Education Society's**  
**Anekant Institute of Management Studies (AIMS)**

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**Syllabus**

**Course Title:** Intellectual Property rights

**Type of Course:** Add On

**Class:** MBA II [Sem IV]

**Total Marks:** 50

**Concurrent Evaluation:** 50; Learning Sessions: 20; Tutorials & Practical Sessions: 10 [5+5]

**Course Objective:**

The course will provide learners with an enhanced learning on Intellectual Property Rights

**What students will learn:**

1. To introduce fundamental aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in industries.
2. To disseminate knowledge on patents, patent regime in India and abroad and registration aspects
3. To disseminate knowledge on copyrights and its related rights and registration aspects
4. To disseminate knowledge on trademarks and registration aspects
5. To disseminate knowledge on Design, Geographical Indication (GI), Plant Variety and Layout Design Protection and their registration aspects
6. To aware about current trends in IPR and Govt. steps in fostering IPR.

**Course Format:**

Course Contents the course is designed to provide comprehensive knowledge to the students regarding the general principles of IPR, Concept and Theories, Criticisms of Intellectual Property Rights, International Regime Relating to IPR

**Module I** Introduction to Intellectual Property Rights Concept and Theories Kinds of Intellectual Property Rights Economic analysis of Intellectual Property Rights Need for Private Rights versus Public Interests Advantages and Disadvantages of IPR.

**Module II** Criticisms of Intellectual Property Rights Politics of Intellectual Property Rights Third World Criticisms Marxist Criticisms

**Module III** International Regime Relating to IPR TRIPS and other Treaties (WIPO, WTO, GATT)

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Anekant Institute of Management Studies (AIMS)**

**PLesson Plan**

1. **Course Title:** Intellectual Property Rights
2. **Type of Course:** Add On
3. **Class:** MBA II [Sem IV]
4. **Academic Year:** 2021-2022
5. **Name of Faculty:** Dr. D. P. More
6. **Session Allotment:** 1 Hour a Session and 2 Sessions Per Week
7. **Methodology of Teaching:** Case Study, Discussion, Reading Materials

Months in Semester	Module No. (as per Syllabus)	Topics Titles	No. of Sessions allotted (One Hour a Session)
June	1	<b>Module I</b> Introduction to Intellectual Property Rights Concept and	3
		Theories Kinds of Intellectual Property Rights	2
		Economic analysis of Intellectual Property Rights	3
		Need for Private Rights versus Public Interests Advantages and Disadvantages of IPR	2
July	2	<b>Module II</b> Criticisms of Intellectual Property Rights	2
		Politics of Intellectual Property Rights Third World Criticisms Marxist Criticisms	3
July	3	<b>Module III</b> International Regime Relating to IPR	3
		TRIPS and other Treaties (WIPO, WTO, GATTs)	3

**Total Sessions - 21**

  
**Name & Signature of Faculty: Dr. D. P. More**

## Anekant Institute of Management Studies (AIMS)

Class: MBA II [Sem III] A.Y- 2021-2022

Course Type: Add On

Course Duration: 4 Months

Course Title: Intellectual Property Rights

Attendance Sheet

Time: 4:30 PM to 5:30 PM

Days: Friday &amp; Saturday

S#	Roll No.	Name of the Student	Date	24/06	25/06	1/7/22	2/7/22	8/7/22	9/7/22	15/07	16/07	22/07	23/07	29/07	29/07	30/07	5/7/22	6/7/22	12/7/22	13/07	19/07	20/07	28/08	28/08	
			Session Number	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	Total
1	673120004	ATOLE SHANILKUMAR ASHOK		P	P	P	P	P	P	P	P	P	A	P	P	A	P	P	A	P	P	A	P	P	21
2	673120006	BALI KOMAL BALU		P	P	P	A	P	P	P	A	P	P	A	P	P	P	A	P	P	P	A	P	P	19
3	673120011	BHOSALE TRUPTI NARENDRA		P	P	A	P	P	A	P	P	P	A	A	P	P	P	P	A	P	P	P	P	A	20
4	673120025	GAIKWAD DASHRATH ASHOK		P	P	P	P	A	P	P	P	A	P	P	P	A	P	P	A	P	P	P	A	P	21
5	673120032	GAIKWAD SOURABH VILAS		P	P	P	A	P	P	A	P	P	A	P	P	P	A	P	P	P	A	P	P	A	20
6	673120036	GALINDE YASH ASHOK		P	P	P	A	P	P	A	P	P	A	P	P	P	A	P	P	P	P	A	P	P	19
7	673120037	GHADAGE SAGAR BALASO		A	P	P	P	A	P	P	P		A	P	P	P	P	P	P	P	A	P	P	P	16
8	673120052	KAMBLE PRIYA RAJENDRA		P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	26
9	673120055	KHAIRNAR HARSHADA SURESH		A	P	P	P	A	P	P	P		A	P	P	P	P	P	P	P	A	P	P	P	17
10	673120056	KHANDALE GANESH SUNIL		P	P	P	P	P	A	P	P	P	A	P	P	A	P	P	P		P	P	A	P	21
11	673120060	KHOMANE KUNAL BAPURAO		P	P	P	A	P	P	A	P	P	A	P	P	P	P	A	P	P	A	P	P	P	20
12	673120079	NAIK AISHWARYA VISHRAM		A	P	P	P	P	A	A	P	P	P	A	P	P	A	P	P	A	P	P	A	P	15
13	673120081	NARUTE MONIKA SURESH		P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	26
14	673120085	PATIL AKASH CHATUR		P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	26
15	673120091	PAWAR VISHAL NAGANATH		P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	21
16	673120094	RUPNAWAR VISHAL SUNIL		A	A	A	P	P	P	P	P	A	P	P	A	P	P	P	A	P	P	P	A	P	17
17	673120100	SAYYAD ALTAJ HASAN		P	P	P	P	A	A	A	A	A	P	P	P	P	A	P	A	A	A	P	P	A	11
18	673120114	VARMA NIKESHWARI TIKAMCHAND		P	P	P	P	P	P	P	A	P	P	P	A	P	P	A	P	P	A	P	P	A	21
19	673120116	WAGH SANIKA SANJAY		A	A	A	A	A	P	P	P	P	A	A	A	P	P	P	A	P	P	P	P	P	12
20	673120124	YAMGAR ASHWINI NANDKUMAR		P	P	P	P	A	P	P	P	A	P	P	A	P	P	P	P	P	A	A	A	A	14
Total Present				15	18	17	15	14	16	15	17	14	11	16	16	17	15	17	14	17	13	16	15	15	

Name &amp; Signature of Faculty: Dr. D. P. More

Anekant Education Society's  
**ANEKANT INSTITUTE OF MANAGEMENT STUDIES (AIMS)**

**MBA II- Sem. I (A.Y. 2021-2022)**

**Course Completion Report**

1. Course Title: Intellectual Property Rights
2. Type of Course: Add On
3. Class: MBA II [Semester IV]
4. Days: Friday & Saturday.
5. Time: 4:30 PM to 5:30 PM
6. Course Completion Status: Completed

Sr. No.	Date	Course Module No.	Topic Title	Attendance in Class on Date
1	24/06	<b>Module-I</b>	<b>Module I</b> Introduction to Intellectual Property	10
2	25/06		Forms of IPR	12
3	01/07		Patents	8
4	02/07		Copyrights	11
5	08/07		Trademarks	8
6	09/07		Geographical Indicators	10
7	15/07		Theories Kinds of Intellectual Property Rights	8
8	16/07		Theories Kinds of Intellectual Property Rights	10
9	22/07		Economic analysis of Intellectual Property Rights	12
10	23/07		Economic analysis of Intellectual Property Rights	8
11	29/07		Need for Private Rights versus Public Interests	11
12	29/07		Advantages and Disadvantages of IPR	10
13	30/07	<b>Module-II</b>	<b>Module II</b> Criticisms of Intellectual Property Rights	12
14	05/07		Criticisms of Intellectual Property Rights	9
15	06/07		Criticisms of Intellectual Property Rights	11
16	12/07		Politics of Intellectual Property Rights	8
17	13/07		Third World Criticisms Marxist Criticisms	10



18	19/07	<b>Module III</b>	International Regime Relating to IPR	9
19	20/07		International Regime Relating to IPR	9
20	28/08		TRIPS and other Treaties (WIPO, WTO, GATTs)	9
21	28/08		TRIPS and other Treaties (WIPO, WTO, GATTs)	11

**Total Sessions Taken during Semester: 21**

**Name & Signature of Faculty: Dr. D. P. More**

## Feedback Form- Add On Course

A.Y 2021-2022

Duration: 0:00 to 0:00

Time: 4:30 PM to 5:30 PM

Course Faculty:

Dr. D. P. Mlex

\* Required

1. Student Name: \*

\_\_\_\_\_

2. Class: \*

Mark only one oval.

☐ MBA Sem II

3. Roll No: \*

\_\_\_\_\_

4. Email Id: \*

\_\_\_\_\_

5. Mobile No: \*

\_\_\_\_\_

6. Q.1. Please rate the content of Syllabus on the scale of 1 to 5 [1- Not Good, 2- Better, 3-Neutral, 4-Good, 5-Very Good]

Mark only one oval

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

7. Q.2. Please rate the Size of Syllabus in terms of the duration of the course on the scale of 1 to 5 [1- Not Good, 2- Better, 3-Neutral, 4-Good, 5-Very Good]

Mark only one oval

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

8. Q.3. Please rate the effectiveness of discussion initiated during the course on the scale of 1 to 5 [1- Not effective at all, 2- Slightly effective, 3-Neutral, 4-Effective, 5- Highly effective]

Mark only one oval.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Q.4. Please rate the relevance of case studies during of the course on the scale of 1 to 5 [1- Not relevant, 2- Slightly relevant, 3-Neutral, 4-Relevant, 5-Very relevant]

Mark only one oval.

	1	2	3	4	5
d) Approachability: Students want teachers to be available during the working hours.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Q.5. Please rate the time management of the course on the scale of 1 to 5 [1- Not Good, 2- Better, 3-Neutral, 4-Good, 5-Very Good]

Mark only one oval.

	1	2
e) Empathy: Teachers should understand students' perspective and must be willing to help students. Teachers should also respect students.	<input type="radio"/>	<input type="radio"/>

11. Q.6. Please rate the duration with time management of the course on the scale of 1 to 5 [1- Not Good, 2- Better, 3-Neutral, 4-Good, 5-Very Good]

Mark only one oval.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Q.7. Please rate the usefulness of the course on the scale of 1 to 5 [1- Not useful at all, 2- Slightly useful, 3-Neutral, 4-Useful, 5-Very useful]

Mark only one oval.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Anekant Education Society's  
**Anekant Institute of Managements Studies (AIMS)**

**Course Title:** Intellectual Property Rights .

**Course Duration:** 20 Sessions

**Class:** MBA II Sem. IV (A.Y 2021-2022)

**Number of Students Enrolled:** 14

**Feedback Analysis**

Sr. #	Parameters	Average	Rank
1	Syllabus Content	1.9	6
2	Size of Syllabus in terms of the Duration of the Course	2.4	5
3	Effectiveness of Discussions initiated	3.6	3
4	Relevance of Case Studies	3.1	4
5	Time Management	3.7	2
6	Duration & Time of Course	1.6	7
7	Usefulness of Course [Self Development, Learning etc.]	3.9	1
Overall Ratings		3.05	

**Name & Signature of Faculty: Prof. Dr. D. P. More**



**ANEKANT EDUCATION SOCIETY'S**

**ANEKANT INSTITUTE OF MANAGEMENT STUDIES (AIMS)**

**A.E.S. CAMPUS, T.C., COLLEGE ROAD, BARAMATI DIST: PUNE – 413102 MAHARASHTRA**

Phone : (02112) 227299 Website: [www.aimsbaramati.org](http://www.aimsbaramati.org) Contact us: [director@aimsbaramati.org](mailto:director@aimsbaramati.org)

# Certificate of Completion

*This is to certify that*

~~~~~  
*With Roll Number ~~~~*

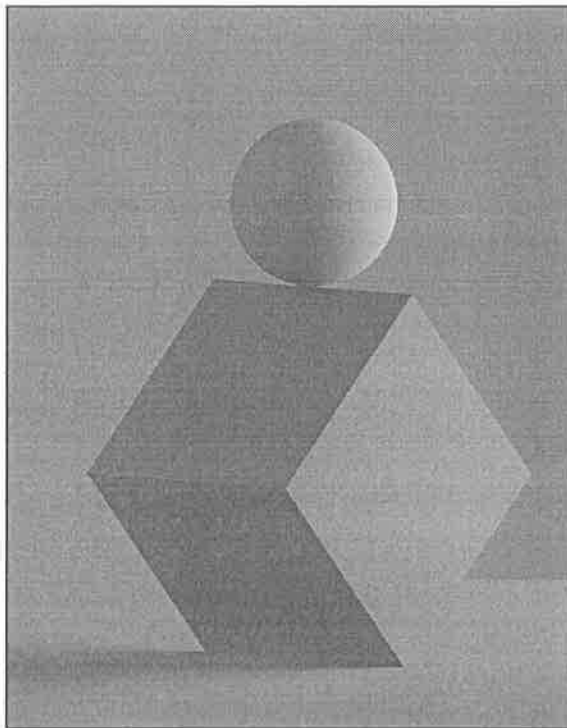
*has successfully completed the*

Certificate Course in Intellectual Property Rights  
at AIMS, Baramati from 26/06/2022 to 28/08/2022 in Academic Year (2021-2022)

**FACULTY**

**ACADEMIC COORDINATOR**

**DIRECTOR**



# Intellectual Property Rights

Presentation by

Dr. D. P. More

Associate Professor

Anekant Institute of Management Studies Baramati

If you don't see a problem with this question, you need this class!

"All I asked was, 'Can I patent my copyrighted trademark?!'"



## What is meant by IPRs?



Intellectual Property (IP) is any creations of human mind.



Like tangible property, their creation has a value



**Like all** property, it needs to be protected.



(IPR) gives them this protection.

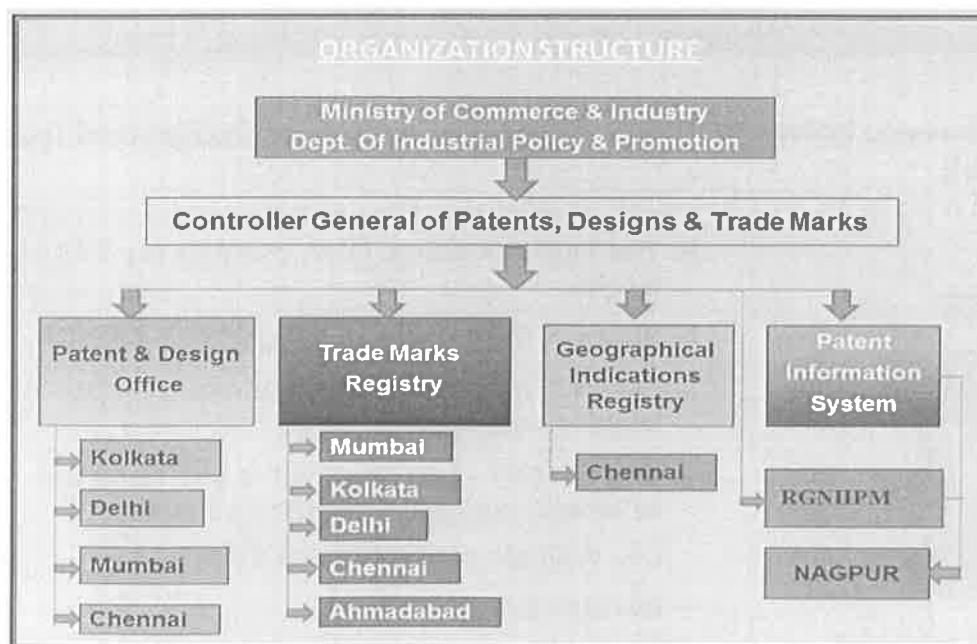
## Intellectual Property Rights

- + **Intellectual property rights** are the rights given to persons over the creations of their minds. They usually give the creator an exclusive right over the use of his/her creation for a certain period of time.

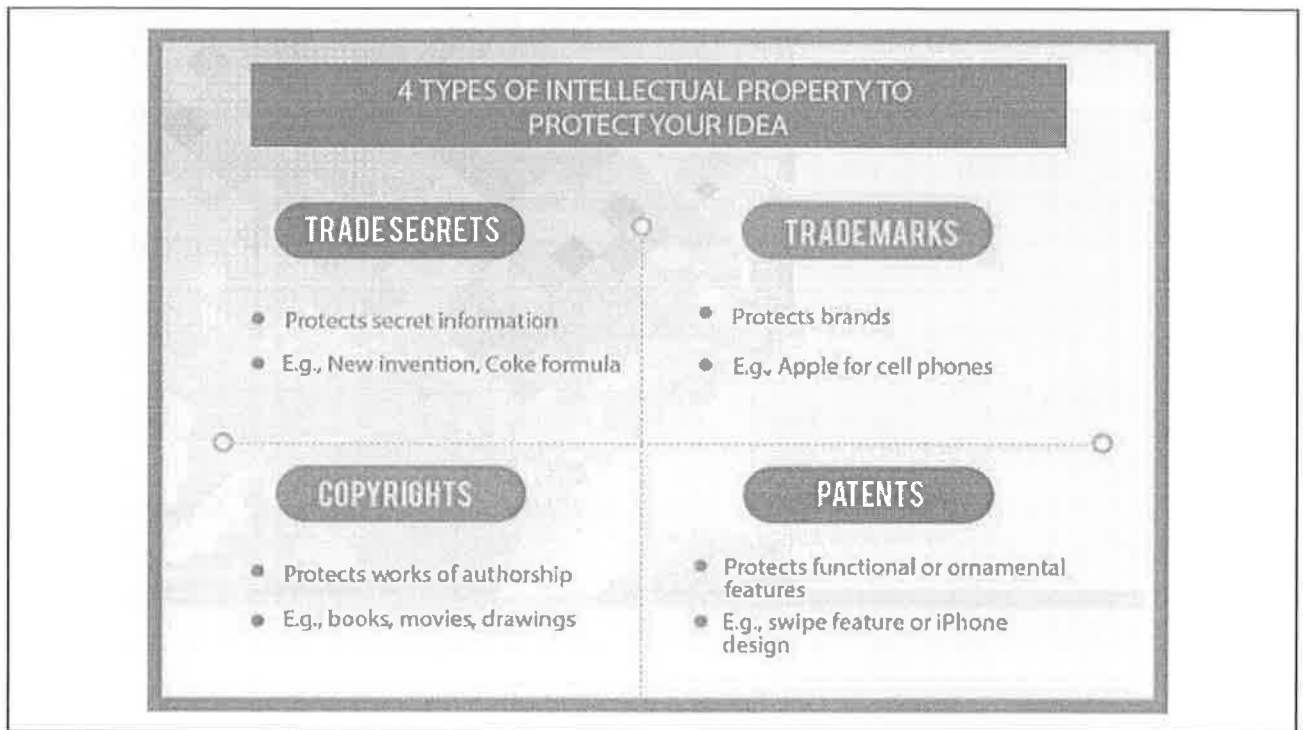
## Validity of IPR

| Sr No. | IPR                          | Maximum Protection | Renewal                         | Act/Rule                                                                      |
|--------|------------------------------|--------------------|---------------------------------|-------------------------------------------------------------------------------|
| 1      | Patent                       | 20 Yrs             | *Every year (mandatory)         | The Patents Act, 1970 Amended in 2005                                         |
| 2      | Trade Mark                   | Life long          | After 10yrs                     | The Trade Marks Act, 1999 Amended in 2010                                     |
| 3      | Design                       | 15 Yrs             | After 10 years for next 5 years | The Designs Act, 2000 & Designs (Amendment) Rules, 2014                       |
| 4      | Copyright                    | 60 years           | Not require                     | The Copyright Act, 1957 Amended in 2012                                       |
| 5      | Geographical Indication (GI) | Life long          | After 10 Yrs                    | The Geographical Indications of Goods (Registration and Protection) Act, 1999 |

### ORGANIZATION STRUCTURE







### Difference between Patent, Copyright, Industrial Design and Trade Mark



- The logo Coca-Cola is an example for **TRADE MARK**.
- Shape of the bottle – an **INDUSTRIAL DESIGN**.
- **PATENT** may have been obtained in respect of bottling equipment.
- **COPYRIGHT** – in respect of the text, database or artistic work appearing on its website.  
i.e., A single product can be protected by more than one IPR.

## Patents

- Section 2 of the Indian Patents Act, 1970 defines Patent as "Patent" means 'a new product or process involving an inventive step and capable of industrial application'.

It is the exclusive right of inventor to prevent others from:



Possessing,



Using,



Selling,



Manufacturing



Importing

- Patents have territorial jurisdiction i.e., we have to register the patents in all countries where we have our interests

**Patent is an  
exclusive  
monopoly  
right:**

---

Granted by Government of India

---

For an Invention

---

To the Inventor or his Assignee

---

As a Territorial Right

---

In lieu of Disclosure of invention to the Government

---

Term of Patent: 20 years from date of filing

## Criteria of Patentability:



Novelty



non-obvious



Capable of industrial application



Not fall within the provision of section 3 & 4 of the Patents Act 1970

## Types of patents



**Utility Patent:** New and useful **Process, Product, Material**, or composition of **Matter**, or **any new** and useful improvement thereof



**Plant Patent:** Whoever invents or discovers **and reproduces** any distinct and new variety of plant



**Design Patent:** Whoever invents any new, original, **and ornamental design** for an article of manufacture

### **You need a patent if:**

- You have invented a product you want to market yourself or sell to a manufacturer.
- You believe someone else could sell the product by copying your inventions.

### **Patent application must include:**

- In-depth description of invention.
- Drawing of invention.
- Completed "Declaration for Patent Application."
- Filing fee to Patent & Trademark Office.

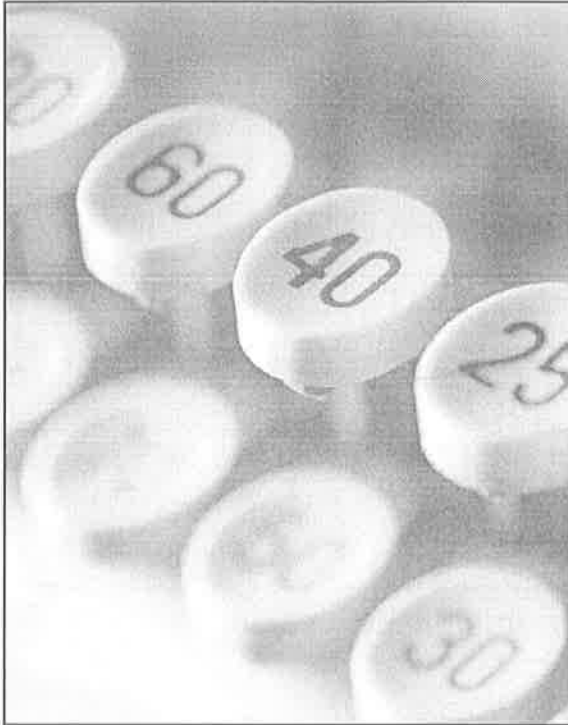
Patent application can be filed online in India by inventor or his assignee on [www.ipindia.nic.in](http://www.ipindia.nic.in)

## **Copyrights**

"Copyright is a legal term describing rights given to creators for their literary and artistic works"

### **The works covered by Copyright include :**

- literary works such as **novels, poems, plays, and articles**
- films, musical compositions, **dance & theatrical productions**
- artistic works such as **paintings, drawings, photographs and sculptures**
- **architecture, advertisements, maps, technical drawings and manuals.**



## Trademarks

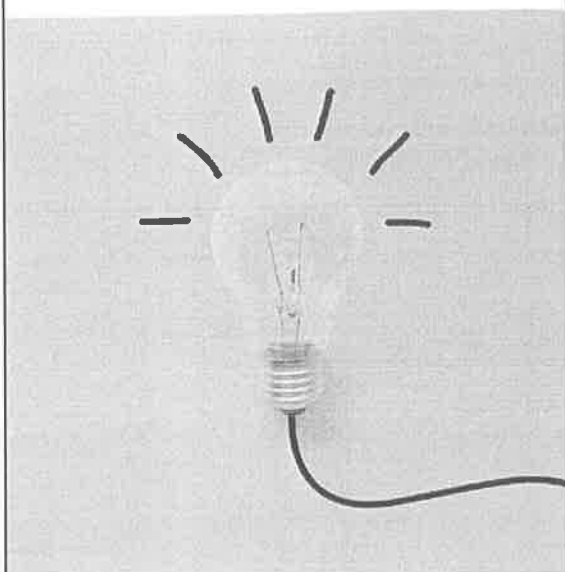
Trade Marks Act, 1999 defines TM as

- a mark capable of being represented graphically
- capable of distinguishing the goods or services
- May include **shape of goods, their packaging** and combination of colours.

## Trademarks



## Trade Secrets



### A trade secret consists of

- a formula, device, idea, process, pattern, or compilation of information that gives the owner a competitive advantage in the marketplace,
- a novel idea that is not common knowledge and is kept in a confidential state.

### A trade secret is not protected by law

- ✓ Can only be protected through employment contracts and/or maintaining tight security
- ✓ Recipes, ingredients, codes, manufacturing costs.

**Thank you...**



**Valuable Questions**