



NATIONAL LAW UNIVERSITY AND JUDICIAL ACADEMY, ASSAM

PROGRAMME: B.A.,LL.B(HONS.) FYIC

DETAILS OF COURSE OFFERED

ODD SEMESTER (IX) – ACADEMIC YEAR

SL. NO	COURSE CODE	COURSE TITLE	L	T/P	CR	CH
1	905 IPR SP VI	IPR IN SMES	4 PER WEEK	1 PER WEEK	4	

A. CODE AND TITLE OF THE COURSE: 905 IPR SP VI, IPR IN SMES

B. COURSE CREDIT: 4 (TOTAL MARKS 200)

C. MEDIUM OF INSTRUCTION: ENGLISH

D. COURSE COMPILED BY: PARTHA PRATIM MEDHI

E. COURSE INSTRUCTOR: PARTHA PRATIM MEDHI

1. COURSE OBJECTIVES

Regardless of what product your enterprise makes or what service it provides, it is likely that it is regularly using and creating a great deal of intellectual property. This being the case, you should systematically consider the steps required for protecting, managing and enforcing it, so as to get the best possible commercial results from its ownership. If you are using intellectual property that belongs to others, then you should consider buying it or acquiring the rights to use it by taking a license in order to avoid a dispute and consequent expensive litigation.

Almost every SME has a trade name or one or more trademarks and should consider protecting them. Most SMEs will have valuable confidential business information, from customers' lists to sales tactics that they may wish to protect. A large number would have developed creative original designs. Many would have produced, or assisted in the publication, dissemination or retailing of a copyrighted work. Some may have invented or improved a product or service.

In all such cases, your SME should consider how best to use the IP system to its own benefit. Remember that IP may assist your SME in almost every aspect of your business development and competitive strategy: from product development to product design, from service delivery to marketing, and from raising financial resources to exporting or expanding your business abroad through licensing or franchising. This paper seeks to provide insight into the expanding scope of IPR laws and SMEs, along with the inevitable challenges it brings from a worldwide lens on the matter.

2. TEACHING METHODOLOGY

Collegial presentation

Interactive pedagogical techniques

Case study method

Articles based discussions

Debate oriented and negotiation rounds on critical environmental issues

Legislative and case analysis of Landmark and latest legal instruments and case laws respectively

Documentary screening and open house discussions

Surprise tests on fortnight /weekly basis

3. COURSE OUTCOMES

- The students after the completion of this course are expected to have fundamental knowledge on IPR and SMEs
- They shall be capable of knowing the core issues of IPR and SMEs.

- They will be equipped with interest to take up Intellectual Property Law a subject at honours levels, Masters Level and PhD level.

4. COURSE EVALUATION METHOD

The course shall be assessed for 200 marks. The Evaluation scheme would be as follows:

Internal assessment: 70% (140 marks)

External assessment: 30% (60 marks)

Sl. No.	Internal Assessment	
1	2 Assignments	2 x 20 marks = 40 marks
2	Seminar/Group Discussion	20 marks
3	Class Test (Twice in a Semester)	2 x 35 marks = 70 marks
4	Attendance in Class	10 marks
5	Semester End Examination	60 marks

5. DETAILED STRUCTURE OF THE COURSE (SPECIFYING COURSE)

MODULE I

Historical Background of SME, MSME and India, Ecommerce and SMEs, WTO and SMEs, WIPO and SMEs, TRIPS and IPR, SMEs and IPR,

MODULE III

Copyright and SMEs, Business models and copyrights, Profiting from Innovations, Patent and SMEs, The Unitary Patent and SMEs,

MODULE III

Trademark and Business, Trademark and SMEs, Registration of Trademarks in business, Trademark Office and SMEs, Application of Trademark, grounds of Rejection of Trademark, Collective Marks, Penalties for Infringement of Trademark.

MODULE IV

Industrial Designs, Designs and its importance for SMEs, Protecting Industrial Designs, Protecting Designs abroad,

6. PRESCRIBED READINGS

Books:

- (a) Patent, Copyright & Trademark: An Intellectual Property Desk- Richard Stem (2014), Nolo.
- (b) Kitching, J. and Blackburn, R. (1998), "Intellectual property management in the small and medium enterprise (SME)", *Journal of Small Business and Enterprise Development*, Vol. 5 No. 4, pp. 327-335.

Journal Article:

1. Eppinger, Elisabeth & Vladova, Gergana. (2013). Intellectual property management practices at small and medium-sized enterprises. *Int. J. of Technology Management*.
2. Gennari, U. (2013). IPR training and tools for better handling of IPR topics by SMEs. *World Patent Information*, 35(3), 214-223.
3. Rodwell, S., Van Eeckhout, P., Reid, A., & Walendowski, J. (2007). Study: Effects of counterfeiting on EU SMEs and a review of various public and private IPR enforcement initiatives and resources. *Framework contract B*, 3.
4. Rangarajan, K., Chaturvedi, T., Mishra, B., Kishore, K., & Prakash, S. (2007). Impact of IPR on SMEs: Special Reference to Textiles and Processed Food. *Foreign Trade Review*, 42(2), 27-65.
5. Macdonald, S., & Turpin, T. (2008). Intellectual property rights and SMEs in South-East Asia: innovation policy and innovation practice. *International Journal of Innovation and Technology Management*, 5(02), 233-246.
6. Talvela, J. (2016). To Patent or Not to Patent—Hard Decisions for SMEs. *Smart Cities in Smart Regions*.