



CIPLA CERTIFIED INTELLECTUAL
PROPERTY LAW ANALYST

Innovation and originality have great potential and value. Whatever line of activity you are engaged in, future success depends on them. The last few years have seen intellectual property rights become an issue of general interest: the smartphone “patent wars”, the introduction of digital rights management (DRM) and the rise of generic pharmaceuticals and open-source software are just some examples that have been in the public eye. Protecting intellectual rights appropriately has become a top priority for innovators, companies and businesses.

The Certified Intellectual Property Law Analyst (CIPLA) certification is a highly useful programme for anyone in the field of innovation, business, technology and intellectual property law.

OBJECTIVES

Primary objectives of this course are to equip the attendee to become knowledgeable in fundamental concepts related to intellectual property law, such as the origin and evolution of intellectual property law, the different forms of intellectual property-patent, copyright, trademark, etc. The course would provide an overview on how intellectual property is created and protected. It would also enable the attendee to identify and categorize the different forms of intellectual property. The course also covers the practical aspects of acquiring intellectual property rights, filing applications, analysing various forms and identifying the statutory bodies dealing with intellectual property.

MODULES

Module 1

Overview of Intellectual Property Law and its Branches

- Introduction to Intellectual Property and International IP Law
- Overview of Patent Law
- What is IPR
- Handbook on Intellectual Property
- Intellectual Property Rights and Globalization
- Rationale for Intellectual Property
- Debate on Rationale for Intellectual Property Rights
- Intellectual Property Treaties and Conventions
- Introduction to Copyrights
- Copyright as Property
- Intellectual Property and World Trade Organization

Module 2

Value of Branding In Business

- Brand Management and Remedies for Trademark Infringement
- Things to consider before Registering a Trademark or Creating a Brand
- Registering a Trademark
- Brand Management on the Internet
- International Protection of Trademarks
- Brand Names for Businesses
- Power of Branding
- Trademarks and Branding
- Unique Trademarks for Brands

Branding by Local Communities
Geographical Indication for Brand Management
Infringement of Trademarks and Piracy - An EU Perspective
Defending against Counterfeiting
Pharmaceutical Branding
Strategies in Pharmaceutical Branding
Trademarks in the US
Case Study of Trademark Infringement (Reebok)
Enforcement Measures against Piracy

Module 3

Procedural IP in Comparative Perspective

Getting Trademark Registration in India - The Complete Process
Consolidated Patent Laws
Copyright Essential Reading
Copyright Responses
The Nature and Jurisprudence of Copyright
History and Protection of Designs
Draft Manual - Geographical Indication
European Patents - The Procedure for Grants
Fair Dealing in India
Geographical Indications - History
Scope of Protection of Geographical Indications
Geographical Indications Under Trips - I
Geographical Indications Under Trips - II
Industrial Designs - The Indian Practice
International Protection of Geographical Indications
Introduction to Copyright
IPIC Pharma Patents - A Comparison
Manual of Patent Office - Practice And Procedures
Novartis v. India - A Review
Originality and Creativity in Copyright
Patent Filing Procedure in India
Patentability Requirement in India
Patentability Requirement in USA
Patentable Subject Matter Requirements
Patents Subject Matter and Patentability
Obtaining Patents in India
Trademark Opposition in BRICS and NAFTA

Module 4

Intellectual Property Rights in Pharmaceutical Industry

Current Status of Pharma Patenting in India
Data Exclusivity
Data Protection and Exclusivity
Drafting and Prosecuting Pharmaceutical Patent Application
Effect of Product Patents on Pharmaceutical Industry
Empirical Analysis of Drug Approval

IPR and Pharmaceutical Industry in India
Patent Linkage and Generic Drugs
Patent Linkage in China
Patent Linkage in India
Patents and Pharmaceutical Industry in UK
Pharmaceutical Industry and TRIPs
Application of US Patent Law to Drug Industry
WIPO Patent Manual - including lessons on Claim Drafting

Module 5

IPR in Software and Computers

Computer Science and Copyright Issues
A New Paradigm for Intellectual Property Rights in Software
Copyright and Computer Software
Copyright and Software
Copyright and Computer Software in US
Copyright Protection for Computer Software in Nineties
Open Source Software
Challenges of Open Source Movements
US Guideline for Software Patenting
Role of IPE in Information Technology
Patentability of Computer Software in EU
Patentability of Software Related Invention
Patenting Computers
Patenting Issues in Software Industries
IP Protection in Software in India
IPR And Computer Software in India
Open Source Movement at Grassroot Level

Module 6

IPR and Entertainment

Bootlegging and Sound Recording Industry
China Copyright Violations in the Music Industry
Collective Management and Copyright
Collective Management in Reprography
Compulsory Licensing in Music Industry
Copyright in Film Industry
Copyright in Music Industry
Creative Expression - Copyright Related Rights
Digital Music and IPR Policy Responses
File Sharing - Threat to Music industry
File Sharing and Copyright
Copyright in the Future and the Implications of File Sharing Services such as The Pirate Bay
File Sharing - Balancing of IP and Freedom of Expression

Film Making and Copyright Issues
Intellectual Property, Entrepreneurship and the Music Industry in South Africa
IPR in Entertainment Business
IPR in the Film Industry
IPR in the Indian Music Industry
IPR in Music
IPR Management in the Advertising Industry
Issue of Royalty by Lyricists of the Music Industry
Ownership of Creative Expressions
P2P Piracy of Music, Films etc.
Traditional Musician-Centered Perspectives on Ownership of Creative Industry

Module 7

IPR in Biotechnology

Biotech Patents and its absurd nature
Biotechnology Research and Industry in India
Case Studies on IPR and TCE
Commercialisation of Agricultural Biotechnology
IPR and TCE
IPR and TK
IPR and Traditional Knowledge
Patenting Biological Material
Patenting Life - Biotechnology Intellectual Property and Environment
Patenting Microorganism
Patenting of Agri-Biodiversity
Patenting of Human Genetic Material vs. Bioethics
Protecting TK through IP and Preserving Culture
Protecting TM
Traditional Healers and IPR
Traditional Medicine and IPR



1. Learn broadly about the operation of intellectual property rights.
2. Understand the functioning of IP laws on an international level spanning several jurisdictions.
3. Get priority invites to attend and participate in exclusive intellectual property law seminars and conferences organised by Law Pundits.
4. Compare the IP laws of countries around the world.

WHO SHOULD ATTEND THE COURSE?



- Lawyers
- LLM and LLB Students
- Science And Bio-Technology Students & Professionals
- R&D Professionals
- Software/IT Professionals
- Entrepreneurs
- Pharmaceutical Students
- Engineering Students
- Chemical/Mechanical Students & Professionals

METHOD OF INSTRUCTION

Completely online with unique study materials, comprehensive reading lists, video lectures and exams.

CERTIFICATE

Successful participants will be awarded the CIPLA™ certification.

Duration of the Course
6 Months

Fees (per participant)
US \$ 1200



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