

**“Research to Revenue: leasing to IP commercialisation. Need for industry - academia interface”**

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**Objective:** To aware researchers & innovators about the importance of Intellectual Property Rights, its process and its utilization for commercialisation

- ❖ When we research or innovate something, which is essentially creating Intellectual Property, has to reach a logical conclusion, it should be utilised by the industry, business or your society. Innovation must have utility in market.
- ❖ IP commercialisation has 4 orbits
  - Innovation
  - evolution
  - protection
  - commercialisation
- ❖ Different IPR components
  - Patents, Copyright, Trademark, service marks, trade secrets and tangible research property
- ❖ Context of Intellectual Property Rights:
  - Tangible property: you can see, touch, feel
  - Intangible Property (Intellectual Property): You can't see, touch, feel
- ❖ converting intangible property into tangible property is called Intellectual Property Rights, it includes inventions, literary, artistic work, symbols, names, images & designs used in commerce.
- ❖ How research & IPR can be co-related:
  - It protects the result of innovation & research
  - It gives ownership, paves way for possible commercialization
- ❖ What is research to revenue or IP commercialization: Intellectual Property Rights plays an important role in facilitating the process of taking innovative technology to the market place
- ❖ Typical Research to revenue pipeline:
  - Pre-commercial: innovation based on research output
  - Proof of concept
  - Enterprise fellowship
  - Commercial: high growth start-up unit
  - Investment-co-investment
  - Success in Marketplace-finale stage
- ❖ Workable innovation includes:  
Desirability (human), Viability (business), Feasibility (technical)
- ❖ Creating an IP with market value: Innovation with substance, innovation which are sustainable (when the problem and domain is well defined than the innovation is sustainable) ex. Apple
- ❖ Smart research includes:  
Your research should be specific, measurable, attainable, relevant and time based

- ❖ Use of patent information & research: patent documents continue to be a relevant source of information that is often grossly underutilized.
- ❖ IP Protection:  
Department of industrial policy & promotion:  
(CIPAM) they are helping all the way; Start-ups are being encouraged also given subsidy to file the pattern. Government of Gujarat has an excellent scheme: SSIP is doing excellent work and so many educational institutions have been funded under SSIP. So we don't need to feel that filing pattern is difficult, so many IP facilitation centres are available
- ❖ IP commercialization:
  - Prepare a dossier
  - Idea is to market your innovation
  - Commercialisation avenues: licencing of IP, sale of IP, manufacturing & selling, joint venture collaboration
  - CIPAM: Platform as facilitator
- ❖ Joint patent: patent can be joint also industry & academic institution
- ❖ Be smarted, look for what is required
- ❖ Suggested movie: Flash of a Genius
- ❖ Definition of patent: is it should be new, novel & industrial applicable
- ❖ You have to take a patent for each county where and when you want to protect your innovation
- ❖ Conclusion: Research to revenue process is considered as Sarasvati to Laxami. We live in knowledge economy; we are in the world of competitors. So Intellectual Property Rights is very important for every researchers & innovators.

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