



Monetize your Intellectual Property



Launched in July 2018, The Intellectual Property Talent Search Examination (IPTSE) is the first of its kind annual '*IP Olympiad*' by the IPTSE Academy for Intellectual Property Rights in India. It tests the knowledge of an individual on patents, designs, copyright, designs, geographical indications and trade secret.

IPTSE is supported by several organizations that believe in knowledge based economy such as Chambers of Commerce, ERICSSON, and different state governments, Ministry of MSME, Govt. of India and the Ministry of Science and Technology, Govt. of India. It also receives immense support from state and private universities to further IP knowledge in the country. The primary aim of IPTSE is to establish how intellectual property is a true reflection of innovations and expressions.

This annual IP Olympiad was first conducted in the year 2018, and since, has been taking place once every year. The study materials for IPTSE are designed and developed as per the needs and requirements of its audience.

The exam is customized for school and university students on the basis of their streams, including law, engineering and technology, fashion, design, researchers and media students. This exam also certifies students' knowledge in copyright, patent, trademark, geographical indication, industrial design and trade secrets. The certification not only has a direct advantage in enhancing the IP Knowledge of an individual but is an extremely efficient way of showcasing your knowledge and talent to further your career opportunities.

Basis the score obtained by the students in the exam, they are rewarded with Award Money, Trophy, and Certificate as tokens of appreciation.





The Intellectual Property Talent Search Examination Academy (IPTSE) on 10 April 2021 conducted a webinar on "Monetizing your Intellectual Property". The discussion was presided over by Dr Bijay Kumar Sahu, Head, Intellectual Property Facilitation Centre (IPFC) & WIPO-Technology Innovation Support Centre (TISC), National Research Development Corporation (NRDC), Government of India. With more than 15+ years of experience in Intellectual Property Management, Strategic Technology and Innovation Management, Bringing Inventions to the Markets, Business Intelligence, Science, Technology & Innovation and Public Policy, Technology Transfer and Commercialization with Expertise in IP/Patent Search & Due diligence, Technology Scouting, IP Portfolio Management, Market Strategies, Mentoring Start-ups & TBIs, Technology Incubation Services, Market Survey, Competitive Intelligence, Technology/IP Valuation and etc., Dr. Sahu has facilitated & managed many Patents and other IPs to different Universities, Start-ups, MSMEs, PSUs and transferred various lab skilled technologies. Dr. Sahu delved into the developments in technology commercialization that have taken place in India.

He also shared about his experience with Intellectual Property. During his Master in Philosophy (MPhil) from Jawaharlal Nehru University his specialization was 'Intellectual Property Rights & Medical Biotechnology and Health Security: Special Reference to India'. The multidisciplinary center of his university initiated his interest in the field. The expansive curriculum covered engaging topics like Innovation, Intellectual Property, Science & Technology and society. He was exposed do a lot of learn it issues during his Masters. Such as IPR issues, Public Policy issues, Farmers issues, the interconnection of Intellectual Property with different fields, issues related to the process of patents and the impact of Intellectual Property & Innovation to the society and the health sector.

During his PhD he got a chance to work on the Doha Declaration on the TRIPS Agreement and Public Health and the Indian negotiations at the WTO. His academic journey is an impeccable example that if students and researchers are provided an access Intellectual Property and it's study at the University level than it can inspire them to lead an outstanding career in Innovation. His organization aims to connect people related to IP from academics to government and establishes ways to bring the brains and economics together or to put it on his words "To bring the Lakshmi and Saraswati together" in the changing paradigms of innovation ecosystem.



Dr. Sahu designated the key steps that are absent in the procedure of bringing inventions and innovations to the market and read the economic benefits of their intellect. He remonstrated the lacunae present in the learning ecosystem. According to the World Economic Forum (WEF) report India is Third in terms of talented/technical manpower or knowledgeable workforce but as he rightly alluded **"Knowledge must be Acknowledged"**. He laid special emphasis on the protectionism of IP. Priority should be given to protection of IP and then on publishing it. In today's time India's Global Innovation rank is extremely poor. This is a desolating occurrence because we have 900 universities, 40,000 colleges, nearly 12,000 engineering colleges and 20 Indian Institutes of Technology.

The government is determined to bring about an exclusive transpose to the current circumstance and therefore created a number of ecosystems to deal with the same such as Make in India, Startup India, Innovate India, Digital India and always contemplating in terms of self-reliant India. A change in the mindset Academia particularly is required. Whenever there is an invention or innovation and there is marketability, industry applicability and feasibility evident prima facie then they must protect it immediately. Government has taken some amazing initiatives such as **'KAPILA' Kalam Program for IP Literacy and Awareness Education campaign, UGC IP program and the Atal innovation mission.**



Protection is the need of the hour and the concept of protection is not only for monopoly over the Intellectual Property but it is giving respect to the author, inventor and also the producer who owns Intellectual Property.

Dr. Sahu specifically portrayed the impertinence of initiatives such as the ones taken by IPTSE Academy. These initiations maybe small but their benefits are astounding.

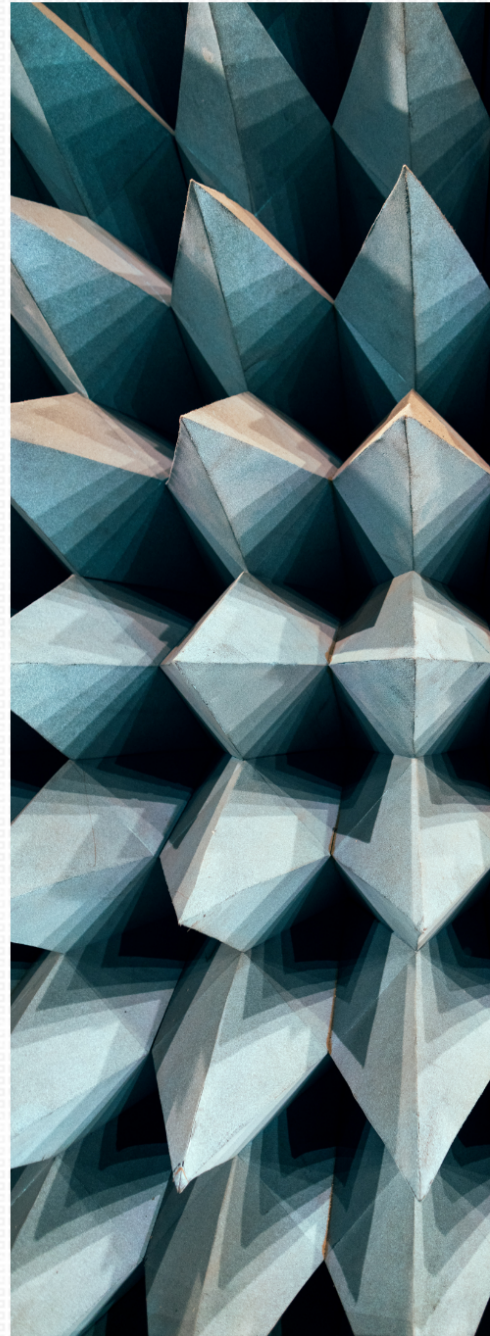


The investment on Science, Technology and Innovation is a predominant requirement to mitigate the challenge. Without Science there is no innovation, research and development. Contributions to the field of Science is what is changing our Society in time of need. The way Serum Institute of India has collaborated with Oxford University and Bharat Biotech has collaborated Indian Council of Medical Research to provide vaccines to millions of citizens is a clear-cut example of the same. These academia and industry collaborations have made an explicit difference during such testing times in the world.

The key to commercializing an IP is **Strategy**. Feasibility study of a patent, developing information that can be shared with the industry and recognition of the kind of products that can be created is the initial step towards economizing innovation. Institutional framework is the need of the hour for facilitating an ecosystem in the country. Comparative study of different institutional frameworks can unquestionably provide a positive scenario in bridging the gap. Collaboration is also very important. The proposal by the government to set up an *IP Exchange* in the country would be directly impactful to the nation, start-ups, and SME's in increasing the momentum of the segment. It is a great initiative as it checks on the problem of lack of opportunity to sell IP and also provide a platform for the economic benefits of intellectual property rights.

The concept and notion about IPR and filing of patents has to be changed. Using the documentation and authenticity of the author and inventor correctly in the technical and legal scenario is paramount. This is known as IP counselling. It is the best way to connect to a lay man who invented an IP and acquaint him of the Idea and proof of concept and then go for filing of patent.

A lot of ideas are coming and a lot of steps are being taken towards IP protection and helping towards filing of patents and trademarks. A lot of new innovations are happening in designs, copyrights and geographical indicators too. A lot of start-ups have got funding from the government of India and have been supported in IP protection and the products have reached the market and have been monetized successfully.



An enlightening discussion was also conducted on the Impact factors towards the Society and on the Objectives of Sustainable Development Goals by Technology Transfer.

The United Nations sustainable development goals have 17 objectives and the most important one is innovation and creativity infrastructure. This can be achieved by creating awareness among people regarding innovation, intellectual property and their rights with respect to the same. Advice should be given in the appropriate way to make a person comprehend the commercial value of his or her innovation.

To successfully fulfill the Sustainable Development Goals & the Millennium Sustainable Development Goals, the government is trying to create an impact in the society. It has transferred technology to the society through the MSMEs, start-ups and industries. A National Institution under CSIR has developed a technology which recycles waste plastic into tiles. This is a patented process. This technology has been transferred in 14 states and is extremely beneficial as it recycles plastic waste which have tons of carbon emissions and is carcinogenic nature to something environmentally sound. Sustainability combined with benefits and adaptability towards the next generation of IP is foremost.

Government of India has come out with the national IPR policy with the major objective of Enforcement Agency. Telangana is the first state in India to have an IP enforcement agency. States need to create Enforcement Agencies as a redressal method to ensure that intellectual property remains with the rightful owner.

Enhancement of the IP ecosystem in terms of IP creation and protection in educational institutes in India can not be achieved merely by lectures and awareness programs. We have to change our mindset in the changing paradigms of ecosystem. A momentum has to be created which can be done by the introduction of IP curriculum. Collaboration, cooperation and connectivity is important in intellectual property segment for benefit sharing. Reward, respect and recognition should be given to the innovators and authors.

"Anything that won't sell, I don't want to invent. It's sale is proof of utility, and utility is 'success'."

Thomas A. Edison