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# Cultural Shift: *Key Basic Drivers For Effective Business Growth*

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# Intellectual Property (IP)

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*In the fiercely competitive business world one factor that can help an organization carve a unique niche and stand ahead of its rivals is its intellectual property (IP).*

**Appachan  
Tree Climbing  
Apparatus**

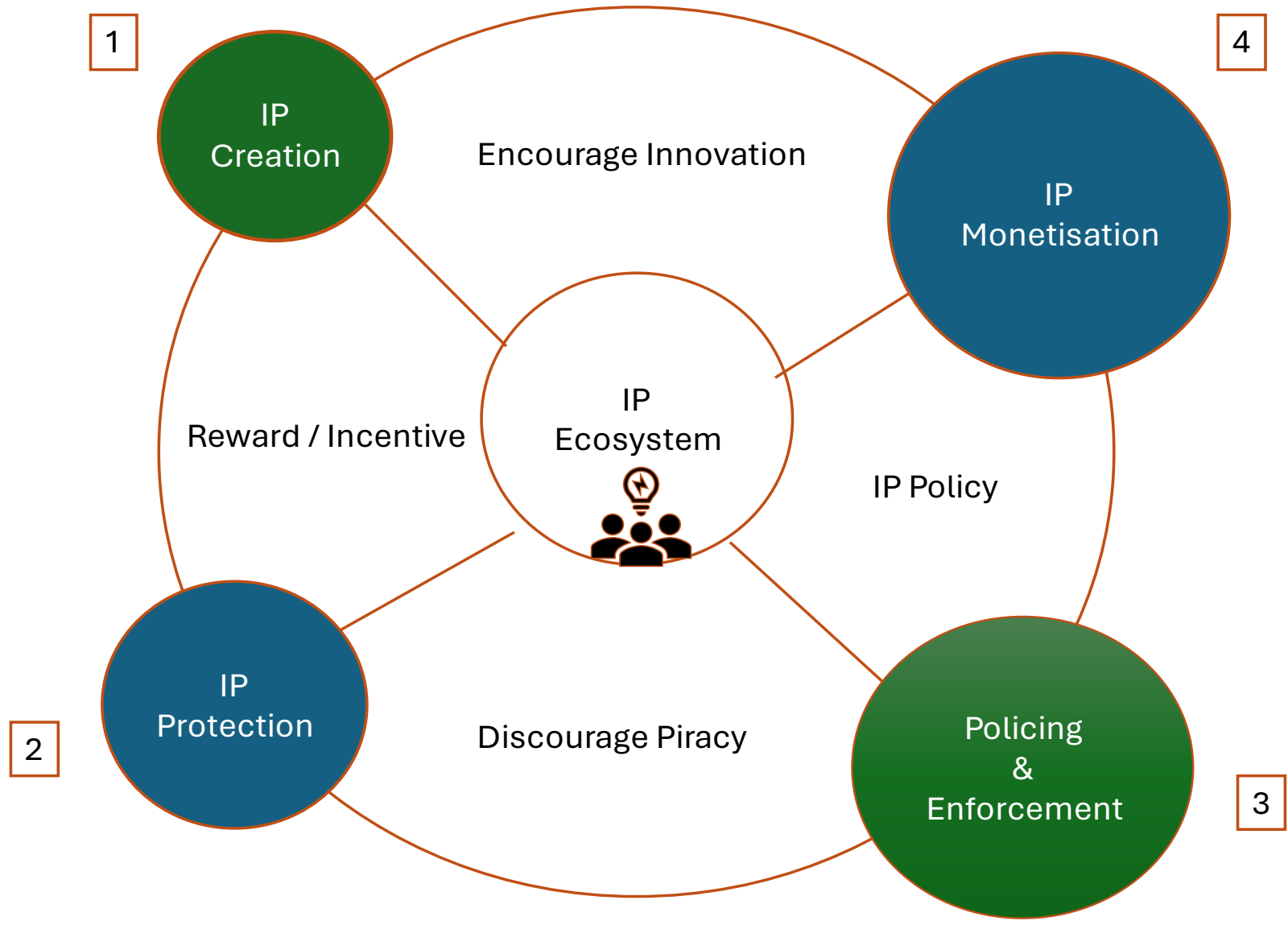
# IP Power-house *for* Business: If.....

Cultural Shift

Creation of IP  
Ecosystem

In all organization  
irrespective of  
size & turnover

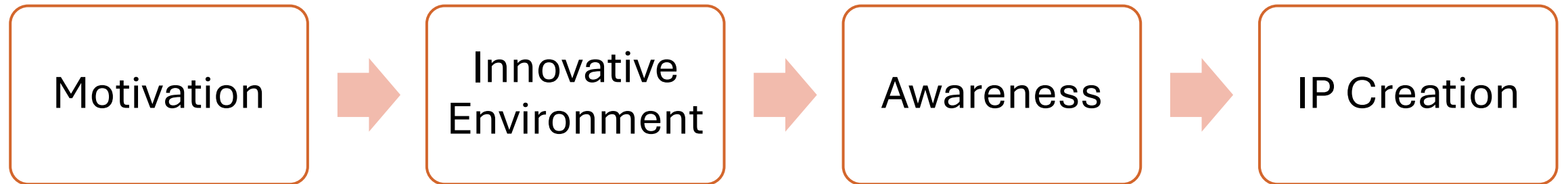
Imbibe innovative  
approach



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# IP Ecosystem

# IP Creation – 1



# IP Protection – 2

Filing Strategy

Respect Third Party IP

Zero Tolerance For Piracy

IP Policies

# Policing: Enforcement – 3

Watch Services

Market Policing (on-field)

Software measures

Legal Actions



# IP Monetization – 4

VC firms put their money where there's IP.

Intangible assets account for 80% of a business's value.

Company's value is tied to its IP

Market Dominance: Premium Pricing



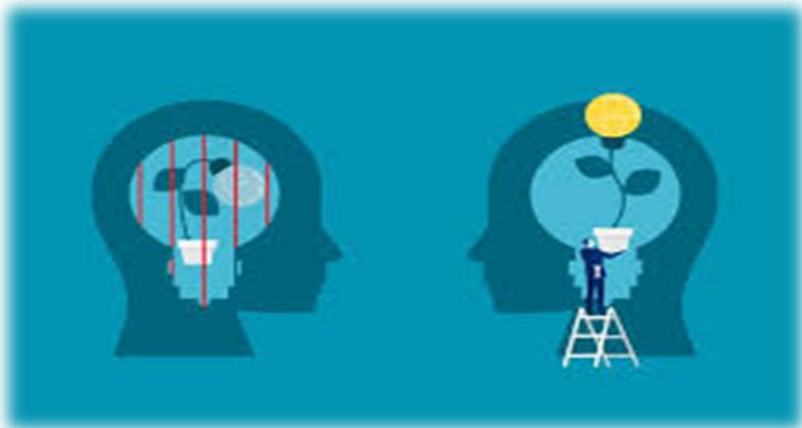
# IP Power House

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*Thus in order to construct an IP powerhouse, one has to create a culture of respecting knowledge, admiring innovation and abiding by the law as well as enhancing public awareness of IP.*

# Cultural Shift

- IP are the laws which recognises ownership and validate enforcement of rights
- But innovation is a process which needs to be imbibed and inculcated among individuals – society and nation at large.





# **BUSINESS PERSPECTIVE**



# Analysis of Asset

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- An organization needs to conduct an exhaustive analysis of its operations and identify its potential IP assets.
- Assets like unique production methods, proprietary software, original research, distinctive brand identifiers, or customer databases can also constitute valuable IP.

# Innovation in Approach



**Innovation in Conducting Business** (Shark Tank Examples)



**Innovation in Marketing Plan**



**Originality & Creativity**



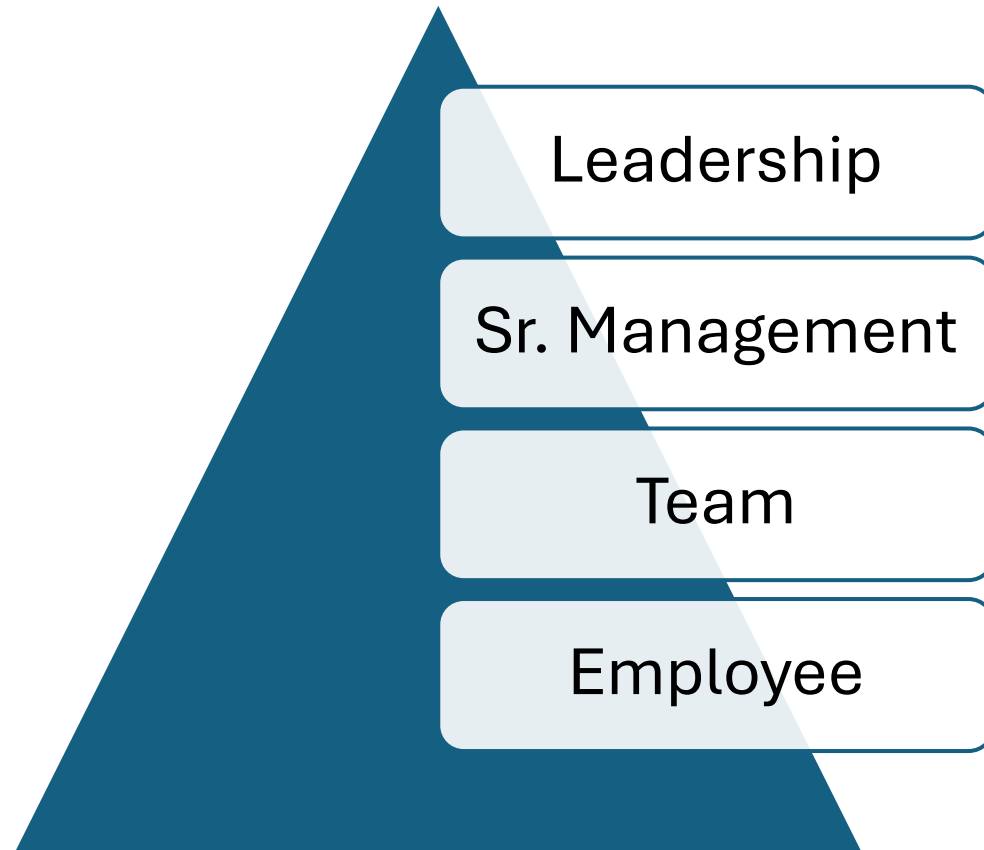
# Trademark : Perpetual Property

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- All innovation need not be patented – even if it is branded with good trademark it can provide boost to any business.
- Trademark is only perpetual IP – ultimately its identity of business in mark

Classic example – Coke

# IP Flow







# Reforms

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Promotion of  
innovation in  
education system

Students are  
future inventors

Problem solving  
approach

Need of reforms  
at grass root level

# Future: Digital Economy



- Spread of information/content

Transborder Issues

- Speedy IP Enforcement
- International Consensus

***“The cultural shift at grass root level would definitely accelerate business growth but would also place India at forefront of Innovation Index”.....a truly Atmanirbhar Bharat !!!***



***As per interim budget - Government is visualizing a  
developed India by 2047***

**Any Questions !!!**

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**THANK YOU**