



INSTITUTE OF INTELLECTUAL PROPERTY RESEARCH AND DEVELOPMENT

Noida (National Capital Region-Delhi) | Pune | California

INTELLECTUAL PROPERTY CONSULTING AND LICENSING FIRM

The business management world over has undergone sweeping changes over the last few years. These changes have been heavily leveraged by IP, which has become the core area for the growth of any corporate. At the same time, the scope and definition of IP is expanding rapidly with the growth of international trade & globalization of economic activities and therefore needs clear understanding and appreciation. In sum, IP is the new 'Low Investment Growth Mantra'.

IIPRD has a legacy of over 10 years and has a team of experts from each IP field that undertakes its activities in Commercialization and Licensing, IP & Litigation Support, E-Discovery Support, and Patent Research & Analytics, in order to be single point destination for all IP needs.



KHURANA & KHURANA, ADVOCATES AND IP ATTORNEYS

Noida (National Capital Region-Delhi) | Pune

FULL SERVICE INTELLECTUAL PROPERTY LAW FIRM

Khurana & Khurana (K&K) was established in the year 2007 with an aim of providing cutting edge and high quality consistent End-to-End Legal Services in Intellectual Property and Corporate Legal Matters, in a manner which makes our clients feel K&K as being an in-house team and helps K&K to give its heart and soul in each advise and action taken on behalf of the client. K&K, has grown and matured, in a short span of time to become one of the finest and leading IP Law Firms in India and imbibes strong quality review and delivery practice to ensure consistency in output at all times.

“Sensitively Creating
Sensible IP”

IIPRD Service Verticals

- IP Commercialization and Technology Transfer
- IP and Patent Litigation Support
- Patent Research and Analytics
- IP Training

Khurana & Khurana Service Verticals

- IP Creation, Protection & Portfolio Management
- IP Litigation
- IP Advisory and Opinions
- Domain Name Disputes
- Information Technology and Corporate Law

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

IP COMMERCIALIZATION / LICENSING AND TECHNOLOGY TRANSFER

Value of intellectual property lies in its commercialization and not in its mere creation and development. It is IP that leads to mergers being undertaken and Corporates that have IP dominance, take the shot. Companies derive competitive advantage that arises out of the way in which Corporate organizes and performs IP blended activities, and such activities are means by which a firm creates value in its products for customers. Value and the value addition for buyer is the end product for any organisation and the organisations can best achieve this value addition through a strong IP Commercialization, Technology Transfer, and Licensing Practice to ensure that each IP is appropriately monetized and monitored.

IIPRD assists Corporates in

- identifying Patents and Allied IP's that can be Out-Licensed or In- Licensed through various modes
- finding compatible Licensees on Modes and Terms that would best harness the Commercialization Potential of the concerned IP's
- providing end-to-end support to best commercialize the Intellectual Properties and provide complete support to finalize and go through the transactions such as Due-Diligence, Negotiation, Technology Evaluation, Valuation, Contractual agreements including monitoring of royalty payment

IP VALUATION

IIPRD has a separate and dedicated team of Valuation experts comprising of market analysts, IP Attorneys, and Chartered Accountants that provide complete assistance in valuing IP objectively and basing their assumptions of practical and realistic parameters. IIPRD represent numerous Fortune 500 and Large Indian Corporate houses for valuing their IP.

Value creation and growth is the ultimate goal of any management team. IP Valuations are necessary in many contexts. These may include investment analysis, Out-Licensing deals, buyouts, in-house estimation of the worth of created IP, capital budgeting, merger and acquisition transactions, financial reporting and taxable events, as well as bankruptcy and litigation proceedings. However, one great hindrance to their being considered of significant value, is the lack of appreciation of practical methods of valuing them particularly at the embryonic stages of their life circle and more so under conditions of uncertainty about their future prospects. Lack of practical valuation methods under such conditions would obviously lead to imperfect decision making in the course of managing an IP portfolio.

IP AUDIT AND DUE DILIGENCE

"If you don't measure it, you can't manage it" is a very apt saying and explains the entire intent of this service vertical. Intellectual Property and the laws regulating it have undergone sweeping change in the last few years. Considering the value and power of Intellectual Property, too much is at stake to ignore the promotion, commercialisation & protection of such valuable property and ignorance of laws in any manner can lead to legal disputes. In order to do so it is imperative for the companies to understand as to what rights the organization owns, whether the organization is protecting its right properly, is the mode of protection adequate, whether it has proper procedure to determine what rights it should be registering, whether it has a system to minimize the risk of infringing third party rights, evaluation of contractual term for the right assigned or used under license, how trade secrets are protected from employees, should the organization develop back up 'mark', how big should be the inventory of trademark and such other important issues.

IIPRD has worked with numerous Indian and International Corporates to help set up their IP Cells and conduct IP Audit and Due-Diligence programmes. IIPRD has set up a dedicated IPR Audit cell, which deliberates and implements issues that business organizations need to understand. If you feel the need to establish correct practices to manage your Intellectual Property, please reach out to us at IIPRD and we assure you our team having the right skill set, across technology domains, would help you to introduce and place on record the correct IP Management systems.

IP/PATENT AND LEGAL SUPPORT TO GLOBAL CORPORATES, LICENSING FIRMS, AND LAW FIRMS

- **Patent Preparation Support** : Preparation of high-quality and standards conforming Complete/Provisional Specifications and Illustrations thereof to meet client-defined guidelines for filing in USPTO, EPO, JPO, CIPO, PCT, India and other countries.
- **Patent Prosecution/Responses to Office Actions Support:**
 - ✓ Preparing Responses to US, EP, CIPO (including for other countries) Office Actions
 - ✓ Strategizing Amendments and Arguments for a patent application for maximizing impact
 - ✓ Undertaking Technical Analysis of Office Actions
 - ✓ Undertaking Technical Analysis of Cited Prior Arts
- **Patent Search Mapping & Analysis Support:**
- **Patentability/Novelty Searches:** establishes accurate analysis on novelty and obviousness findings from invention disclosures to help client take an informed call.
- **Freedom to Operate Search:** 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 for a large number of Chinese, Japanese, and EP Firms and delivering the best results with an exclusive section for 'Key Feature Mapping' Infringement and Invalidation Search and Analysis
- **Invalidation Search and Analysis:** to find the documents that challenge validity of a patent. We at IIPRD understand the criticality and importance of patents from a commercialization standpoint and undertake numerous Patent Validity projects to ensure, to the best of our capabilities, enforceability of the concerned patents.
- **Patent Portfolio Watch:** IIPRD provides services in:
 - ✓ Identifying and assembling specific Intellectual Property assets of a given corporate(s)
 - ✓ Preparing frameworks around multiple patent portfolios to assist in efficient extraction, maintenance and interpretation of IP assets
 - ✓ Drafting readily understandable, meaningful Patent Portfolio Reports
- **Patent Technology Assessment and Landscaping:** IIPRD has an expert team of patent analysts that performs rigorous data mining, data visualization and data analysis to generate a patent landscape that helps clients identify competitive and technology trends.
- **IP Litigation and Backend Support**
Our Services include:
 - ✓ Patent Claim Chart Construction: involves analyzing the patents and provides the client with all possible claim constructions in an easily readable format.
 - ✓ 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.
 - ✓ Technical Review of Documents: including Review and Summarization of all necessary documents pertaining to the case.
- **E-Discovery Support**
 - ✓ Discovery Management: involves Document Review, Litigation coding, and Database Management
 - ✓ Discovery Analysis: involves Data Assessment, Sorting of Documents, and Impact Analysis
 - ✓ Discovery Preparation: involves Drafting Discovery Pleadings, Request for Production, and Deposition Summaries

“IIPRD has been of phenomenal support to our Patent Prosecution Practice. They analyze a number of relevant cases before writing responses to ensure consistency and appropriate claim amendments.....”
- Sr. Partner at a Large Chicago based Patent Firm

- IIPRD, through its team of over 45 Practitioners assists over 750 Global Corporates and Leading IP Licensing and Legal Firms for varied IP Research and Analytics matters involving billion dollar Litigations
- IIPRD provides IP support across technology verticals including but not limited to Medical devices, High-technology subject matters, and pharmaceutical and life sciences inventions
- IIPRD has access to all major Patent and Non-Patent Literature Databases to ensure access to most relevant information and analyzing the findings through multiple reviews to ensure accuracy in opinion finally rendered.

“...The search reports were of significant value in our foreign filing decision making on these cases.....”
-IP Counsel of Vix Systems

IP RESEARCH AND ANALYTICS

• Patent Research & Analytics

"Thank you for the hard work and thoroughness on the dataset. We admire this standard of work! We are very pleased with the results and look forward to building a strong relationship"

- Managing Partner at top US Licensing Firm

Licensing Studies:

Because of IIPRD's strong and acute focus on IP Commercialization and Licensing Issues, and having been a part of numerous Out-Licensing deals, IIPRD provides extensive services including both In-Licensing & Out-Licensing Studies, which encompass doing a detailed technical and commercial evaluation of the technology vis-a-vis market potential of the concerned technology, competing products, pricing strategies, potential licensees, strength of Patent protection, coverage and enforceability of the concerned patent among other commercial and technical issues, which

help present a Best-Fit Strategy to suit the Client's needs.

Market Survey:

IIPRD, through its team of MBA's, Chartered Accountants, and Technical Subject Matter Experts (TSME's), provide a unique combination of research analysts who provide comprehensive market and revenue analysis reports on companies/ products/ technologies as per client requirement. Such reports help the Clients in identifying key competitors, emerging players/products, markets covered by a particular technology, etc. The revenue analysis reports provide a complete detailed analysis of a company's performance and assists clients in determining licensing revenue, royalty, litigation cost and more. Furthermore, IIPRD, through an access of multiple paid and technology specific databases, is able to retrieve and present the most relevant data.

"IIPRD manages our complete IP docket of over 5000 cases and growing by 155 each year. Their team is extremely responsive and ensure multiple reviews to avoid any deadlines or data management"

- Managing Partner at top UK IP Law Firm

Competitive Intelligence

IIPRD provides comprehensive Competitive Intelligence services to track a Competitor in terms of the Patents published or granted, recent Business Developments, Market Research among other client defined parameters. IIPRD's Analysts are well versed with the nuances of Technology, Marketing, and Finance and are best suited to conduct such an exercise and represent information in a manner that is visually easily comprehensible by the client.

"We have used IIPRD for a number of Research and Landscape projects. IIPRD has evolved and become an indisputable leader in providing accurate representation of IP portfolio's of global Corporates across different technology sectors"

-Managing Director of a Large Taiwan Based Optical Media Company

Market Research/ Analytics

IIPRD provides the complete range of services and solutions relating to Market Research and Analytics to Corporates and Consulting Firms around the globe. IIPRD has the requisite skill set to analyze the problem statement and execute its research projects based on the identified problem and attempt to get only the data relevant to solution of such a problem. IIPRD has the experience to clients in deriving maximum value from research by providing comprehensive market and revenue analysis reports on companies/ products/ technologies. Market research plays a vital role in Intellectual Property Matters such as Licensing, Technology Transfer, and Litigation.

Such reports help the Client/Attorney in identifying the key competitors, emerging players/products, market covered by a particular technology, among other desired information. We combine a client-focused approach with robust project management to offer a unique experience to our clients. We can provide Reports in syndicated formats or which can be customized to include the key elements that clients prefer to have analyzed as part of their research objectives.

IP TRAINING

In-House IP Training

- ❖ Customized based on corporate needs
- ❖ Held for large Indian and global corporates
- ❖ Trained over 200 Indian corporates so far and growing
- ❖ Speakers cover all facets of intellectual Property including complex Patent Litigation, Trade Mark and Copyright Issues.

Symposiums and Conferences

- ❖ Among the first Indian IP Firms to have initiated IP Education and held over 65 International Symposiums so far
- ❖ Global Associates and Partners from top US, EP, Japan, Singapore and Chinese Firms.
- ❖ Attendees including all major Indian Corporates, Universities and Professional Firms.

6 -Months Certification Course

- ❖ Covering all aspects of Patent Portfolio Creation and Management.
- ❖ Covers Patent Preparation, Searching, Licensing / Commercialization, and Procedures at Indian Patent Office as subjects.
- ❖ Over 300 Attendees and Students so far.

A "Leading Firm" in Patent and Trademark Practices

Ranked and Recommended by 'Legal 500' and 'Managing IP'

To most of our clients, Khurana & Khurana, Advocates and IP Attorneys (K&K) is more than a full service Intellectual Property Law firm. K&K was formed with a very firm focus of providing End-to-End IP Legal Services in a manner which is Corporate centric and follows delivery practices that are consistent and are above defined quality standards so as to ensure "Above Expectations" for all clients.

Khurana & Khurana is among the leading Indian IP Law Firms with over 40 Associates and Practitioners across IP subject matters. K&K, in a short span of time, has evolved and matured, to become one of the youngest Indian IP Firms to ranked and recommended by prestigious International bodies such as 'Managing IP' and 'Legal 500'. K&K has also been nominated as "Best Rising Law Firm of the Year 2012" by the prestigious "Legal Era Awards 2012". K&K has been a member of various renowned IP bodies including, APAA, INTA, AIPPI, LES, TIE.

Our Practice Areas:

K&K Attorneys, Patent Agents and Technical Associates practice in the following areas:

- ✓ Chemical and Pharmaceutical Patents
- ✓ Life-sciences and Biotechnology Patents
- ✓ Electrical and Mechanical Patents
- ✓ Electronics and Software Patents
- ✓ Trademarks, Copyrights & Designs
- ✓ Litigation & Dispute Resolution
- ✓ Information Technology, Corporate and Anti-Counterfeiting

"Khurana & Khurana, Advocates and IP Attorneys is **highly recommended** for IP matters"

--Legal 500

IP PROTECTION AND PORTFOLIO MANAGEMENT

K&K Patent Service Offerings:

- Patent Preparation (Provisional / Complete)
- Patent Filing of Indian International & National Phase/Convention Applications
- Patent Prosecution and Maintenance
- Pre-Grant/Post-Grant Opposition Proceedings and IPAB Proceedings
- Patentability / FTO / Infringement Searches, Advisory, and Opinions
- Patent Litigation "Patentability / FTO / Infringement Searches, Advisory, and Opinions Patent Litigation"

• Patent Portfolio Creation and Management

K&K deeply acknowledges the significance of a strong Patent Portfolio on Corporate's valuation and growth, and uses its best expertise and talent to ensure creation and protection of a highly defendable Patent Portfolio.

• Trade Mark Portfolio Creation and Management

K&K has a strong team of Trade Mark Attorneys, which represent large and extremely reputed brands to enforce their IP in India through efficient injunction and ex-parte proceedings. K&K also represents numerous mid-sized and small companies in helping them nurture their brands through a strong protection and enforcement strategy.

• Copyright and Design Portfolio Creation and Management

Copyright and Design Team at K&K has developed an expertise in areas relating to non-compliance of licensing agreements, copyright infringements relating to media, advertisements, publications, among other allied areas and has represented scores of client in contentious issues relating to Copyrights. K&K Design Service offerings include Searches, Filing, Registration and Infringement proceedings.

• Paralegal Support

Our Services include:

- ✓ Patent Docketing
- ✓ Application Preparation
- ✓ IDS Management
- ✓ Application Recordal
- ✓ Global Patent Filing and Formalities
- ✓ Patent Proofreading

K&K Trademark Service Offerings

- Trademark Searches Filing, Registration & Renewals
- Trademark Opposition Proceedings.
- Trademark Litigation : Infringement and Passing Off "Patentability / FTO / Infringement Searches, Advisory, and Opinions" Patent Litigation

LITIGATION PRACTICE

Khurana & Khurana has a legacy of over five years in Patent Litigation and serves some of the leading Corporates for IP infringement matters. Our experience includes finding the potential infringers for the IP owners through due diligence and assessing the market for the same. For doing this, our firm has Patent/Trade Mark Attorneys/Practitioners who have advanced qualifications in varied technology domains and understand complete nuances of claim mapping and provisions of enforcement under different IP Laws. In case, based on our due-diligence, we find out that one or more potential parties are infringing the subject IP, we take all necessary legal steps to restrain such unauthorized use of the IP and either to reach out for out of court settlement or to sue the parties before the court.

We have highly experienced Patent attorneys to perform infringement analysis. We help the patent owners in identifying potential infringers and advise clients on the same with due evidence and support. Based on the client's advice and Infringer's move on the matter, we take up legal proceedings accordingly in the applicable jurisdiction. Appropriate and timely legal notices are issued to restrain and get to an amicable conclusion. K&K also works with in-house patent attorneys, partly (doing only the Infringement analysis and claim mapping) or completely (for the entire cycle of Infringement and initiating legal proceedings against the potential infringer).

DOMAIN NAME DISPUTE PRACTICE

Khurana & Khurana attorneys provide a wide range of intellectual property protection, licensing, and enforcement services related to e-commerce, on-line brand management, and domain name issues. We work with our clients to maximize the value of their IP assets and minimize their risks in the internet economy. K&K has represented a number of larger international clients in domain name and cybersquatting disputes through INDRP arbitration procedures and has been able to achieve a high success rate on getting favourable awards and vacation of misleading domain names.

INFORMATION TECHNOLOGY • CORPORATE ANTI • COUNTERFEITING

K&K has a developing practice in Corporate Law and has a separate team of Corporate Lawyers, each having over 8 years of average experiences in all facets of Corporate Law including active Contentious work. K&K has developed its core focus in this domain the area of Contracts drafting and vetting, wherein the Contracts relate to issues pertaining to Joint Ventures, Commercial Contracts, Tenders, Foreign Collaborations, Joint Research, among other agreements and MoU's.

K&K's sister concern Institute of Forensic Accounting & Investigative Audit (IFAIA), 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, allowing K&K to represent numerous 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

OFFICES AND CONTACT DETAILS

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