



Virtual Live Masterclass on:

Leading Ideas to Intellectual Property

For Leaders & Technologists

4 & 5 September 2020

Saturday & Sunday (4 hours per day with lunch break)
11.00 AM to 1.00 PM and 2 PM to 4PM

Innomantra Consulting Private Limited



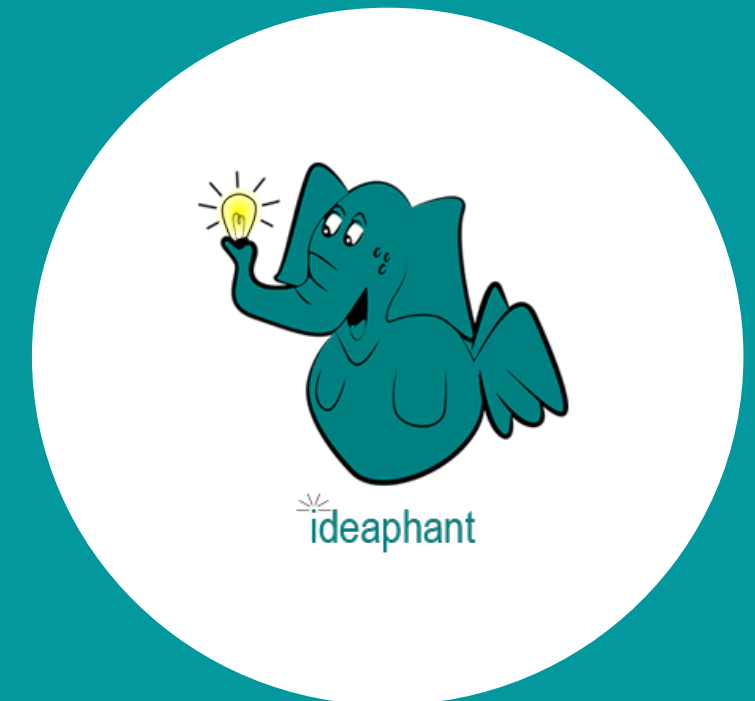
Secure the Future

Virtual Live Workshop on: **Leading Ideas to Intellectual Property**

Every organization has a reason for being. It might be a unique ability to offer a particular product or service, or it might arise from having been in the right place at the right time with certain set of capabilities. But as its core, your organisation probably relies on Intellectual property (IP) far more than you imagine.

The knowledge is frequently the difference between organizations that succeed and those that fail. Physical assets and traditional sources of competitive advantage such as manufacturing capability or location have far less relevance. The value of many of the world's largest companies is increasingly vested in knowledge-based, intangible assets. An economy based on these assets is often known as 'Innovation Economy'.

Identifying, Protecting, Managing and exploiting valuable intellectual property is the core element of success of any technology-based / services organizations and this defines as a key differentiator in this economy.



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Live Virtual Masterclass

Leading Ideas to Intellectual Property

Target Participants as Panellist :

Design and Development Head, Project Managers, Technologists, Chief Innovation officers (CINO), Innovation Head, Business developers, Business managers, Innovation managers, Quality Head / Managers, Strategists, Product and R&D Heads, Business Excellence head , Innovation Practioner's etc. The session is also relevant for senior managers and leaders to understand the organization's needs of organizing itself for increase in creating intellectual property.

For Registration :

Rakesh Babu K L

COO & Head,

Centre for Innovation Training & Learning (CILT)

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The registration is on first-come-first serve basis.

Virtual Masterclass Workshop Flow :

1. Importance of Intellectual Property for Future Organization
2. What everyone should know about IP
3. Identify Existing IP and the Need for IP
4. What is intellectual Property? Forms of Intellectual Property

- Patents
- Copyrights
- Design Registration
- Trademarks & Domain Names
- Semi Conductor Protection Act
- Trade secrets / Confidential Information

What, When, Why, Which & How to

(Will be covered in this sessions with practical sessions with lecture, videos)

5. Making IP Protection Decisions Must Know

6. Ownership of IP by the Organisation

- IP Created by employees
- Moral rights
- IP Created by contractors
- IP issues in Employment Contracts / Non-Disclosures Agreement
- Confidential Information etc.,

7. What Technologists, Leaders, Designers should know about Patents?

General Design Process Planning

- Why consider IP in Design Process Planning
- Accessing the competitive landscape
- Online IP Databases & Searching Strategies
- How to read a patent specification
- Experimental use, using Software, Hardware & Traded IP
- Reducing the Risk of Infringement in Design Re-use
- Identifying Inventive Subject Matter & Inventor
- Managing IP in Research & Design Practices



Secure the Future

Panellist Fee

INR 4,999/- (Incl. Taxes) /

USD 75

Live Virtual Masterclass

Leading Ideas to Intellectual Property System



Master Facilitator :



Suchetha M S

Principal – Intellectual Property Management Practice
Innomantra Consulting Private Limited
India



Sri Vidhya Easwaran (Vidhya)

Principal – Intellectual Property Research & Innovation Practice
Innomantra Consulting Private Limited
India



Lokesh Venkataswamy

CEO & Managing Director – Innovation and IP Practice
Innomantra Consulting Private Limited
India

About Innomantra :

Innomantra is a leading Digital, Innovation, and Intellectual property management consulting and services firm. It helps organisations to design and achieve their digital strategy from idea to implementation, Innovation Management Systems and Intellectual property goals by enhancing culture for amplified efficiency and exponential growth. Innovation3x and Discover Design Thinking describes the philosophy which it believes in, that innovative organisations must identify innovation goals that seek to achieve a 3x and beyond to boost in their performance. Innomantra's signature three-fold approach to innovation that looks at overall business strategy, people and functional systems in a digital ecosystem is globally recognised. Innomantra has a wide range of 50+ clients range from small and medium business to Fortune Global 500 organisations. It has a strategic alliance with global leaders in Digital and Innovation. Innomantra is headquartered in Bengaluru, India, and has a global presence.

www.innomantra.com / contact@innomantra.com



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