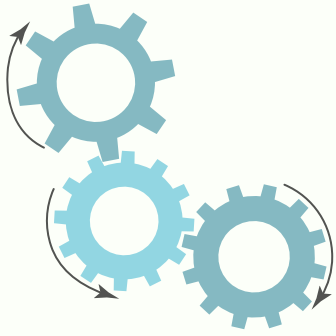


The Strategic Use of Intellectual Property Rights by Firms



4th-8th December, 2023
@ Discipline of Economics
School of Humanities and
Social Sciences
IIT Indore

COURSE OVERVIEW

This course provides an overview of the strategic use of patents and trademarks by companies in different sectors around the world. The objective of the course is to offer students an overview of some of the most recent and relevant (from a strategic perspective) topics surrounding the use of intellectual property that allow firms to gain a competitive advantage in the market place. The course covers in particular recent events.

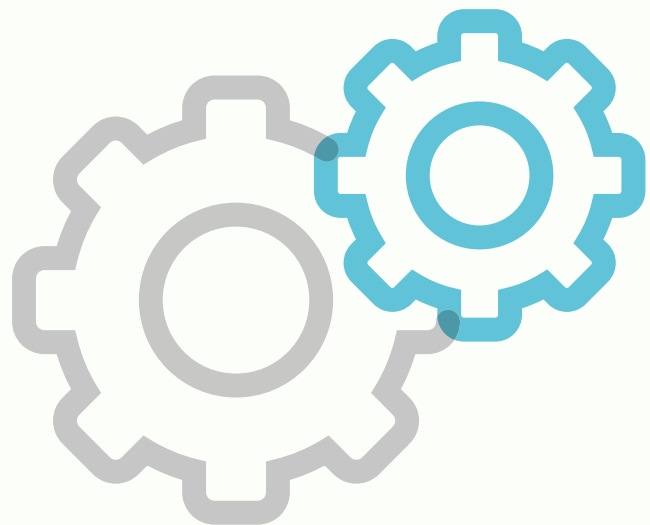
The course covers the legal, institutional, and economic background of the patent and trademark systems. It covers the economic rationale for the existence of patents and trademarks and offers evidence on the use of these intellectual property rights by firms around the world. The course will cover patent strategies by originators as well as strategies adopted by generics producers in response to counter patenting by originators. The course discusses the factors that lead to strategic patenting behavior and discusses its consequences for companies and innovation more broadly.



COURSE OBJECTIVES

The course is designed to provide students with a broad overview of the concept of strategic use of intellectual property in different markets and across a range of technologies. Upon successful completion of the course, students will be able to:

- Describe and summarize the economics of patents and trademarks.
- Explain the strategic use of patents and trademarks by companies.
- Understand how companies use patents and trademarks to gain a competitive advantage in the marketplace.
- Explain regulatory and public policy challenges with respect to patents and trademarks



LECTURE SCHEDULE

MODULE I: INTRODUCTION

- LECTURE 1 - Background & Introduction to the economics of the patent and trademark systems and other appropriation mechanisms

MODULE II: STRATEGIC USE OF TRADEMARKS

- LECTURE 2 - The impact of trademarks on competition
- LECTURE 3 - Strategic use of trademarks I: Trademark Squatting
- LECTURE 4 - Strategic use of trademarks II: Submarine Trademarks

MODULE III: STRATEGIC PATENTING

- LECTURE 5 - Strategic patenting in the pharmaceutical industry
- LECTURE 6 - Strategic patenting, patent races, and patent thickets in information and communication technologies
- LECTURE 7 - Software patents
- LECTURE 8 - Technology standards and standard essential patents
- LECTURE 9 - Patent litigation and enforcement
- LECTURE 10 - The sharing of patents, joint patenting, patent pools, and patent commons
- LECTURE 11 - Patent trolls and mass aggregators
- LECTURE 12 - Interface among IPR, trade and competition

MODULE IV: CAPSTONE

- GROUP PRESENTATIONS I
- GROUP PRESENTATIONS II

Who can attend?

- Business executives in the area of IP management
- Postgraduate students of Economics and Law
- Research scholars in the field of economics of innovation and intellectual property rights, international trade, agriculture, health, and public policy
- Faculty and academics interested in cross disciplinary research in Economics and Law

REGISTRATION FEE

| | |
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| Participants from Abroad: | 50 USD |
| Participants from Industry: | 4990 INR |
| Participants from Academic & Research Institutions: | 1990 INR |
| Students/ Researchers from Academic and Research Institutions: | 990 INR |

How to Register :

Interested candidates can fill the form for which the link is given below:

[Click Here to Register](#)

To pay the registration fee scan the QR Code below using any UPI app:



**Last date to register:
30th August 2023**

For any queries please write an e-mail to :
ipworkshop@iiti.ac.in
Website: www.iiti.ac.in

04 TEACHING FACULTY



Christian Helmers is a professor of economics at the Leavey School of Business, Santa Clara University, USA. He joined the economics department in the Winter of 2014 as an assistant professor. Professor Helmers' scholarship has appeared in journals such as *The Economic Journal*, *The Review of Economics and Statistics*, and *Quantitative Economics*. His research focuses on innovation, law and economics in particular intellectual property, and the economics of digitization.

Professor Helmers came to Santa Clara from Universidad Carlos III, Madrid where he was an Assistant Professor. Prior to that, he worked as a research economist at the London School of Economics. He has been a visiting research scholar at UC Berkeley, Stanford, the World Intellectual Property Organization (WIPO), as well as Ludwig Maximilians University in Munich. He has been involved in policy related work for various organizations including WIPO, the European Patent Office (EPO), the UK Intellectual Property Office, the Chilean Intellectual Property Office (INAPI), and the International Trade Center UNCTAD/WTO.



Ruchi Sharma is a professor of economics at Indian Institute of Technology Indore. She has worked as an Assistant Professor at IIT Delhi and held a visiting position at IIM Indore.

Prof. Sharma's research area is Economics of Innovation, and she leads the Innovation Studies research group at IIT Indore. This group focuses on the impact of FDI on innovation by Indian firms, product and process innovation, financial issues concerning innovation by firms, patent valuation, foreign patenting, FDI in R&D, and imports and innovation among others. She has published research papers in international journals of repute like *Research Policy*, *Economic Modelling*, *Economics of Innovation and New Technology*, *Energy Economics*, among others. She has received grants from agencies like ICSSR, DST, Ministry of Finance, and Ministry of Education for research projects, GIAN courses, and organizing workshops. She is an Associate Editor of *Technology Analysis and Strategic Management* and serve as a member, Editorial Review Board of *Journal of International Business Policy*. She has been a member of national level committees concerning Science, Technology, and Innovation.