



Padmin Buch

MarkPatent.ORG
**18th Annual International Intellectual
Property Conclave,
Driving Innovations and Empowering
Growth**

**Empowering Growth
Innovation , IP and Commercialisation**

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**For academic discussions only
Data and information are indicative**



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Commercialization of Patents

- Commercialization of patents in India refers to the process of
- Taking a **patented invention** and actively turning it into a **marketable product or service**,
- Typically achieved through methods like
 - Selling the patent outright, licensing it to other companies to manufacture and sell the product, or by the patent holder directly developing and selling the product themselves,
- With the goal of generating profit from the intellectual property property granted

India Patent Scenario

Commercialisation not Satisfactory

- Patent holders are required to submit a “working statement (commercialisation)” every financial year.
 - Declaring that their patents are in use / or not
- It is observed that
 - the **Working of Patents** is not only low
 - but also shows diminishing trend
- This downward trend indicates a gap between the **Innovators and the Industry**

Commercialization of Patents

- Success in the field of innovation is all about **carving your market space in the right manner and at the right time.**
- In a **competitive marketplace** if you wait for too long, others will capture your niche space by launching similar products or they may copy your invention.

Common Mistakes Firms Make in Regard to Protecting Their Intellectual Property

Not properly identifying all of their intellectual property.

Not fully recognizing the value of their intellectual property.

Not legally protecting the intellectual property that needs protecting.

Not using their intellectual property as part of their overall plan for success.

IP Management

The Smart way . .



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

Being Smart IP Creation

- **Small Innovative Steps**
- **Not high end & complex**
- **Appropriate**

Creating an IP with Market Value

- ✓ **Innovations with substance**
- ✓ **Innovations which are sustainable**

Being Smart

Use of Patent Information & Research



Patent documents continue to be a relevant source of information that is often grossly underutilized

Opportunity through IPR : **Patent Information**



- Globally about 40 million patents have been published
- All the basic technical & process details available
- **Authentic, legal & free source of information**

- ✓ To strengthen & modify existing technology / process / product
- ✓ **Produce the product / Use the Process if patent not filed in our country**
- ✓ Tie-up with the patent holder

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IP Management by MSMEs : The Smart way ..



- IP Creation
- IP Protection
- IP Market Connect

IP Commercialisation

Taking Ideas to Market place

***IPR** plays a pivotal role in facilitating the process of taking innovations to the market place.*

IP Protection

Suggested Dos & Don'ts



- **Documentation** is vital
- File the Patent at the earliest
- Take utmost care of **Patent search & Patent drafting**
- Don't disclose / discuss your patent related information before filing
- Avoid **litigations**

IP Management by MSMEs : The Smart way ..



- IP Creation
- IP Protection
- IP Market Connect

Successful Exploitation of an IP

- Preparing a dossier of such innovations
- Networking with the relevant industry
- Display at Industrial Exhibitions & Seminars



Opportunity through IPR : In-Licensing Opportunity

- Right given by Patent holder
- For manufacturing and / or marketing of Patented products
- In return of Royalty or Profit sharing
- Opportunity for companies with strong domestic presence
- Also for niche players with strength in specific market segments

IP Management

COMMERCIALISATION
AVENUES

LICENCING OF IP

SALE OF IP

MANUFACTURING
& SELLING

JOINT VENTURE
COLLABORATION

To Conclude . . .

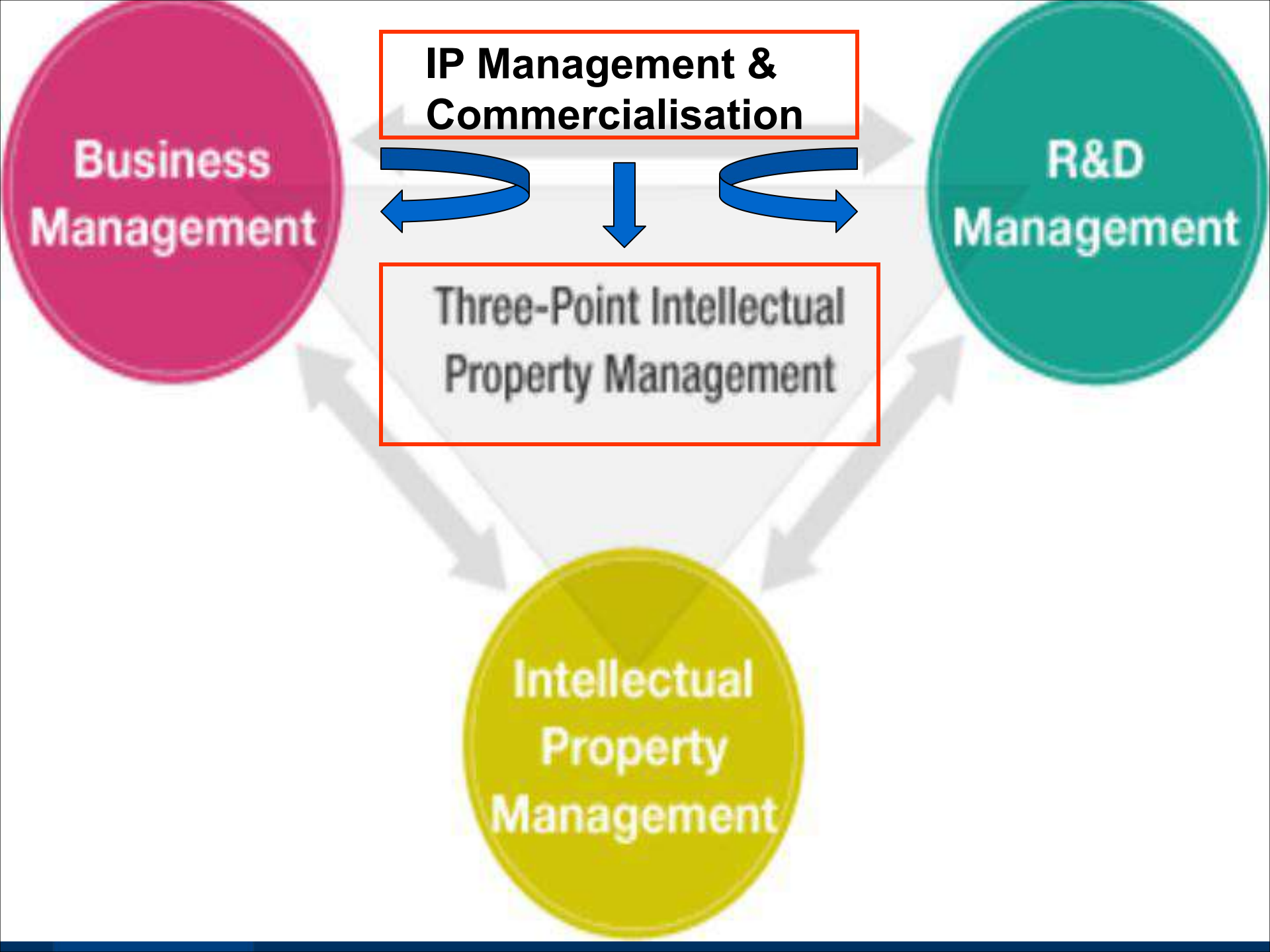
Intellectual Property Value Chain



Innovation

Portfolio Management

Commercialization



India Patent Scenario

Commercialisation of Patents

- Need to provide market access to Patent holders
- Collaboration between industries and inventors is crucial
- Further, the innovations also need to be as per market needs
- Involvement of MSMEs crucial
- Need for a result oriented platform / eco system

Commercialisation of Patents

Suggested strategies & measures

- **Promoting technology transfer offices (TTOs),**
- **Actively identifying potential markets for patented inventions,**
- **Facilitating patent licensing agreements, encouraging collaborations between research institutions and industries,**
- **Providing awareness campaigns on IP rights, and**
- **Developing supportive government policies to incentivize commercialization**

IPR , Innovation & Commercialisation

Support Eco system

- India & Gujarat have an excellent eco- system
- To Encourage & Mentor the Start ups
 - ✓ Idea generation , Nurturing, Funding, Industry linkages , others

Innovation, IP & Commercialisation

Providing Market Linkages



i-Hub
A Departmental Enterprise

Mind to Market (M2M)

INNOVATION CHALLENGE



To conclude :

Academics -Research - Industry
interface

- Initial & basic research at academics
- Tie-up with industry for further development
- **IPR protection : joint ownership**
- Commercialization thru industry
- Sharing of the rewards
- **Research to Revenue**
- From *Saraswati* to *Laxmi*

Industry - Academic Collaboration

✓ South Korea

- Global Knowledge Exchange & Development Centre (GKEDC)

South Korea



invest in innovation

Take Care

THANK YOU....

....Padmin Buch

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