



**National Law University and Judicial Academy, Assam**

**Programme:**

**IPR from the lenses of Startups & MSMEs**

**Details of Course offered**

**Even Semester – Academic Year 2023-2024**

Sl. No	Course Code	Course Title	L	T	P	CR	CH
1.	BL 707	IPR from the lenses of Startups & MSMEs	2	0	0	2	

**Code and Title of the Course:** IPR from the lenses of Startups & MSMEs

- a. **Course Credit:** 2 [Total Marks - 50 (End Semester Exam - 30 marks, Project – 20 marks)]
- b. **Medium of Instruction:** English
- c. **Course Compiled by:** Dr. Pankaj Kumar, DPIIT-IPR Chair Professor, NLUJAA
- d. **Course Instructor:** Dr. Pankaj Kumar, DPIIT-IPR Chair Professor, NLUJAA

## **1. Course Objectives**

The course aims to provide a comprehensive understanding of IPR law and its importance in practical applications, particularly for MSMEs and startups. Students will learn about IPR protection strategies, commercialization, enforcement, and government support schemes, while also staying informed about emerging trends in the field.

## **2. Teaching methodology**

The course will employ a lecture-cum-discussion approach with interactive classroom sessions, utilizing audio-visual aids, internet resources, and PowerPoint presentations to enhance learning. Emphasis will be on practical, value-based learning, and students will receive relevant materials regularly. Recent developments in the field of IPR, especially concerning MSMEs and startups, will be highlighted and significant case studies will be analyzed to facilitate a deeper understanding of the subject matter.

## **3. Expected Outcomes of the Course**

Upon successful completion of this course, students will have the ability to comprehend and apply the practical significance of IPR assertion and protection within diverse legal contexts. The course will empower students to engage in critical thinking, conduct thorough research, and foster a drive to raise awareness about IPR among the general public. Students will gain the necessary skills to navigate IPR-related challenges and contribute effectively to the promotion and safeguarding of intellectual property rights especially of MSME and startup.

## **4. Course Evaluation Method**

Students will be assessed through continuous evaluation requiring the students to submit and present allotted projects and appear in the end-semester examination. All examinations and projects are compulsory and no exemption is allowed in order to complete the course successfully.

## **5. Detailed Structure of the Course (specifying course modules and sub-modules)**

### **Module 1: Introduction to IPR and its Importance (7 Classes)**

Understanding the basics of IPR and differentiation,  
Importance of IPR protection for MSMEs and startups

### **Module 2: IPR Protection and Strategies (7 Classes)**

IP Audit,  
Patents and their role in promoting innovation for MSMEs and startups,  
Trademark registration and building a strong brand identity,  
Copyright protection for creative works and managing copyrights in digital content,

Trade secrets as a form of IPR protection for sensitive information,

IP Strategy approaches – Defensive vs. Offensive

**Module 3: IPR Commercialization and Enforcement (7 Classes)**

Licensing agreements and technology transfer for MSMEs and startups,

Strategies for monetizing IPR assets and attracting investors,

IP-Exchange,

IPR enforcement mechanisms and alternative dispute resolution methods

**Module 4: National IP Policy and Government Support (7 Classes)**

Overview of government schemes and incentives for IPR protection,

IPR support programs tailored for MSMEs and startups,

DC-MSME guidelines on Implementation of the Scheme,

Building Awareness on IPR for MSME, IP Facilitation Centers (IPFCs),

IP Yatra,

Schemes: MSME-Innovative Scheme (IPR Component), Startup India, SIPP,

TISC, IP Support Program under MeitY

**Note:** *One day for Exam (End Semester Exams) and one day for Presentation of Project totalling to Thirty days.*

**Prescribed Readings:**

*Students are advised to go through the recent editions of the recommended books*

**Books:**

- (i) "Intellectual Property Rights: A Primer for Students" by T.G. Agitha
- (ii) "Intellectual Property Law" by P. Narayanan
- (iii) "Law Relating to Intellectual Property" by Tapan Kumar Biswas
- (iv) "Intellectual Property Rights: Infringement and Remedies" by P. Narayanan
- (v) "IPR Made Easy: A Simplified Guide to Intellectual Property Rights" by Kavita Yadav
- (vi) "Intellectual Property Rights: Law and Practice in India" by Prabuddha Ganguli
- (vii) "Intellectual Property Rights: Innovation, Governance, and the Institutional Environment" by R. K. Gupta and Anil Kumar Sharma
- (viii) "Handbook on Intellectual Property Rights & Its Allied Laws" by Rajkumar S. Adukia
- (ix) "Intellectual Property Law in India" by V.K. Ahuja and Alok Dhir
- (x) "Startups and Intellectual Property Rights: A Guide for Entrepreneurs and

Investors" by Dr. Kalyan C. Kankanala

**Websites and Online Resources:**

- a. World Intellectual Property Organization (WIPO): [www.wipo.int](http://www.wipo.int)
- b. United States Patent and Trademark Office (USPTO): [www.uspto.gov](http://www.uspto.gov)
- c. European Patent Office (EPO): [www.epo.org](http://www.epo.org)
- d. Intellectual Property India: [www.ipindia.gov.in](http://www.ipindia.gov.in)
- e. WIPO's SMEs Division: [www.wipo.int/sme](http://www.wipo.int/sme)

**Case Studies and Reports:**

- a. WIPO's Intellectual Property for Business Series: [www.wipo.int/ip-outreach/en/ipforbusiness/](http://www.wipo.int/ip-outreach/en/ipforbusiness/)
- b. World Intellectual Property Indicators Report: [www.wipo.int/ipstats/en/](http://www.wipo.int/ipstats/en/)
- c. EPO's Patent Information Services for SMEs: [www.epo.org/patent-information/useful-information/sme.html](http://www.epo.org/patent-information/useful-information/sme.html)
- d. Case studies from successful startups and MSMEs involving IPR protection and commercialization.
- e. National IP Policy