

Successful Case Studies on IP Management

A CII APTDC Initiative





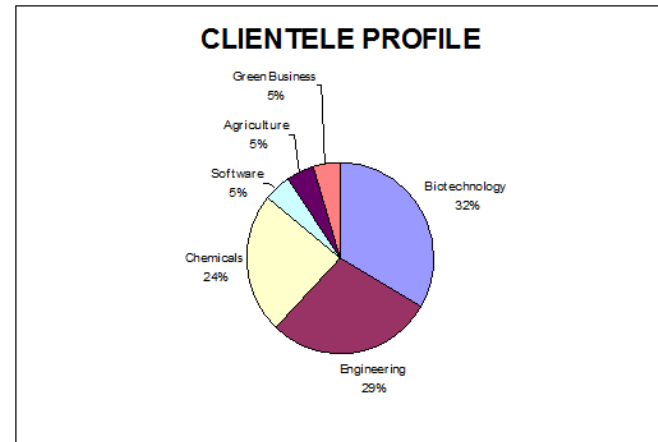
Andhra Pradesh Technology Development & Promotion Centre

- Autonomous Society of Confederation of Indian Industry, TIFAC(under DST) & Govt. of Andhra Pradesh
- Representatives of CII, TIFAC & Govt. of AP guide and monitor through Governing body & Executive Committee
- It is Conceived as one stop shop for Technology & Intellectual Property Rights Services

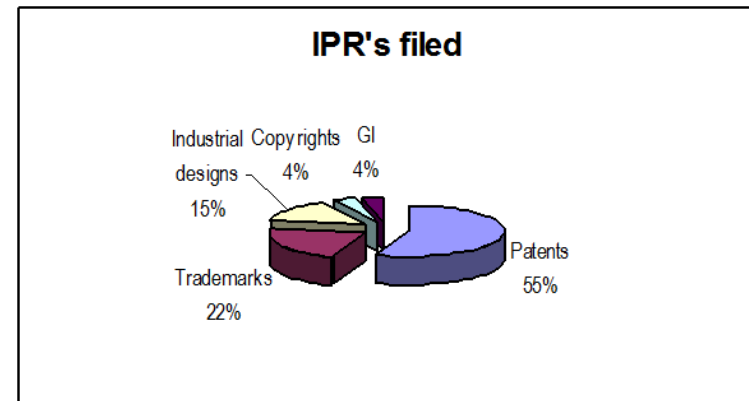


Intellectual Property Rights Services – Major Achievements

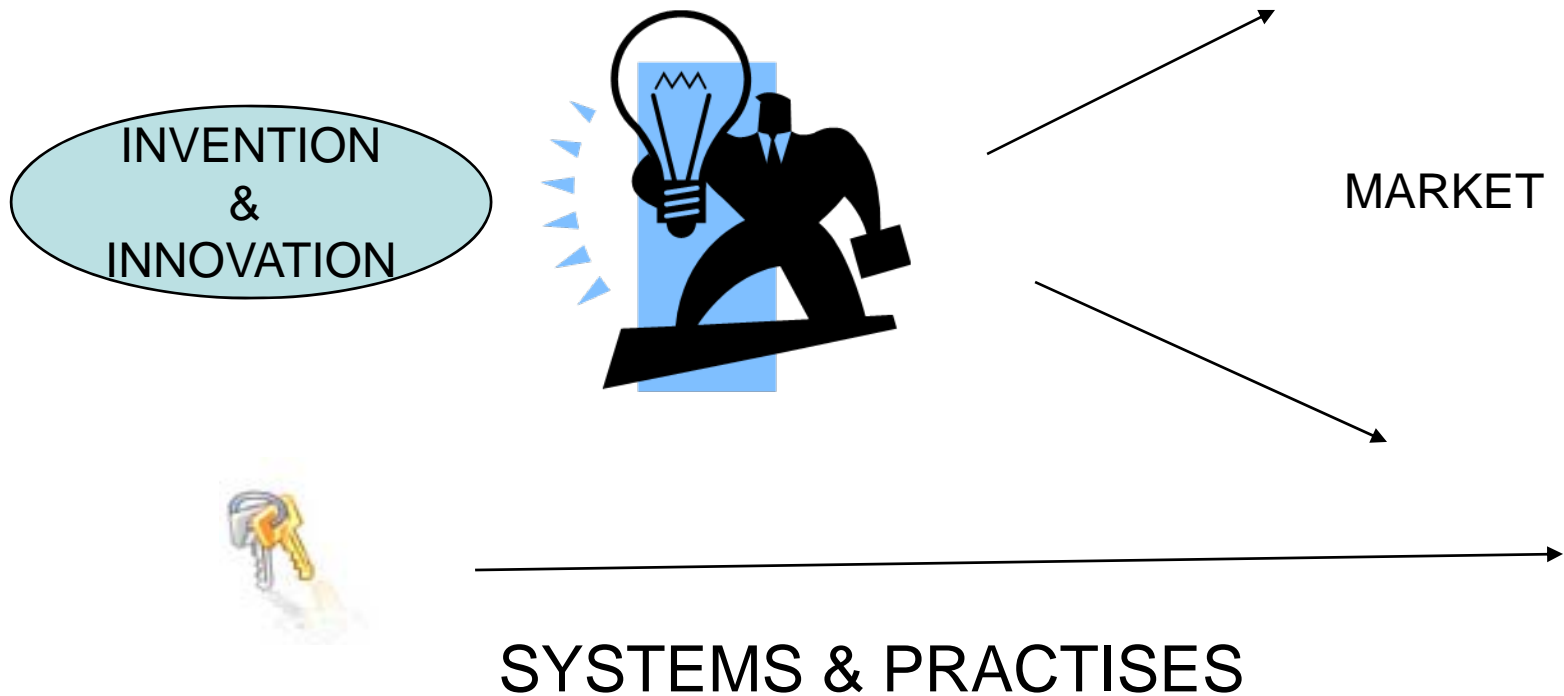
- 250 IPR Service assignments across the Country –(IP Protection, Information & Counselling)



- *Patentscan™ & Technoscan™*
- *Patentability assessment criteria Report (PACR)*
- *IPR Protection : (Filing of IPRs)*



Understanding IP Management



RATIONALE – IP Management System

CHANNELISING INVENTIONS

INTO

PROPERITARY ASSETS



Case Study 1 : An Micro Small Medium Enterprise from India



ELICO –An MSME which adopted IP Management tools

- The Vision of Elico is to be a fountainhead of new ideas and of innovators in ***Electronic Analytical Instruments, Professional Grade Switches and Software Development & Services*** and its mission is to nurture a conducive work culture in which new ideas, research and product development flourish from which the leaders and innovators of tomorrow emerge



Tools adopted at ELICO

- **identify** all the IP they own
- **record** appropriate details about those assets in an IP asset register audit it periodically
- **protect** it wisely, using the most appropriate legal mechanisms available - not all necessarily expensive
- **value** each IP asset and reflect this in the balance sheet
- to ensure commercialization of new IP does not expose the company to risk, clear any new products and processes before marketing
- **commercialize** the property - there are numerous ways to do this including new marketing methods available through the Internet
- **attribute ownership** of IP so that others know who owns it
- **enforce** their rights when they are infringed or threatened
- develop and adhere to corporate **policies** and practices about handling and managing IP.



Case Study 2 : A Business Entrepreneur from Karimnagar district of AP



Innovation → IPRs

- Mr. Prakash who runs a watch repairing company at Jagtiyal in AP has invented a “*Portable water air cooler*” with a turbo cooling effect which is so unique in its design, energy efficiency and assembly that it can be carried anywhere with a person and gives a comfort level of cooling in small space and shops where the conventional air coolers cannot be carried along.



Case Study 3 : A Farmer adopts the IP route to protect his Innovative Practice



Gets Patent grant in Europe/ Africa through PCT

- Mr. Venkat Reddy a farmer from Alwal filed a Patent Cooperation Treaty (PCT) application for an Invention which relates to a novel method of improving soil fertility leading to high yields of cereals traditionally grown crop like rice in said agri-zone. It also describes the high yield production of non-traditional cereal crop like wheat.



Case Study 4 : An Innovative Silk Production

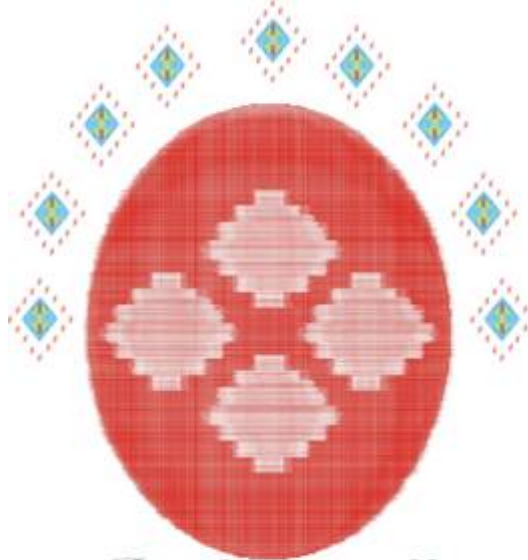


Attracts World attention : Ahimsa Silk

- Eco-Friendly Method of Manufacturing Mulberry Silk (*Bombyx Mori*) yarn: The technique termed as “Ahimsa Silk” overcomes the conventional method of boiling the live cocoons to extract the thread kills the cocoons. The present technique allows the silk moth to make a hole in the cocoon and comes out from its metamorphosis and after that the silk yarn is taken out from the pierced cocoons.



Case Study 5 :The Initiative to Protect Pochampally Ikat

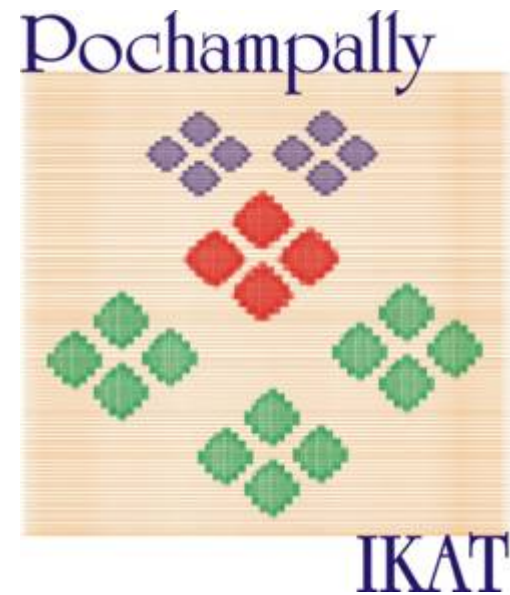


Pochampally
IKAT



Uniqueness of Pochampally Ikat

- Having single, combined or double Ikat in several illustrations ranging from :
- The use of diamond or chowka
- Diagonal or square grids in which geometrical,floral figurative motifs are woven
- Striped or shevaron forms
- Other abstract variations



Tie and Dye Process



Thanks for Listening !

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