



MR. PADMIN BUCH

Mr. Padmin Buch is a Senior IPR Domain Expert and a Project & Management Advisor. He holds about 30 years combined experience of Intellectual Property Rights (IPR), Corporate Industry and Entrepreneurship / Start up. In the IPR domain, he is recognized as one of the National Expert and is associated with Corporate Industry, Government as also Academic institutes. He is pro active in not only creating awareness on IPR but importantly encouraging the entire stake holders' fraternity to create IP and go for IPR protection.

Mr. Buch, as the Managing Director of GITCO, established Patent Cell at GITCO, Ahmedabad. GITCO Patent Cell filed more than 65 patents for Start ups, MSMEs, Research institutes, individual researchers & Academics under his domain. As the Advisor (IPR) at Gujarat Technological University (GTU) he is credited with creating very active IPR culture in more than 70 degree Engineering and 50 degree Pharmacy colleges in Gujarat state. He is pro-active in the Start up & Entrepreneurship domains and promotes and encourages knowledge & practice of IPR as an essential component.



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MarkPatent.ORG
16th Annual International Seminar

IPR in Knowledge Driven Economies

Dimensions of IP in the 21st Century: Trends , Prospects, Issues

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Details, data & assumptions are indicative



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Knowledge Economy

- The knowledge economy is a system of consumption and production that is based on intellectual capital.
- In particular, it refers to the ability to capitalize on discoveries.
- Now ,the knowledge economy represents a large share of the activity in many developed and also developing economies.

Knowledge economy:

what role does intellectual property play in it

Wealth generation through creation, production, distribution and consumption of knowledge and knowledge based products:

•**Key characteristics of knowledge economy:**

- Consumption of knowledge does not reduce supply
- Law of diminishing returns does not apply, one can use knowledge infinite number of times without reducing its value because of use(it can become obsolete of course)
- Can be stored, and distributed at low cost digitally, infinitely durable,

IPR in 21st Century Trends



- We are in **Knowledge Economy**
- Innovation is the Key which generates **Intellectual Property (IP)**
- Protecting the **Intellectual Property (IP)** under **Intellectual Property Rights (IPR)** is an essential component of strategic Business models

Intellectual Property (IP)

- **IP is creation of mind**



- Industrial Inventions
- Literary / Artistic works
- Research papers
- Symbols / Logos / Brands
- Designs

Trend

Intellectual Property (IP) in 21st Century

Developing a Knowledge-Based Society



IP in 21st century & Beyond Business & Society

- **IP** an incentive for innovations that enhance and improve performance
- **IP** : business & Economy-
 - **setting standards of better performance, efficiency and productivity**
- **IP**'s impact on **economy** and **culture** is all pervasive & substantial
- **IP is for both Business & Society as whole**

Trends : Smart IP Management



**Business
Society**

- **IP Creation**
- **IP Protection**
- **Successful Market Connect**

IP & IPR :Trends & Prospects

Venturing in to non- conventional domains



21st Century & Beyond

: Trends & Prospects

IP in Service Sector



- E – Commerce
- Tourism
- Entertainment & Leisure
- Sports
- Banking / Finance
- Logistics / Courier

IPR and E Commerce

- **Brands : Trademarks** are an essential part of E-Commerce business, **as branding, customer recognition and good will, essential elements of Web-based business**, are protected by trademarks and unfair competition law.
- **E-Commerce businesses** and Internet related **businesses** are based on product or **patent licensing**.

IPR and E Commerce

- The law provides protection for your **website** and its contents and you can **copyright** your intellectual property.

- <https://ecommerceguide.com/guides/ecommerce-image-copyright/>

**IPR in 21st Century
Trends & Prospects**

TOURISM SECTOR:

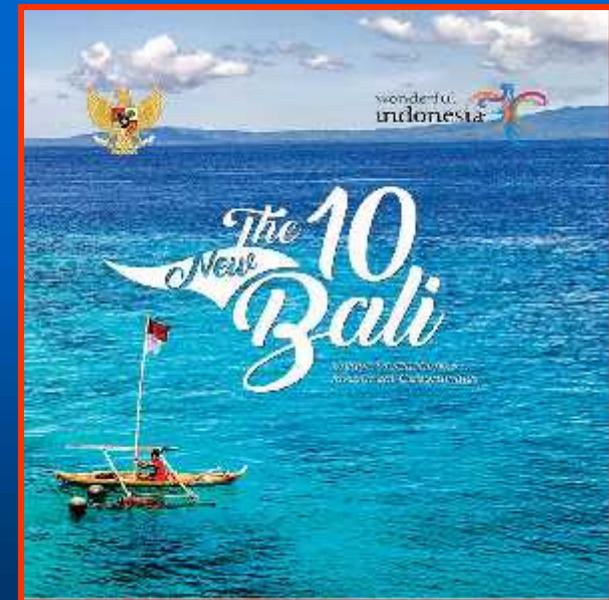
A Rapidly Growing Industry



Tourism & IPR

- **The tourism industry** is no stranger to intellectual property as WIPO itself says in 'Intellectual Property and Tourism',
- **IPR is useful for creating an identity in the market and differentiating oneself from the competition.**
- It points out that it is a **competitiveness factor**
- and that it is also useful for promoting national culture and heritage, as well as a strategy for generating revenue.

Pilot project on **Intellectual Property & Tourism** in Bali , Indonesia



IPR Trends & Prospects

Sports / Entertainment / Leisure Industry



Trends & Prospects IPR and Sports

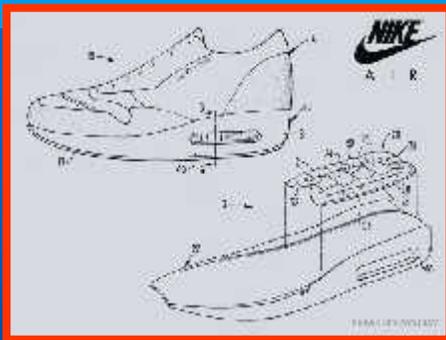


- Logos / Mascots - licensing
- Merchandising
 - Sports Goods / apparels / gear
- Sports drinks
- Media
- Broadcasting
- Sponsorship :Major tournaments / Events

SPORTS & IP

- IP lies at the heart of the huge commercial opportunities offered by the world of sport.
- IP rights and the legal protection they give help to secure the economic value of sport.
- This in turn stimulates growth of the sports industry, enables sporting organizations to finance high-profile sports events, and provides the means to promote sports development.
- Business transactions related to sponsorship, merchandising, broadcasting and media deals are all built on IP rights.

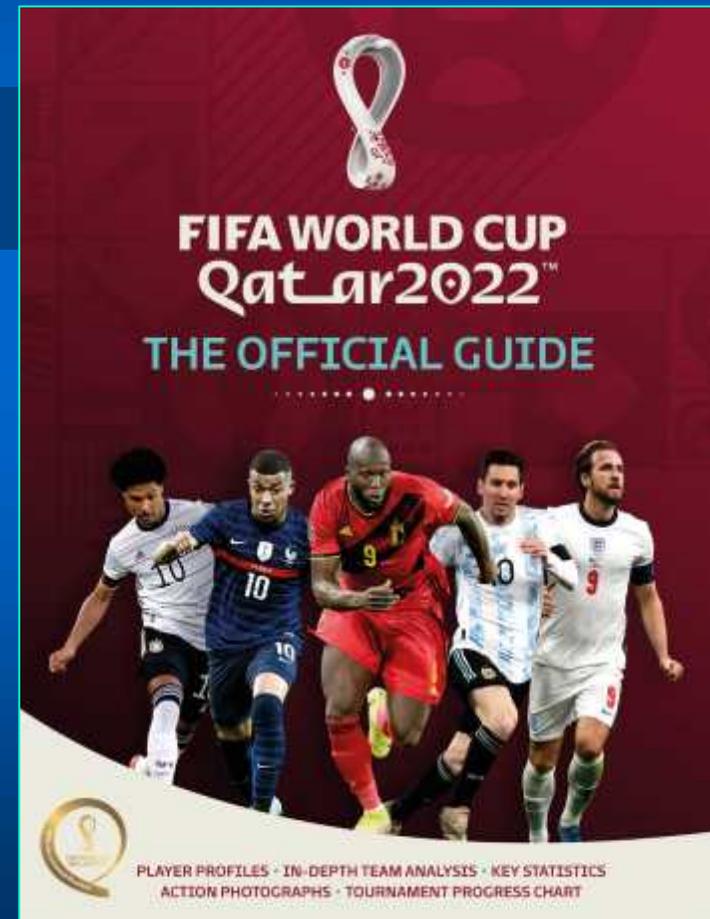
Sport and Intellectual Property Rights



- **A sports shoe** may be protected by several IP rights:
- **Patents** protect the **technology** used to develop the shoe
- **Designs** protect the **“look”** of the shoe
- **Trademarks** distinguish the shoe from similar products and protect the “reputation” of the shoe (and the company making it)
- **Copyrights** protects any **art work** and audiovisual creations used to publicize the shoe

IPR : Trends & Prospects

The World of Sports



Intellectual Property and Entertainment industry



Trends & Prospects in 21st Century

IPR and Entertainment Industry

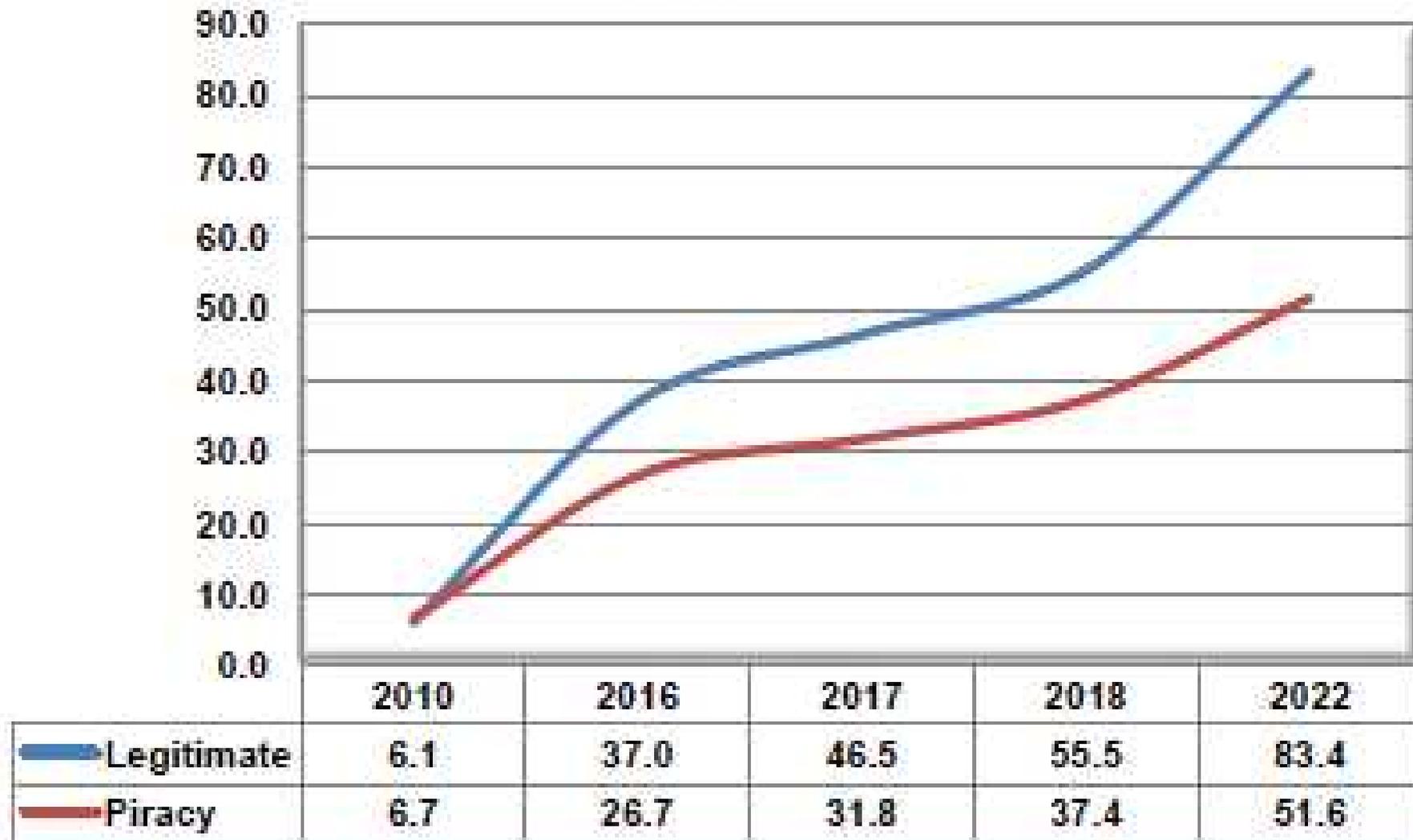


- **Films / Drama**
- **Music**
- **Gaming**
- **Media**
- **Broadcast**
- **Social Media**
- **Digital marketing**

IPR & Entertainment Sector

- **In the entertainment sector**, intellectual property rights particularly copyrights and trademark are crucial
- **Copyright** protection is sought for scripts, music, lyrics, screenplays etc. and **trademarks** for protecting the trade names, franchise names and more.
- However as past experience tells, **patents are the backbone of the technological advancement of any industry.**

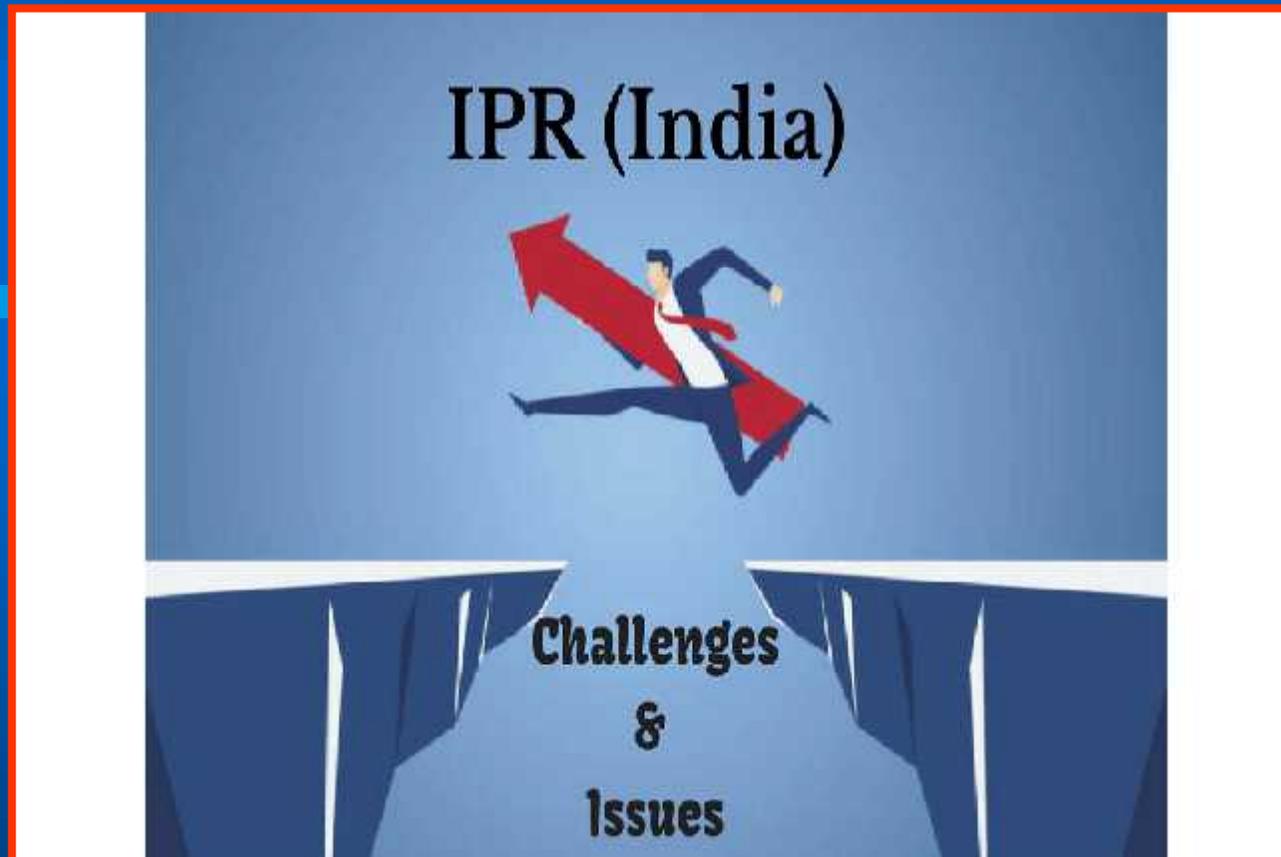
Legitimate online revenues versus piracy losses (\$ billion)



Source: Digital TV Research

IP in 21st Century & Beyond

Issues



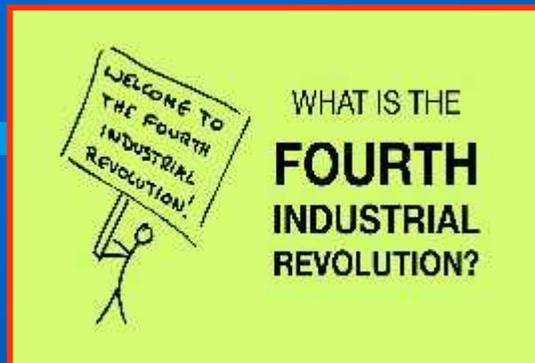
IP in 21st Century & Beyond

Issues

- **Globalization of Intellectual Property Rights (IPR)** will be one of the most important IP **legal issues** of the twenty-first century.

21st Century & Beyond

IP & New Technologies (IR 4.0)



- Artificial Intelligence (AI)
- Internet of Things(IoT)
- 3- D Printing
- Blockchain Technology

IP in 21st Century & Beyond Issues



- **Copying / Infringement / Piracy**

- Patents
- Trademarks / Designs
- Copyrights

IP in 21st Century & Beyond Issues

The
Traditional
Knowledge
and
Patents



IP in 21st Century & Beyond

Issues



- Ignorance / inadequate awareness
- Lack of IP Culture

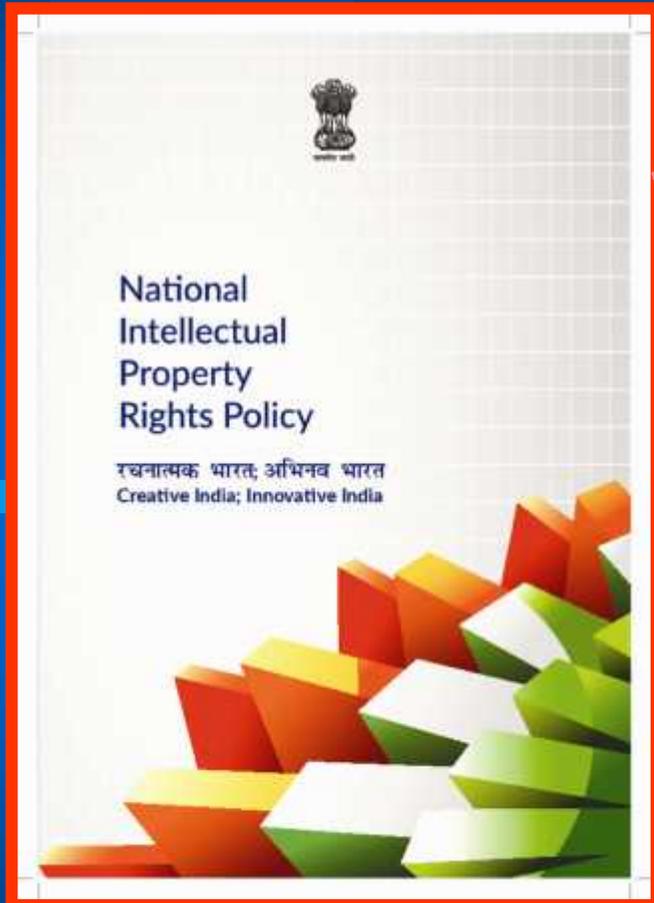
IP in 21st Century & Beyond

Concluding . . .

Things are changing Fast & for Better



IP in 21st Century & Beyond



- Human Resources
- Fast track courts
- Patent Valuation

Major Revamp

Need for significant reduction in processing time: EAC-PM

Emphasises on clearing backlog of 1.6 lakh applications

Suggest govt see this as a revenue generating exercise

Move to boost innovations in India

KEY SUGGESTIONS:

Scale up hiring of patent officers through level shifts

Set up six months' timeline for pre-grant opposition

Tech adoption to simplify procedure

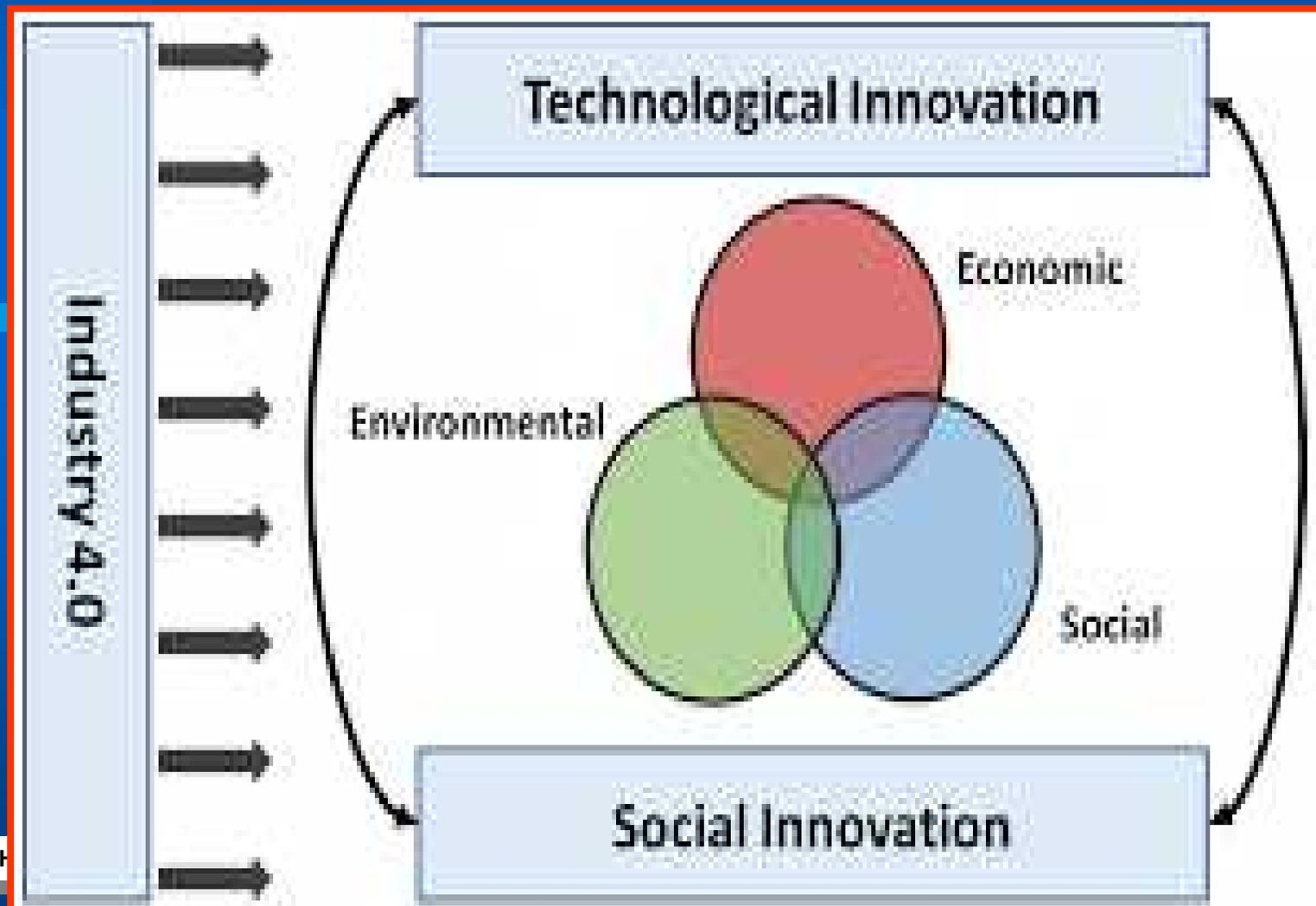


The Big Gap

	India	US	China
Patents granted (2021)	30,074	3.5 lakh	5.3 lakh
No. of patent officers	858	8,130	13,700

IP in 21st Century & Beyond

Technology based IP in Socio -economic fields



✓ Be Future Ready with IPR

invest in innovation

IP : Trends Issues Prospects Business & Knowledgeable Society



Mind is never a problem. Mindset is

— Narendra Modi —



Take Care and Stay Safe
THANK YOU

Padmin Buch . . .

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