



Confederation of Indian Industry

# Value IPR 2.0

Advance Training on Intellectual Property Licensing & Valuation



## Program On

**Advance Professional Training on IP valuation and licensing**

**IP by Design – IP by Research – IP for Business**

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

**“Intellectual property (IP) is regarded as ‘currency of knowledge economy’. “If you can’t measure it, you can’t manage it”. If you don’t know the value of your Intellectual Property, you can’t monetize or commercialize it well.” If you are not able to clearly determine worth of your Intellectual Property, then you will accept whatever negotiating prices they are ready to pay.”**



## Valuation and Licensing of IP Provides Economic Advantages

Intellectual Property (IP) safeguards intangible assets, which results from people creativity or innovation. IP is regarded as 'currency of knowledge economy. Well established organizations are dedicatedly calculating value of their physical or tangible assets, but many of those organizations are reluctant to scrutinize worth of their intangible assets. Therefore, the value of intangible assets of organization remains undiscovered.

In a world of technological advancement, protection and commercialization of IP is an important weapon for enhancing value of the intangible asset. Eventually, aim of any organization's management is growth and value creation. Valuation of asset enables elimination of competition, which provides an organization a chance to gain market share with minimum competition. Hence, IP assets valuation can play important role in out-licensing deals, investment analysis, in-house created IP worth determination, merger and acquisition transactions, capital budgeting, financial reporting and taxable events, bankruptcy, and litigation proceedings, etc.

Valuation is considered as one of the most critical areas in finance. Valuation of intellectual property rights is part of the good management of intellectual property within an organization. Valuation of Intellectual Property Rights helps us to get the Economic Value of Intellectual Property. Which helps to get idea on existing assets and help to take decisions on commercialization and Licensing using the intellectual property rights. An intellectual property licensing agreement occurs between an IP rights applicant (licensor) and someone who is authorized to use the rights (licensee) in exchange for monetary value in the form of a fee or a royalty, or both. Licensor gets the advantage via IP licensing are

- Expand or open new product business across geographies,
- Revenue generation,
- Sell a business or assets, while retaining intellectual property for itself.
- Settle issues for infringing claims.

## Drive the change

CII also works closely with many national and international organizations to boost IP culture in India. CII has been discussing the need for a robust system of IPR valuation and using IPR as collateral for raising funds in its National Committee on IPR and frequent discussions with various stakeholders. It is the outcome of these deliberations that motivated CII to organize this course with the help of national and international experts.

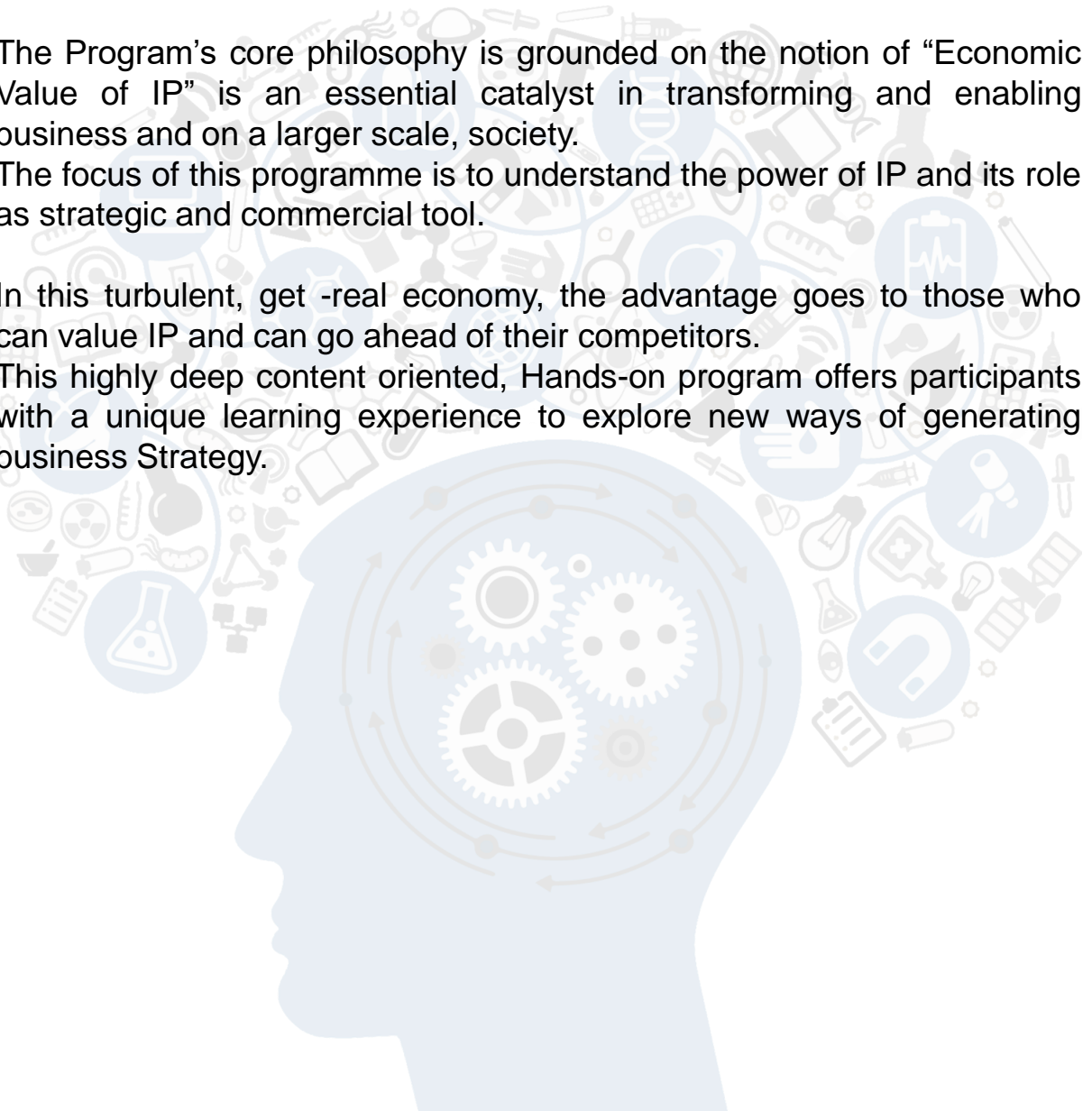
The Professional Training on IP valuation and licensing has been created in response to increasing Industry demands for appropriately trained IP Valuation and Licensing leaders who can sustain an organizations strategic and economic leadership in marketplace.

The Program's core philosophy is grounded on the notion of "Economic Value of IP" is an essential catalyst in transforming and enabling business and on a larger scale, society.

The focus of this programme is to understand the power of IP and its role as strategic and commercial tool.

In this turbulent, get -real economy, the advantage goes to those who can value IP and can go ahead of their competitors.

This highly deep content oriented, Hands-on program offers participants with a unique learning experience to explore new ways of generating business Strategy.



# 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

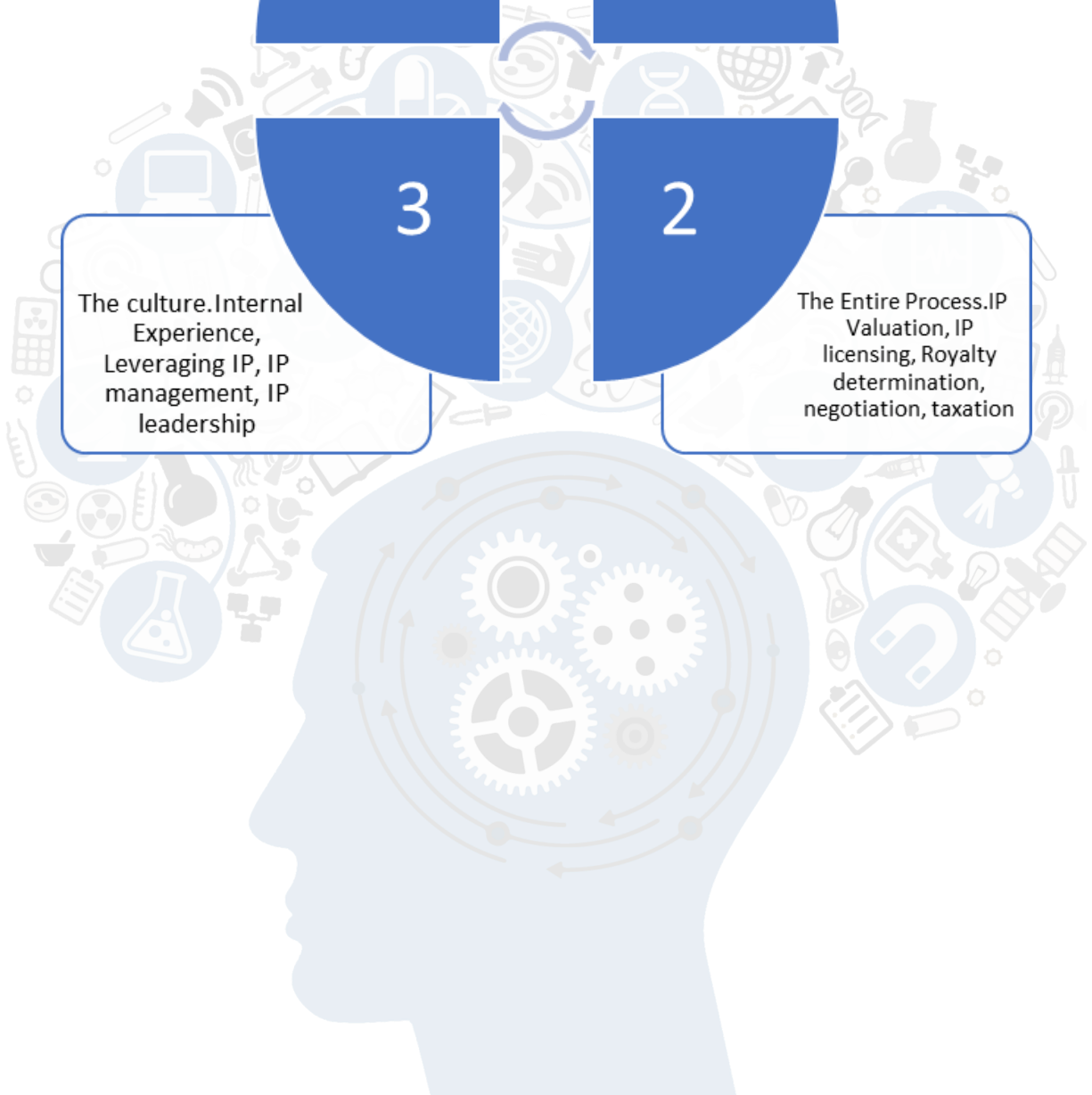
1

3

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

2

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



## 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.

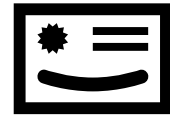
## Program Outcomes

- 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"**



**Globally  
renowned  
faculty**



**Advance  
Certification  
of course  
completion**



**Practical  
Case  
Studies**



**Session  
Recordings**



**Weekend  
Course**



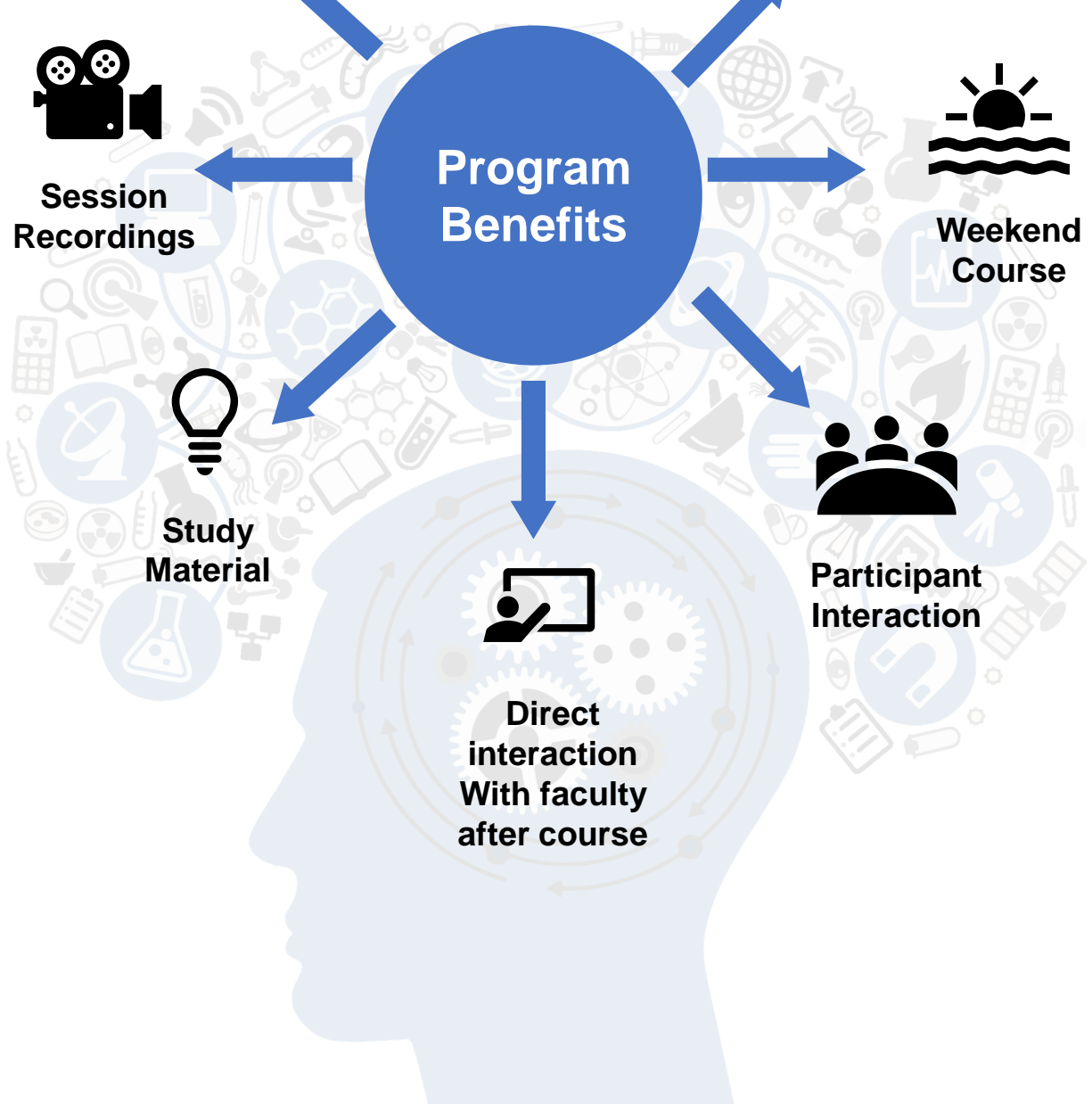
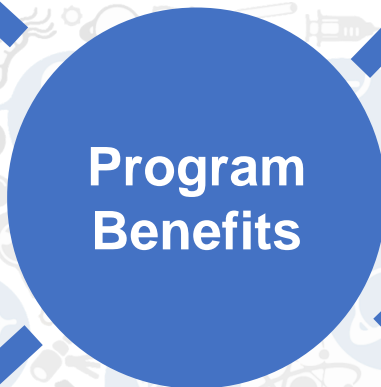
**Study  
Material**



**Direct  
interaction  
With faculty  
after course**



**Participant  
Interaction**



## Programme tenure and support from CII

- You can undergo this course without interrupting your career. The entire program is offered on alternative weekends (Saturday) complemented by online content and support for the time in between.
- Unlike traditional programs where students take courses in a sequential order, this programme features a cutting-edge cluster structure which mirrors how IP works across functional areas.
- In between the two modules, you would be supported by our unique online Learning Management System which help you keep in touch with your tutor and fellow team members and participants.
- Best part of this programme is, undergoing this programme is not at all stressful. Due care in planning of this program is taken so that the participants enjoy the time they spend with us.

## Exceptional Curriculum

- A Curriculum that is so distinctly unique, result oriented and focussed 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





# Program

Module	Course details
<b>Module 1: Intellectual Property Valuation</b>	<ol style="list-style-type: none"><li>1. Basics of IPR valuation</li><li>2. Economics of intangible assets</li><li>3. Patent valuation basics</li><li>4. Valuation methods</li><li>5. Role of valuation of IPR decision making by firms; designing and building IPR portfolio and IPR planning</li><li>6. Valuation of biotech inventions, trademarks, trade secrets and knowhow</li></ol>
<b>Module 2: Intellectual Property Licensing</b>	<ol style="list-style-type: none"><li>1. Fundamentals of IPR licensing</li><li>2. Licensing of Semi-conductor technology</li><li>3. Licensing agreements</li><li>4. Licensing of IPR from publicly funded institutions</li><li>5. Licensing requirements (compliance) as per Indian IPR laws</li></ol>
<b>Module 3 : Specialized topics for IPR and finance professionals</b>	<ol style="list-style-type: none"><li>1. Tax calculations</li><li>2. International practices and norms regarding taxation in IPR licensing,</li><li>3. Domestic regulations on Taxation</li><li>4. Practices in valuing AI related IPR Valuation of software and standard essential patents</li><li>5. Patent infringement and damage assessment through valuation of Patent.</li></ol>

## 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
- As 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 world 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 Centres of Excellences and also aggregates the best generalist courses from different industry experts.

Geko platform will facilitate:

1. Access to course material uploaded by faculties and assignments
2. Access to session recording
3. 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 professional
- 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

<b>Large Enterprises and Law Firms or individual IP Professionals</b>	<b>Small, Medium Micro Enterprises</b>	<b>Start-ups</b>
Rs. 75,000 + 18% GST (Total Rs 88,500)	Rs. 60,000 + 18% GST (Total Rs 78,800)	Rs. 40,000 + 18% GST (Total Rs 47,200)

### Foreign Nationals

<b>Large Enterprises</b>	<b>Small, Medium Micro Enterprises</b>	<b>Start-ups</b>
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 1.0

## 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 9000 members from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 300,000 enterprises from 286 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.

Confederation of Indian Industry (CII) for the last 20 years, has been working towards the creation and promotion of a strong intellectual property rights (IPR) eco-system in the country. CII has actively and diligently pursued to strengthen and support the economy and society by demonstrating and advocating the vital role of IPR in making business.

IPR department of CII till now catered to more than 2000 IPR service, including more than 200 patents, 1000 TMs, 1500 Designs, 70 copyrights and 30 GI's. Initiated Capacity Building of more than 5000 stakeholder through 200 IP programmes. CII with the support of Ministry of Micro, Small and Medium Enterprises (MSME), Government of India have established Intellectual Property Facilitation Centers (IPFCs) at Indore, Mysore and Gandhi Nagar. These IPFCs primarily cater to the Intellectual Property Service requirements of MSME enterprises all across the states of Madhya Pradesh, Karnataka and Gujarat respectively.

## Connect with

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