



Confederation of Indian Industry

VALUE IPR 3.0

Advance Training on Intellectual Property Licensing & Valuation



Programme On

Advance Professional Training on IP Valuation and Licensing

"Training Today – Leading Tomorrow"

Develop internal strength and expertise to integrate IPR activities in the overall business plans

Intellectual Property (IP) is a key asset in the knowledge economy, and accurate valuation is crucial for effective management. Without understanding its worth, businesses risk undervaluing their IP, leading to missed opportunities and poor negotiations. Proper IP valuation is essential for maximizing its potential in commercialization and other strategies.



Introducing CII's IPR Valuation and Licensing 3.0 Training Program

The **Confederation of Indian Industry (CII)** proudly presents the next iteration of our renowned training program on **Intellectual Property Rights (IPR) Valuation and Licensing 3.0**. This advanced course is designed to empower participants with a comprehensive understanding of the principles, organizational structures, global practices, techniques, and methods essential for effective IPR valuation and licensing. Participants will be equipped to recognize problems and solutions holistically, ensuring their organizations can maximize the value of their IPR assets.



Drive the Change

1. Collaboration with National and International Organizations:

- ❖ CII works closely with various national and international entities to foster a strong Intellectual Property (IP) culture in India.

2. Focus on IP Valuation and Collateral Usage:

- ❖ CII has been actively discussing the need for a robust system of IP valuation and exploring the potential of using IP as collateral for raising funds.
- ❖ These discussions take place within CII's National Committee on IPR, involving frequent consultations with multiple stakeholders.

3. Development of Professional Training Program:

- ❖ In response to industry demands, CII has developed a Professional Training Program on IP Valuation and Licensing.
- ❖ The program aims to produce well-trained IP Valuation and Licensing leaders capable of supporting organizational strategic and economic leadership in the marketplace.

4. Core Philosophy of the Program:

- ❖ The program emphasizes the "Economic Value of IP" as a key driver in transforming business strategies and contributing to societal advancement.

5. Focus on IP as a Strategic and Commercial Tool:

- ❖ The primary objective of the program is to highlight the power of IP and its essential role as both a strategic asset and a commercial tool.

6. Competitive Advantage through IP Valuation:

- ❖ In today's dynamic economy, the advantage lies with those who can effectively value IP and use it to stay ahead of competitors.

7. Hands-on, Deep-Content Learning Experience:

- ❖ The program provides a unique, hands-on learning experience, offering participants practical insights into utilizing IP for generating innovative business strategies.

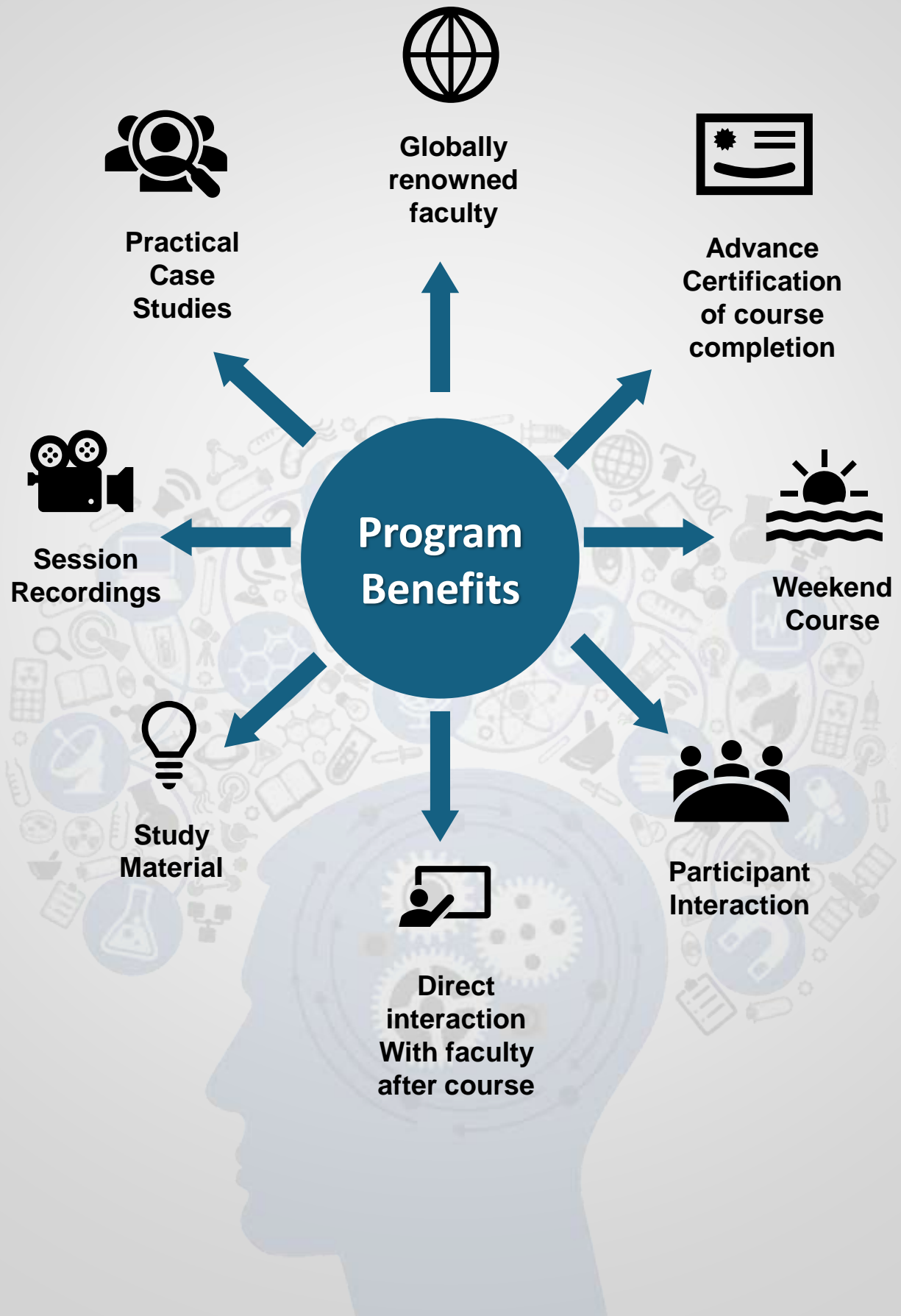
The Program

- ❖ The program is grounded in a distinctive intellectual property model that is tailored to align with the strategic and commercial requirements of business.
- ❖ Boasting an esteemed international faculty from globally recognized institutions
- ❖ Offered in a format that allows you to learn while being able to maintain work, family and social life
- ❖ Sponsoring companies can anticipate a tangible return on investment as their employees undergo the program, resulting in heightened motivation and enhanced professional capabilities
- ❖ The curriculum is structured to facilitate profound learning experiences, incorporating in-depth study, hands-on exploration, and interactive discussions with fellow practitioners.
- ❖ Participants will acquire potent techniques applicable to their respective domains, ensuring practical and impactful insights.

Program Outcomes

- **Integrate Intellectual Property valuation and licensing strategies** in alignment with overarching business objectives, ensuring a cohesive and purposeful approach.
- **Develop an understanding of the legal and ethical dimensions** associated with Intellectual Property transactions, promoting responsible and compliant practices.
- **Gain insights into effective risk mitigation strategies** pertaining to Intellectual Property, safeguarding against potential challenges and uncertainties.
- **Explore global perspectives on Intellectual Property**, considering international regulations, trends, and practices that influence valuation, licensing, and commercialization.
- **Negotiation skills specific to Intellectual Property agreements**, empowering professionals to navigate and secure favorable terms in licensing and valuation discussions.
- **Foster collaboration among diverse organizational functions** to maximize the success of Intellectual Property initiatives, emphasizing the interdisciplinary nature of IP management.
- **Cultivate a mindset of continuous learning and adaptability** in response to the dynamic landscape of Intellectual Property, ensuring professionals stay abreast of emerging trends and evolving best practices.

It is "a shared investment between organizations willing to develop talented people and individuals willing to boost their career"



Economic Benefits of IP Valuation and Licensing

- ✓ Intellectual Property (IP) protects intangible assets that stem from human creativity and innovation. It is often regarded as the “**currency of the knowledge economy**”. While established organizations typically assess the value of their tangible assets, many neglect to scrutinize the value of their intangible assets, leaving their worth undiscovered.
- ✓ In today’s technologically advanced world, the protection and commercialization of IP are essential for enhancing the value of intangible assets. The ultimate goal for any organization is growth and value creation. IP asset valuation can help eliminate competition, giving organizations an opportunity to capture market share with minimal competition.
- ✓ IP asset valuation plays a significant role in various business activities, such as out-licensing deals, investment analysis, determining the value of in-house created IP, mergers and acquisitions, capital budgeting, financial reporting, taxable events, bankruptcy, and litigation proceedings. This makes valuation a critical area in finance, particularly when managing IP within an organization.
- ✓ Valuing IP rights helps assess their economic value, providing insights into existing assets and guiding decisions regarding commercialization and licensing. An IP licensing agreement is formed between the licensor (the IP rights holder) and the licensee (the authorized user), with financial terms like fees, royalties, or both.
- ✓ Licensors can benefit from IP licensing in several ways, including expanding into new markets, generating revenue, selling business assets while retaining IP ownership, and settling infringement claims.

We Are Bringing You **FULL CIRCLE**

•The Hand on
Interactive sessions
with practice case
studies

4

The foremost
methodologies. Val
uation and
licensing focused,
strategic thinking

1

3

The culture. Internal
Experience,
Leveraging IP, IP
management, IP
leadership

2

The Entire Process. IP
Valuation, IP
licensing, Royalty
determination,
negotiation, taxation



Programme Tenure and Support from CII

- ❖ The course is designed to be completed without interrupting your professional career, as it is held on alternate weekends (Saturdays), complemented by online content and support during the intervals between sessions.
- ❖ This program features a cutting-edge cluster structure, which differs from traditional sequential learning and reflects how IP functions across various functional areas.
- ❖ Participants will be supported by a unique Online Learning Management System (LMS) between the two modules, allowing them to stay connected with tutors, fellow team members, and other participants for a collaborative learning experience.
- ❖ The program is carefully planned to ensure participants do not experience unnecessary stress, providing a well-structured and enjoyable learning experience.

Exceptional Curriculum

- ❖ A Curriculum that is so distinctly unique, result oriented and focused solely on IP.
- ❖ The advance program comprises core modules of theoretical and analytical subjects in areas which directly impact on business, market capture and leadership.
- ❖ The curriculum is full of practical case studies and hands on experience so that directly apply this to the career as well as business



Course Highlights

1. Fundamentals of IPR

- ❖ **Introduction to Intellectual Property Rights:** Understand the various types of IP, including patents, trademarks, copyrights, trade secrets, design, and plant variety protection.
- ❖ **IPR Basics:** Learn about the legal framework, ownership, and protection mechanisms.

2. Valuation of Intellectual Property

- ❖ **Valuation Basics:** Gain insights into the principles and methodologies of IP valuation.
- ❖ **Valuation Techniques:** Explore cost, market, and income approaches.
- ❖ **Valuation Standards:** Familiarize yourself with International Valuation Standards Council (IVSC) guidelines, ICAI guidelines, and more.
- ❖ **Case Studies:** Review practical examples of IP valuation in different industries.

3. Licensing of Intellectual Property

- ❖ **Licensing Basics:** Understand the different types of IP licenses and their terms and conditions.
- ❖ **Negotiation Skills:** Develop techniques for negotiating favorable licensing agreements.
- ❖ **Licensing Strategies:** Align licensing strategies with business objectives.
- ❖ **Case Studies:** Learn from examples of successful and unsuccessful licensing agreements.

4. Legal and Ethical Considerations:

- ❖ **Legal Framework:** Understand the legal aspects of IP transactions.
- ❖ **Ethical Issues:** Explore ethical considerations in IP valuation and licensing.
- ❖ **Risk Mitigation:** Learn strategies to mitigate risks associated with IP transactions.

Course Highlights

5. Specialized Topics

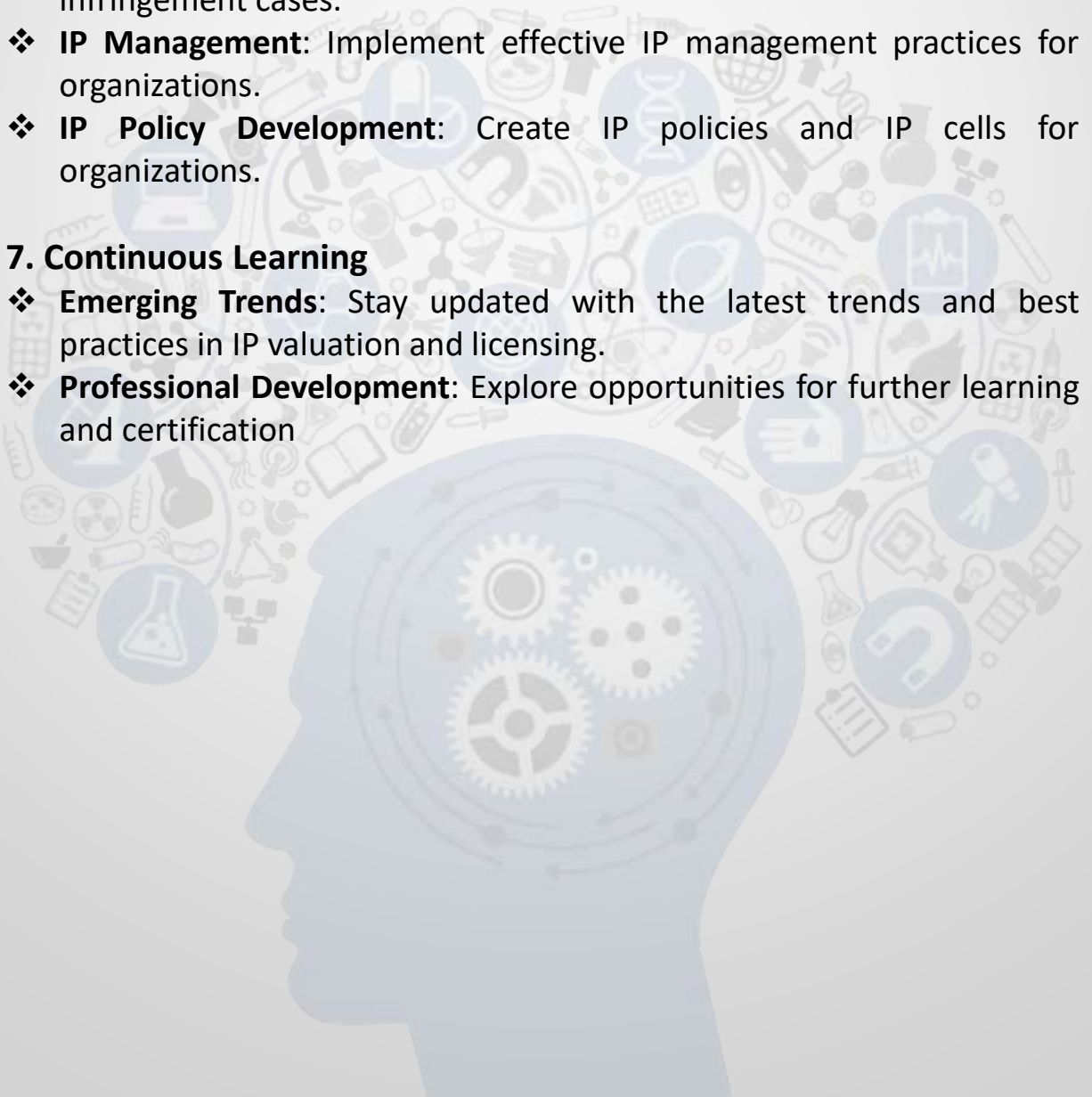
- ❖ **Digital Intangibles:** Valuation of IP in the context of IoT, AI, and other digital technologies.
- ❖ **Trade Secrets and Know-How:** Valuation and protection of trade secrets.
- ❖ **Global Perspectives:** International regulations, trends, and practices in IP valuation and licensing.

6. Practical Applications

- ❖ **Patent Infringement and Damages:** Assess damages in patent infringement cases.
- ❖ **IP Management:** Implement effective IP management practices for organizations.
- ❖ **IP Policy Development:** Create IP policies and IP cells for organizations.

7. Continuous Learning

- ❖ **Emerging Trends:** Stay updated with the latest trends and best practices in IP valuation and licensing.
- ❖ **Professional Development:** Explore opportunities for further learning and certification.



Significant Advantages for Participants

- ✓ A program based on a unique model of intellectual property that adapts to strategic and commercial aspect of business needs.
- ✓ International faculty from world renowned institutions
- ✓ Offered in a format that allows you to learn while being able to maintain work, family and social life
- ✓ Sponsoring companies will see a return through more motivated employees.
- ✓ Learn powerful techniques through in-depth learning, hands-on exploration and discussion with your fellow practitioners
- ✓ Internal valuation of IP assets
- ✓ Concept of creating new revenue stream
- ✓ Tentative Course time would be 40 – 60 hours.
- ✓ The course would be 3 months course
- ✓ Weekend course

Learn from the masters

The faculty comprises of people who are:

- ❖ **From whole renowned Institutions** across geographies bringing in a truly global perspective and practices to the classroom.
- ❖ **From Industry** for their extensive, current experience, industry knowledge, and ability to share and teach their acumen in an accelerated format.

Learning Management System

Access our World class “Learning Management System” powered by **CII GEKO**. GEKO is a one of its kind knowledge and capacity building platform that has been created specifically by the industry, to keep the Indian workforce at par with the best in the world. It offers unique, industry-specific, learning and training sessions designed by CII Centers of Excellences and also aggregates the best generalist courses from different industry experts.

‘**GEKO**’ platform will facilitate:

- Access to course material uploaded by faculties and assignments
- Access to session recording
- Offline discussions with faculty and other participants enrolled for the module via group chat

Session will be hosted on Zoom platform integrated with ‘Geko’.

Who is it for?

- i) Patent professionals
- ii) Trademark professionals
- iii) Copyright professionals
- iv) Intellectual property managers
- v) Intellectual property professionals
- vi) Technology transfer professionals
- vii) Licensing managers
- viii) Lawyers
- ix) Inventors
- x) Financial professionals
- xi) People working in innovation department of large, micro, small, and medium organization
- xii) IP organizations including law firms and KPOs



Fee Structure

Indian Nationals

Large Enterprises and Law Firms or individual IP Professionals	Small, Medium Micro Enterprises	Start-ups
Rs. 1,00,000 + 18% GST (Total Rs 1,18,000)	Rs 75,000 + 18% GST (Total Rs 88,500)	Rs 55,000 + 18% GST (Total Rs 64,900)

Foreign Nationals

Large Enterprises	Small, Medium Micro Enterprises	Start-ups
USD 850	USD 600	USD 500

Discounts

- ✓ More than Two participants registration: **5% Discount** on overall fee
- ✓ Group of Five participants registering from same organization: **15% Discount** on overall fee
- ✓ **Extra 5% Discount** for the participant of the organization who have participated in the Value IPR 3.0

About us

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering Industry, Government and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, with around 9,000 members from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 365,000 enterprises from 294 national and regional sectoral industry bodies.

For more than 125 years, CII has been engaged in shaping India's development journey and works proactively on transforming Indian Industry's engagement in national development. CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness, and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Through its dedicated Centers of Excellence and Industry competitiveness initiatives, promotion of innovation and technology adoption, and partnerships for sustainability, CII plays a transformative part in shaping the future of the nation. Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programs across diverse domains including affirmative action, livelihoods, diversity management, skill development, empowerment of women, and sustainable development, to name a few.

For 2024-25, CII has identified "Globally Competitive India: Partnerships for Sustainable and Inclusive Growth" as its Theme, prioritizing 5 key pillars. During the year, it would align its initiatives and activities to facilitate strategic actions for driving India's global competitiveness and growth through a robust and resilient Indian industry.

With 70 offices, including 12 Centers of Excellence, in India, and 8 overseas offices in Australia, Egypt, Germany, Indonesia, Singapore, UAE, UK, and USA, as well as institutional partnerships with about 300 counterpart organizations in almost 100 countries, CII serves as a reference point for Indian industry and the international business community.

Connect with

Ms Nabanita Mukherjee

Director, CII

Nabanita.mukherjee@cii.in

9910209252