



INSTITUTE OF INTELLECTUAL PROPERTY RESEARCH & DEVELOPMENT

We help the Corporates Identify Potential Intellectual Properties (IP) and provide end-to-end support for Creation, Promotion, Protection and Commercialization of IP, Globally



WHAT IIPRD CAN DO?

- ❖ Assist & Locate Potential Intellectual Properties for Corporates
- ❖ Patent Portfolio Creation, Management and Commercialisation
- ❖ IP Due Diligence for Acquisition, Merger, Assignments, Licensing and In-house Strategic & Tactical Analysis
- ❖ Technology & Brand Valuations
- ❖ Transfer of Technology and IP Licensing
- ❖ Drawing road-maps for moving Trade Mark to Brand Equity
- ❖ IP Commercialisation with end-to-end Support
- ❖ IP Education & Industrial Training
- ❖ Assistance in Creating and Establishing IP Cells/ Centers at Corporate
- ❖ Six-Months Certificate Course on "Patent Portfolio Creation and Management"

We, at IIPRD see Intellectual Property of each Corporate as its 'Low Investment Growth Mantra'

www.iiprd.com

ABOUT IIPRD

The business management world over has undergone sweeping changes over the last few years. These changes have been heavily leveraged by Intellectual Properties, which have become the integral and embedded part of business at any corporate. Scope and definition of Intellectual Property is also expanding with the growth of international trade & globalization of economic activities. At the same time, IP has emerged as 'Low Investment Growth Mantra' for every corporate & therefore a clear understanding of IP Laws and Practices for regulating and protecting one's business has become critical. IIPRD has been established precisely to assist the business houses in strategizing their growth by leveraging their IPR's through effective Creation, Promotion, Protection, and Commercialisation of Intellectual Properties. IIPRD has a legacy of ten years of existence and has a team of experts from each IP field that undertakes its activities in three broad categories viz. Commercial Support, Legal Support and Educational Support, in order to be single point destination for all IP needs. To undertake these tasks IIPRD has the best of International networking with most renowned and leading global IP Law and Licensing firms.

WHAT OUR COMMERCIAL SERVICES MEAN

Commercialization / Licensing of Intellectual Property :

Intellectual Property is the most powerful commercial asset that any business possesses. It is IP that leads a merger to emerge and companies that have IP dominance take the shot. Like physical property, IP can also be leased, transferred, acquired, and mortgaged for limited period or on permanent basis. Intellectual Property is enjoying great economic value with the new economic paradigm becoming dominant. This value would further enhance as more and more mergers, acquisitions and strategic alliances go through and business networking expands and unfolds.

The Institute provides a platform and medium to all establishments to commercialize their Intellectual Properties. In this regard the Institute has a team of professionals who have in depth understanding of these issues, and have been working in this direction for about ten years in identifying Intellectual Properties that can be commercialised through various modes and IIPRD helps in:

- ✓ Locating and Marking Intellectual Properties that can be commercialized.
- ✓ Finding the most compatible licensees/buyers of the IP's and strategizing the mode that would add the best value.
- ✓ Providing end-to-end support to best commercialize the Intellectual Properties and providing complete support to finalize and go through the transactions such as Due-Diligence, Valuation, Contractual agreements, including monitoring of royalty payment.

IP Valuation :

Value creation and growth is the ultimate goal of any management team. IIPRD undertakes valuation in two different modes:

In case the objective of valuing the IPs is to get an approximation of monetary estimation of the worth of the Patents/Trade Secrets / Trade Mark for In-house use, IIPRD can do so by going through the concerned technology/ patent/trade mark and the level of protection they have received through registered IPs. To do this, IIPRD does a comprehensive technical, commercial and economic assessment to evaluate the monetary worth of the IPs.

In case the objective of valuing the IPs is to use the IP In-house and/or license nationally/internationally to a third party, IIPRD does a comprehensive commercial evaluation of each patent/technology/know-how/trade mark, and value it keeping licensing/assignment as the primary objective, by undertaking Freedom to Operate analysis, evaluating commercial opportunities and value of each technology/patent/trade mark. IIPRD also helps in licensing the technology to a potential licensee. The IP valuation modus operandi also suggests the strategy that the client can adopt relating to prioritization of potential licensees, decision on the best mode of licensing exclusive/non-exclusive and assignment, decision on the License Fees, Royalty payment, and other terms to commercialize the technology.

If you wish your Intellectual Property to be valued, the Institute can provide complete assistance:-

- ✓ Our Patent/Technology/Know-how valuation team has done technology valuations for Fortune 500 Companies as well as for SME's for licensing / assignment.
- ✓ Our Brand Valuation tools would also provide you the insight of your strengths and weaknesses in marketing and sale strategies to help and guide in devising perfect brand management strategy.

WHAT OUR PATENT SUPPORT SERVICES MEAN

Patent Preparation: IIPRD offers high quality patent preparation services for all entities including IP Law firms, Corporates, Individual Practitioners, Research Institutions and Inventors.

Office Action Response Aid: to assist Attorneys draft an effective and accurate Response to Office Action. IIPRD's in-house team of Attorneys is equipped with the requisite Legal and Technical experience and expertise to deal with matter of high complexities.

Patent Searches are a crucial part of any Patent Strategy. An accurate and timely Patent Search gives the stakeholders a fairly clear picture of their innovations vis-à-vis the existing art. This helps them formulate a near fool-proof strategy to leverage their Patent Information with Business Intelligence. One of IIPRD's core mandates is to assist its Clients in providing High Quality, Cost effective, Patent Offshore Services, primarily focusing on Patent Searches:

Patentability /Novelty Searches: to establish the novelty of the invention. We keep ourselves updated on the recent changes which are establishing a clearer scope of 'obviousness' and 'novelty', and base our Search Strategies to reflect such changes.

Invalidity Searches: to find out published documents that invalidate a patented invention. Reliance on an exhaustive set of database matched with our expertise in Analysis ensures that the Relevant set of Results depicts the most accurate and effective ones that singularly or in combination invalidates the Patent.

Freedom-to-Operate Studies: offers a Product-to-Patent Mapping and involves Searching Active/Live Patents that overlaps with the Key Features of the Product. IIPRD offers a proven competence in conducting such FTOs and delivering the best results with an exclusive section for 'Key Feature Mapping'

Licensing Studies: including both In-Licensing & Out-Licensing Studies, encompass doing a detail technical and commercial evaluation of the technology vis-à-vis existing Patents, Products & Players and presenting a Best-Fit Strategy to suit the Client's needs.

Technology Landscape: Patent Technology Assessment and Landscaping can help us understand the technology under evaluation from a market perspective. Landscaping analysis can help us strategically analyze the product depth of the technology, major competitors in the domain, IP portfolios of the respective competitors, and the likelihood of overlap between the competitor's products and company's patents.

Competitive Intelligence: to track a Competitor in terms of the Patents published or granted, recent Business Developments, Market Research etc. IIPRD's Analysts are well versed with the nuances of Technology and Finance and are best suited to conduct such an exercise.

Patent Watch: to update on the Patent Scenario related to a particular technological domain/Assignee. The Updates could be conducted fortnightly, monthly, or quarterly to include new patents granted/published in the period and updating legal status of the existing portfolio.

WHAT OUR LITIGATION SUPPORT SERVICES MEAN

A successful Litigation involves a concerted effort of an entire team complimenting the Attorneys.

Case Law Research: involves Searching and Analyzing the Case Laws on Public and Paid database to assist the Attorneys in preparing the ground work for the litigation.

Drafting Support: includes providing drafting assistance in Infringement Complaints, Suits, Pleadings, Motions, Briefs, Cease and Desist Letters etc.

Document Review: including Review and Summarization of all necessary documents pertaining to the case.

WHAT OUR PARALEGAL SUPPORT SERVICES MEAN

Patent Docketing: services include maintaining and taking necessary actions to meet the deadlines pertaining to a patent application. Such Docketing Services are of immense value proposition when the patent portfolio comprises a large number of patents. IIPRD offers a remote docketing assistance to Clients worldwide through its Operation Center located in India.

Application Preparation: involves assisting the Attorneys in completing the formal requirements while preparing the patent application.

IDS Management: through providing complete support in preparing and managing the Information Disclosure Statement by meeting the latest guidelines as established by the USPTO.

Application Recordal: to assist clients with updating the change in any Assignee/Inventor data that need to be followed up at all the location where such applications have been filed.

Global Patent Filing and Formalities: with a wide network of Associates in all major Global locations, IIPRD can assist you in filing/prosecuting patent application in almost all locations around the globe.

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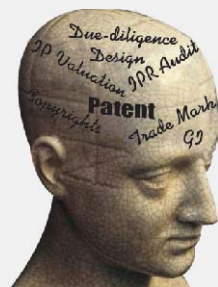
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IP=Mental + Creative Work

KHURANA & KHURANA

Advocates and IP Attorneys

Helping Corporates by providing End-to-End Legal Support for Creation and Protection of Intellectual Properties, Globally!

What K&K can do for you?

- ✓ Assist in all legal process, globally, through Drafting, Preparation & Filing of Patent, Trade Mark, Copyright, Design & GI Applications.
- ✓ Complete Prosecution till Grant.
- ✓ Complete Pro-Active & Defensive Litigation and Dispute Resolution Support.
- ✓ Support to International IP Law Firms and Corporates on Prosecution, Infringement & Litigation Analysis and Strategy in India.
- ✓ All legal support for transfer of technology including conducting Searches for Freedom to Operate.
- ✓ Drafting/Vetting Contracts and Licensing Agreements.
- ✓ Providing Legal Opinions and Defining Legal Strategies for all IP Subject Matters.

“Everyone has the right to the protection of the moral and material interest resulting from any scientific, literary, or artistic production of which he is the author”

- UN Universal Declaration of Human Rights Article 27(2)

www.khuranaandkhurana.com

KHURANA & KHURANA ADVOCATES & IP ATTORNEYS

Key Differentiators

Khurana & Khurana is the full service IP Law Firm and a sister concern of “Institute of Intellectual Property Research & Development (IIPRD)”. K&K was founded in May 2002 to provide all legal support to its clients emerging from IIPRD as a one point destination and since then has become a full service IP law firm looking after National & International IP needs of numerous large and medium business establishments for all Intellectual Property matters. K&K also takes pride in its well established International network through its expertise in foreign IP matters giving the firm the much desired client level orientation and synergy for whom K&K works which includes many of the 500 fortunes companies as well as small, medium and startup companies. K&K has a highly experienced pool of Patent and Trademark Attorneys /Practitioners from across technology domains and International associates such as Sughrue Mion, CRA International, and Morgan, Lewis & Bockius among many others who have strong geographic presence. Attorneys of K&K have been counsels to top Indian and International Corporates for multiple litigation matters through various courts and platforms and along with IIPRD stands out as a One-Point destination for all IP Needs for all corporates.

WHAT OUR LEGAL SERVICES MEAN

PATENT (PORTFOLIO CREATION AND MANAGEMENT)

The cost of getting a patent is pittance in comparison to the cost of defending it and therefore patent development needs a perfect strategy to avoid the defending cost. A patent application, if not drafted meticulously and by incorporating best practices, may invite litigation at one stage or the other, costing the corporate fortunes. On the same lines, a patent not appropriately commercialized by conducting adequate due-diligence, can prove to be very expensive.

Given the high cost involved in getting Patent Protection, K&K can help you in:-

- ✓ Conducting Patent Search-Mapping and Patentability / Novelty Analysis – Preparing
- ✓ Complete Procedural Manual for Conducting and analyzing all Patent searches
- ✓ Preparing Patent Applications (We follow Complete Procedural Manual and Best Practices for Drafting Patent Applications)
- ✓ Prosecution and Infringement/Invalidation analysis
- ✓ Conducting Freedom to Operate Searches
- ✓ All services 'Beyond Patent' such as Licensing, Assignments, Due Diligence, Patent Portfolio watch and Litigation

Trademark

Trade Mark is a prerequisite to Brand Building and the journey from Trade Mark to Brand and Brand Equity is tedious and needs proper blending of resources; right from the time of mark selection mere advertisement doesn't help.

Keeping these facts in mind, K&K can help you in:

- ✓ Conducting Trademark Search and suggesting perfect mark for the purpose
- ✓ Worldwide Trademark Application Filing, Registration, Prosecution & Renewal
- ✓ Trademark Protection, Counterfeit Investigation & Infringement Watch
- ✓ Brand Creation, Development and Protection
- ✓ Selling, Buying, Franchising and Licensing of Trade Mark
- ✓ Litigation Support at all level

Copyright, Geographical Indication & Designs

Copyright protects not the idea but the expression in a specific form in which it was created and it's subsequent derivatives. Design, on the other hand, protects novel, non-functional features of shape, configuration, pattern, ornamentation or composition of lines or colors applied to any article. GI in relation to goods means an indication that identifies such goods originating or manufactured in territory of a country or a region or locality in that territory, where quality, reputation and other characteristics of such goods are essential attributes to their geographical origin.

Khurana & Khurana has an extensive experience in successful enforcement of all such registered Intellectual Properties and can provide all assistance in:

- ✓ Filing, Prosecution, Registration & Assignment of Copyright & Design Applications
- ✓ Copyrights & Design Infringement Watch
- ✓ Looking after the Interest of producers and manufactures for GI protection
- ✓ Litigation Support

Investigation of Infringements & Counterfeit Product:

In today's business where products and ideas can be easily duplicated, the key question for any owner is how to protect them. Ironically the emergence of new globalization has led to unauthorized infringements and counterfeiting on a much larger scale than ever before, undermining the value of creators work.

Khurana & Khurana has a sister concern by the Name institute of Forensic Accounting & Investigative Audit, which has been dedicated in the field of Fraud Investigation for more than a decade, which undertakes all IP Frauds, Infringements & Counterfeit investigation for Khurana & Khurana, therefore Khurana & Khurana works with his clients for:

- ✓ Investigation of all IP thefts
- ✓ Investigation of all Infringements
- ✓ Investigation of all Counterfeit Products
- ✓ Stand as witness for all investigation undertaken by the group

Litigation

Litigation is integral part of IP Protection. To sue or not to sue is a difficult task in respect of Intellectual Property Infringement matters. Before starting litigation, a careful analysis of numerous uncertainties is required and post-initiation, a close watch on various aspects relating to patentability and invalidation on multiple grounds is needed for anticipated results. Khurana & Khurana has a team of extremely qualified Patent and Trademark Attorneys who have in depth understanding of the litigation issues Our Attorneys leverage the high technical and legal know-how and experience to offer services relating to enforcing and defending all intellectual property and technology disputes.

Khurana & Khurana works with clients for:

- ✓ Providing real insight of the complete legal and factual issues.
- ✓ Create effective and enforceable litigation strategies.
- ✓ Formulate pro-active & defensive litigation strategies for enforcement of IP rights.
- ✓ Resolving disputes much desired alternative dispute resolution mechanisms.
- ✓ Provides end-to-end legal support and stands with the client through the legal proceeding to support the case.