

Semester VIII

Discipline Specific Elective -DSE-II 8.1

Intellectual Property Rights and Law and for MSMEs Offered by Commerce Department, College of Vocational Studies

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Prerequisite of the course (if any)
		Lecture	Tutorial	Practical/Practice		
Intellectual Property Laws and Policy for MSMEs	4	3	1	-	As Per University Norms	NONE

Learning Objectives

The course aims to develop the understanding of the foundational concepts and types of intellectual property. It will help the students in analyzing the legal frameworks governing IPR in India and internationally and examines the balance between creators' rights and public interest. This course also applies the IPR laws to real-world scenarios in technology, business, and culture and critically assess the impact of IPR on innovation and access to knowledge.

Learning Outcomes

After the completion of course, students will be able to:

CO1: Identify and differentiate between various forms of intellectual

property. CO2: Evaluate the effectiveness of IPR laws in fostering innovation.

CO3: Navigate the registration processes for patents, copyrights, trademarks, and designs. CO4: Address legal issues related to IPR infringement and enforcement.

CO5: Propose solutions to contemporary challenges in the IPR landscape.

Unit I: Introduction to Intellectual Property (10 Hours)

- Definition and importance of IPR.
- Historical development and international treaties (TRIPS, WIPO, Berne, Paris Conventions).
- Importance of IP for MSMEs: Growth, funding, and competitive advantage
- Overview of Types of IP: Patents, Trademarks, Copyrights, Designs, Trade Secrets, Geographical Indications
- Myths about IP for Small Businesses
- Emerging Technology: AI and IP, Blockchain and IP, Green Technologies; IP and Digital Startups

Unit II: Patents and Innovation in MSMEs (11 Hours)

- Criteria for Patentability (novelty, inventive step, industrial application)
- Patent Filing Process: Step-by-step
- Costs and timelines for MSMEs
- Patent protection strategies for resource-constrained businesses
- Introduction to Patent Search Tools
- Registration process and enforcement
- Government support initiatives and IP facilitation centers for MSMEs and Startups.

Unit III: Trademarks Copyrights for MSMEs (12 Hours)

- Definition Importance of Trademarks for MSMEs
- Trademark Registration Process (national and international filing basics)
- Managing and enforcing trademark rights
- Case Studies: Branding mistakes by MSMEs
- Understanding Copyright Protection: Literary, artistic, musical works
- How MSMEs can protect digital content (website, advertising, brochures)
- What are Industrial Designs? Importance for product-oriented MSMEs
- Filing procedures and benefits

: UNIT IV: Legal Frameworks and Compliance (12 Hours)

- Overview of Indian IP Laws overview
- International Treaties and IP (Paris Convention, Madrid Protocol, WIPO basics)
- MSME-specific government schemes for IP support (Indian SIP-EIT, Patent Subsidies)
- IP Audits: Why and how to conduct them periodically.

Practical Exercises

- Create a Basic IP Strategy for an SME
- Pick an SME sector (fashion, food, software, manufacturing, etc.). What to trademark
- What to patent? What to copyright ? How to protect trade secrets?
- Create a basic IP protection and monetization plan:
- Study a case on SME loses trademark rights or gets sued) Identify what the SME did wrong.
- Fill out a mock trademark or patent application form (available on IP India or WIPO websites).
- Practice uploading mock documents to an online IP portal (in a simulated environment).

Suggestive Readings

- Intellectual Property Law and the Information Society by James Boyle and Jennifer Jenkins.
- Intellectual Property Rights in India by V.K. Ahuja (2022)
- Law of Intellectual Property by V.J. Taraporevala.
- Intellectual Property by Elizabeth Verkey (2021)
- "Intellectual Property Rights: Text and Cases" – Dr. Neeraj Pandey and Khushdeep Dharni
"Intellectual Property Rights for Entrepreneurs" – Vivien Irish
- Intellectual Property: Patents, Trademarks, and Copyright in a Nutshell – Arthur R. Miller and Michael H. Davis
Business and Intellectual Property: A Guide for Innovators– Martin Brassell and Kelvin King
Government Publications
- WIPO (World Intellectual Property Organization) – IP for Business Series
WIPO SME Portal
- Intellectual Property Rights for MSMEs – Published by India's MSME Ministry
India's Department for Promotion of Industry and Internal Trade (DPIIT) – IP Rights Handbook for MSMEs
Key Reports and Research Papers
- "Intellectual Property Rights and Innovation in SMEs" – OECD Report
Leveraging Intellectual Property for SME Growth – World Bank Group
IPR and MSMEs in India" – CII and FICCI (Industry Reports)
Online Resources
- Startup India (IPR Section) [Startup India IPR Toolkit](#)
- IP India Website - [IP India Portal](#)
- Managing Intellectual Property in the Digital Age – Deli Yang
- Valuation and Exploitation of Intellectual Property and Intangible Assets – RoyaltyStat (On