



**IP Facilitation Center ( IPFACE)**  
 750, NCL Innovation Park  
 Dr. Homi Bhabha Road, Pune -411008  
 Email: ipassociate@ipface.org  
 Phone: +91-20-6401-1024



1-Day Workshop on Patent-Business Strategy			
<b>LEARN</b>	<ul style="list-style-type: none"> <li>• What is the need for Patent Strategy</li> <li>• Inventing &amp; filing Strategies</li> <li>• Claim scoping</li> <li>• Business Decisions in Prosecution</li> <li>• Post Issuance Strategies</li> <li>• Monetization and Licensing Strategies</li> <li>• Pre-Litigation Strategies</li> <li>• Settlement Negotiations Strategies</li> <li>• Portfolio Creation and Management Strategies</li> </ul>		
<b>FOR WHOM</b>	<ul style="list-style-type: none"> <li>• Inventors,</li> <li>• Patent professionals,</li> <li>• IP-Patent managers,</li> <li>• Startup CEOs/COOs,</li> <li>• Research and Engineering managers and</li> <li>• Anyone paying for a patent filing</li> </ul>		
<b>WHEN</b>	24 <sup>th</sup> August (Friday) , 2012 - One day workshop 9:00 AM- 17:30 PM		
<b>WHERE</b>	<b>Training Room</b> Venture Center 100 NCL Innovation Park Dr. Homi Bhabha Road, Pune-411008		
<b>CONTACT</b>	Lipika Biswas 100, NCL Innovation Park, Dr. Homi Bhabha Road Pune - 411008 Phone: +91-20-64011024/20250934 Email: eventsdesk@venturecenter.co.in		
<b>COST</b>	<b>Category</b>	<b>Regular rates</b>	<b>Early Bird Rates</b>
	Medium & large entity	2500	2000
	Individual, micro/small entity	2500	2000
	IPFACE members	2500	2000
	Students with valid ID cards	2500	2000
<b>ORGANIZERS</b>	<ul style="list-style-type: none"> <li>• IP Facilitation center (IPFACE), Venture Center</li> <li>• Coolfluence</li> </ul>		



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## INTRODUCTION

Filing a patent is but one event in a patent's life. Many companies file patents for different reasons. Many companies desire to block the development and sale of similar products. Some companies file patent because it helps them in cross licensing and some companies file patent for defensive purpose. Hence it is very important to have clear patent strategy before filing patent.

But many entrepreneurs, business owners, managers, researchers and technologist are not very clear about patent strategies.

As a result, most companies don't use patent strategies effectively as a part of business strategy. Patent can be very powerful strategic tool in business.

This course will give basic information about different patent strategies from the invention stage to strategies required for portfolio creation and management.

## COURSE OUTLINE

- Need: Do We Really Need a Patent Strategy?
- Inventing strategies {What to invent? How to motivate inventors to invent in a certain area? Directed Inventing Strategy. Don't create an invention strategy by rejecting certain inventions. Communicating the strategy to inventors. Rewarding inventions allied to the strategy}
- Filing Strategies {Pre-filing search strategies, Decide the Filing Types; Filing Cost Control; Invention Scoping; Foreign filing, PCT strategy, Attorney Selection}
- Claim Scoping {Claim Group scoping, Independent Claim scoping. Styling decisions, decision matrices}
- Business Decisions in Prosecution { Patent scoping, Dropping Claims in Rejections, Appeals}
- Post Issuance Strategies {Continuation In Parts, Continuations}
- Monetization and Licensing Strategies {In Licensing, Out Licensing, Patent Pool, Cross Licensing, Royalties}
- Pre-Litigation Strategies
- Settlement Negotiations Strategies
- Portfolio Creation and Management Strategies

## OBJECTIVE

This workshop aims to introduce Patent strategies for making Better Decisions in the patent life-cycle by aligning with other business strategies. Workshop will also cover best practices and trends in patent-business strategies.



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- Patent professionals,
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- Anyone paying for a patent filing

**COURSE INCLUDES**

- PDF Materials: (1) Glossary, (2) F.A.Q., (3) 1-Page Executive Summary and (4) Worksheets for each stage + Cofluence patent strategy in-person training and webinars
- Certificate of Participation
- Tea/ lunch included

**WORKSHOP SCHEDULE**

Date	Timing	Duration	Session title	Speaker
Friday 24 <sup>th</sup> August 2012	09.00-10.00		Registration	Mr. Hasit Seth
	10.00-11.00	60 Min	Inventing strategies	
	11.00-12.00	60 Min	Filing strategies	
	12.00-1.00	60 Min	Portfolio strategies	
	1.00-2.00	60 Min	Lunch	
	2.00-3.00	60 Min	Litigation strategies	
	3.00-4.00	60 Min	Licensing strategies	
	4.00-5.00	60 Min	Monetization strategies	
	5.00-5.30	30 Min	Q and A and feedback	

**FACULTY**





**Mr. Hasit Seth** B.Sc, LL.B, LL.M (Commercial Law, Mumbai Uni.,Gold Medal), LL.M in IP (FPLC, USA), Member of the New York Bar.

12+ years of experience in the legal field covering the whole value-chain of patents from invention (at EATON), drafting and litigation (US law firms Harness Dickey, F.Chau), licensing (at IPVALUE). Previously, he was a practicing counsel at the BOMBAY HIGH COURT. He has worked through law firms in US for clients like SIEMENS, IBM, PANASONIC, TRW, SEIKO-EPSON, LG, SAMSUNG and others. Until recently, he was the Asia Pacific IP counsel for EATON, a large diversified manufacturing MNC.



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ABOUT THE ORGANIZERS	
	<p>IPFACE aims to promote awareness and adoption of intellectual property rights amongst entrepreneurs and MSMEs in India while also making accessible high-quality IP services and resources. IPFACE is a project of the Venture Center supported by the Ministry of Micro, Small and Medium Enterprises, Government of India and National Chemical Laboratory, Council of Scientific and Industrial Research, India.</p> <p><b>For more information about IPFACE services, visit <a href="http://www.ipface.org">www.ipface.org</a></b></p>
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