



## INTELLECTUAL PROPERTY EDUCATION

*“The best way to predict future is to create it.” – Abraham Lincoln*

Intellectual Property (IP) has become the key factor for economic growth and advancement in the high technology sector. Therefore, it is important to understand basic principles of IPR along with enforcement and infringement concepts as per national law provisions to ensure that IP developed in the organization is effectively protected and exploited. Additionally, it is equally important to understand that the organization is not using any third party's IP with or without knowledge.

### Innomantra's Flagship IP Workshops

- Strategic IP Management for Technologists and Leaders
- Ideas to Intellectual Property for Technologists
- Advance Patent Analytics & IP Management

Innomantra Consulting provides basic and advanced skill development programmes on IPR to corporate as well as academic institutes. The workshop programs offered are customized to the requirements and in line with business strategy of the organization.

### Public Workshops on IPR – In association with Finnegan ([www.finnegan.com](http://www.finnegan.com))

- Patents in a Knowledge Economy 2010 - Bangalore, India Keynote Speaker Dr.Viswanathan Seshan, Country Head IP & S – Philips India
- Patents in a Knowledge Economy for Business Leaders 2011 – Bangalore, India, Keynote Speaker Dr.Anindya Sarkar, AVP & Head IP – Infosys Limited
- Patents in the Innovation Economy 2012 – Chennai, India Organised by the Confederation of Indian Industry Keynote Speaker Mr. S.Chandrashekar, Ex- Controller General of Patents, Trademark & Design, IP Office, India.



## Intellectual Property

## Art of Creating to Science of Protecting

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. It is critical that corporations assess their Intellectual Property (IP) management programs to ensure that they are deriving maximum value from this important asset.

There are several ways in which value can be derived from intellectual property, including: Appropriate Intellectual Property Management is specific to a company's corporate culture and business objectives. Approaches to management can fall anywhere on a broad spectrum ranging from 'defensive' to 'aggressive', depending on what the organization wants to accomplish.



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