

# IP: TOOL FOR DOMINANCE

SPEAKER



LALIT AMBASTHA  
IP Attorney



**WHEN THE WINDS OF CHANGE BLOW**

**MOST PEOPLE BUILD WALLS**

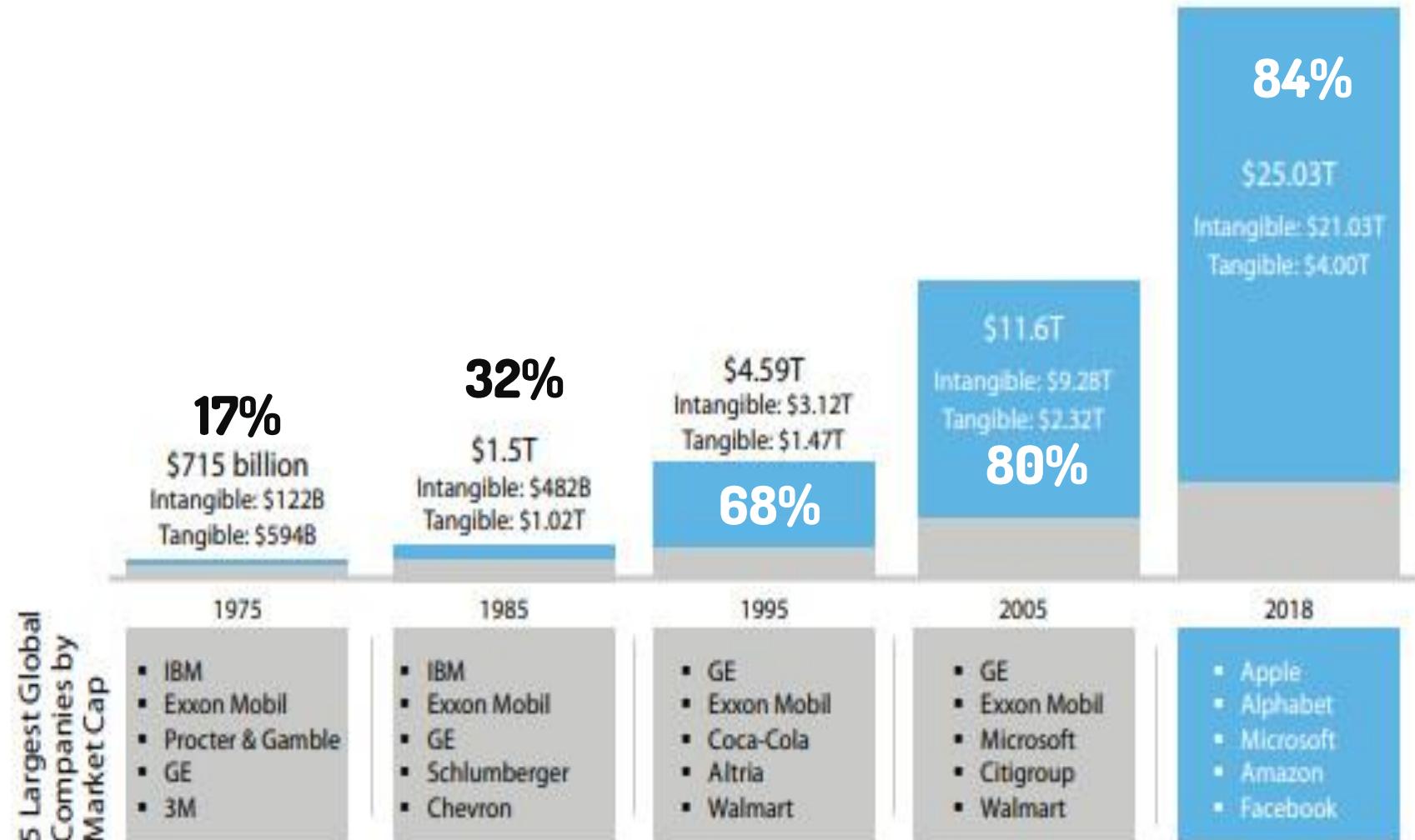
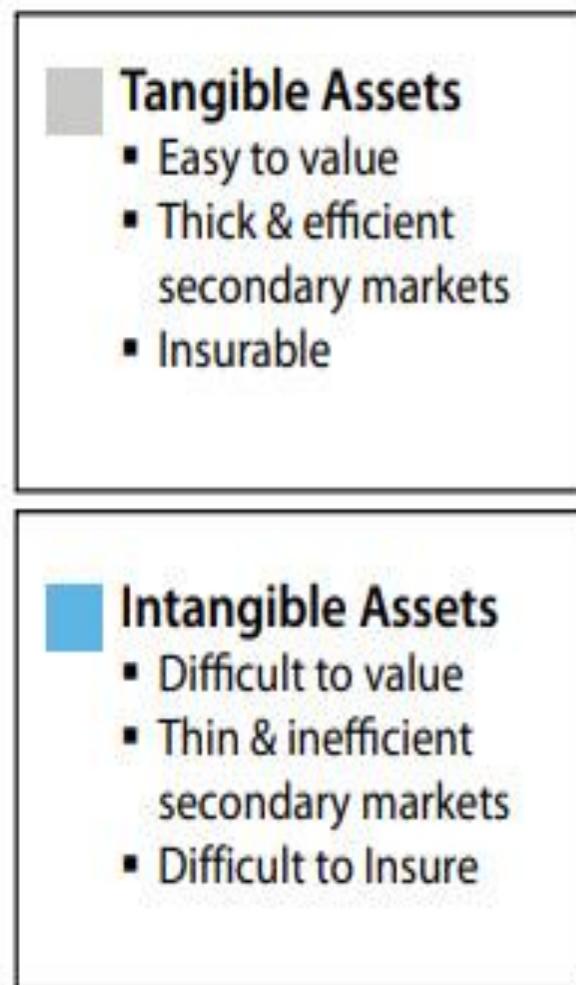
**SOME BUILD WINDMILLS**

# JOURNEY OF INNOVATION



# IMPACT OF IP

Tangible Assets vs. Intangible Assets for S&P 500 Companies, 1975 - 2018



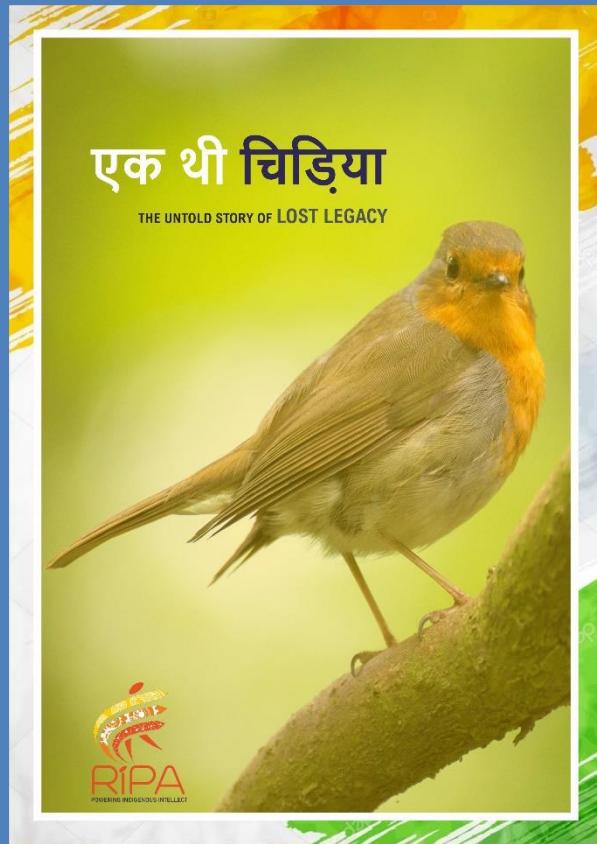


**PAST.**    **PRESENT.**    **FUTURE.**

**THE WAY OF DOING  
BUSINESS IS  
CHANGING**

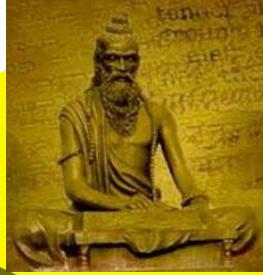


# PAST





01



Agriculture

Textile

02



Transportation

03

Mining

04



05



Labor

# LEGACY DISCONTINUED



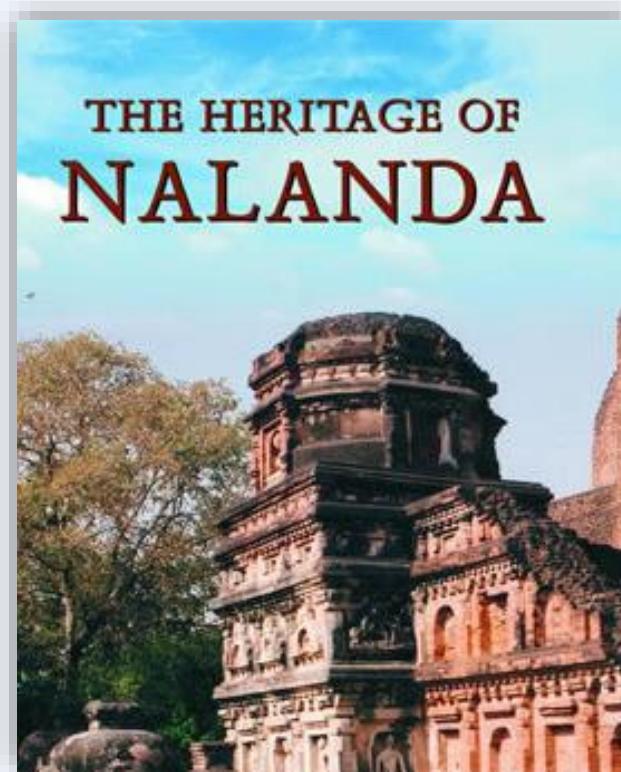
University of Cambridge

1209

Newton

Darwin

110 Nobel Laurette's



5<sup>th</sup> AD- 1193AD

Aryabhatt, Brahmgupta  
Bhashkar, Nilakantha  
Hsuan Tsang

Fine arts, medicine, mathematics,  
astronomy, politics and the art of war



Stanford  
University

1891

CISCO

HP

NIKE

GOOGLE

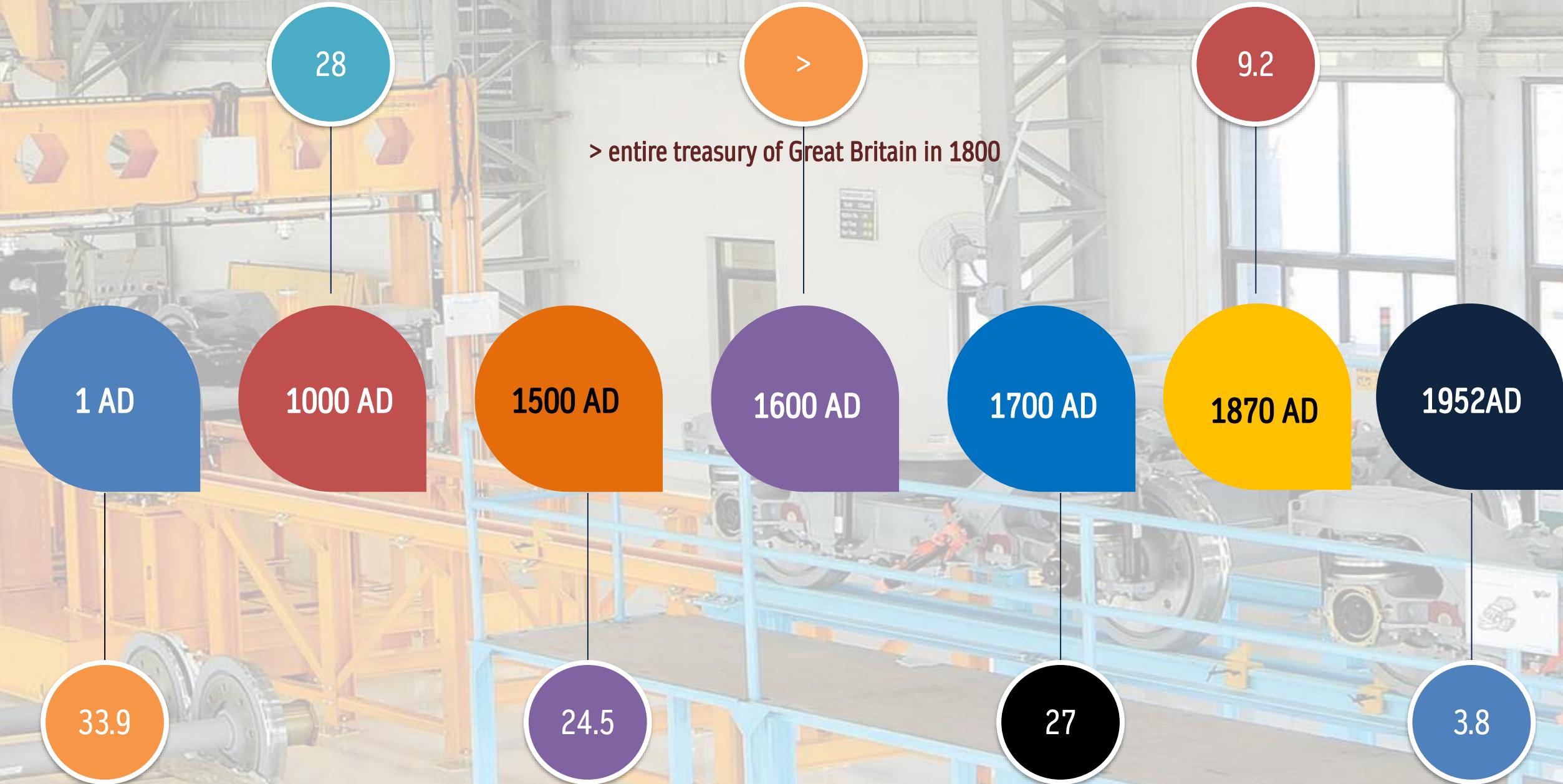
86 Nobel Laurette's

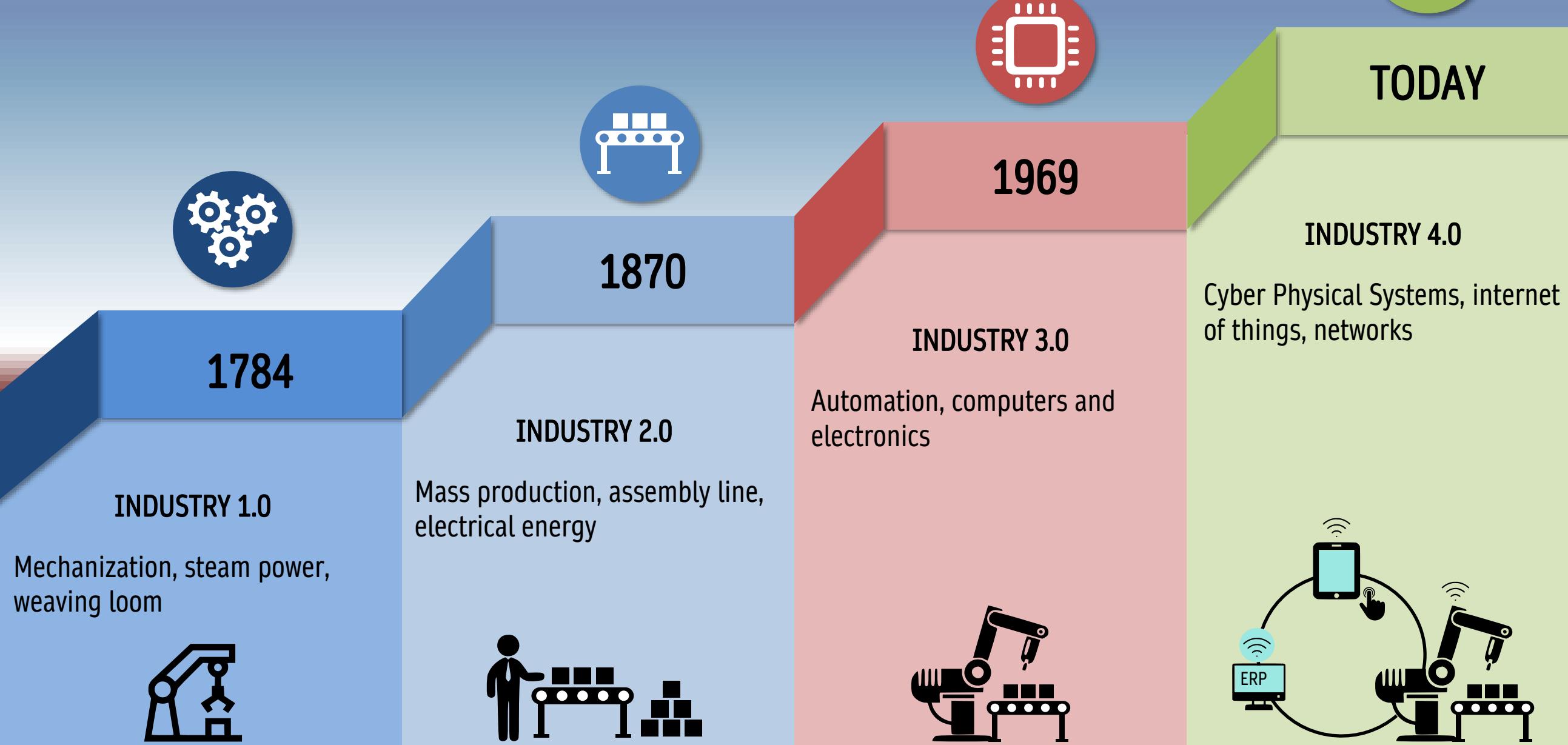
**USD 1= INR 80**

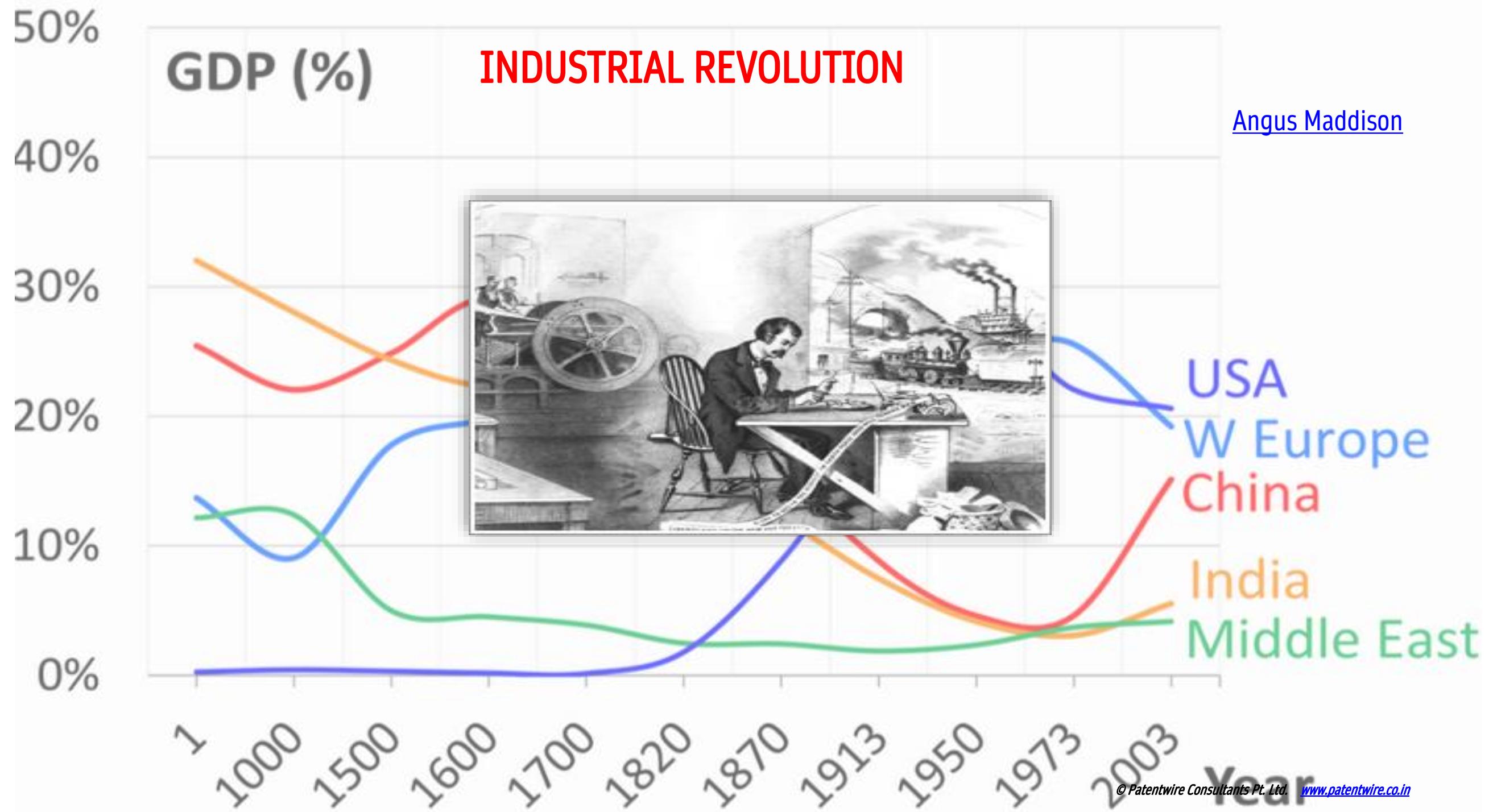
**We share 3.87% of world income**



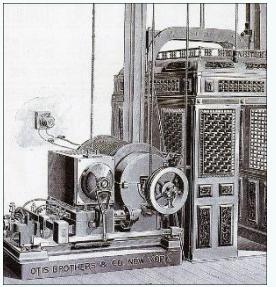
## INDIAN ECONOMY Vs. WORLD ECONOMY



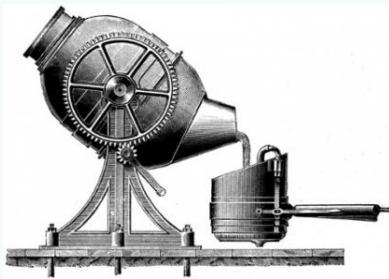




# PATENTIZATION



1853



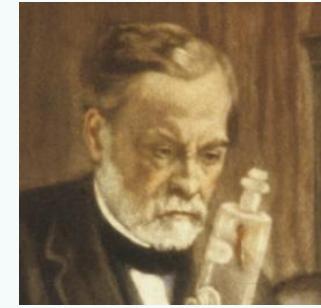
1855



1866



1868



1870



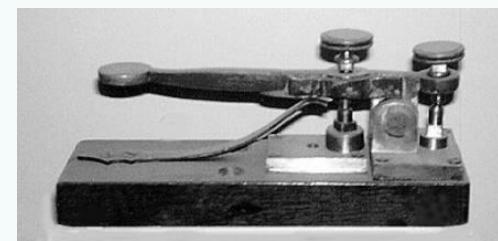
1749



1764



1794

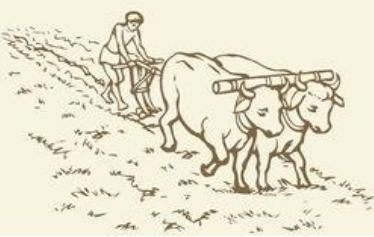


1844

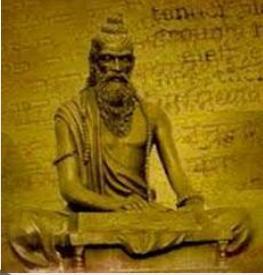


1846

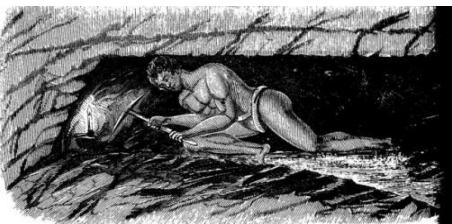
## INDUSTRY LARGELY AFFECTED



01



Agriculture



02



Mining



03

Textile

04

Transportation

05

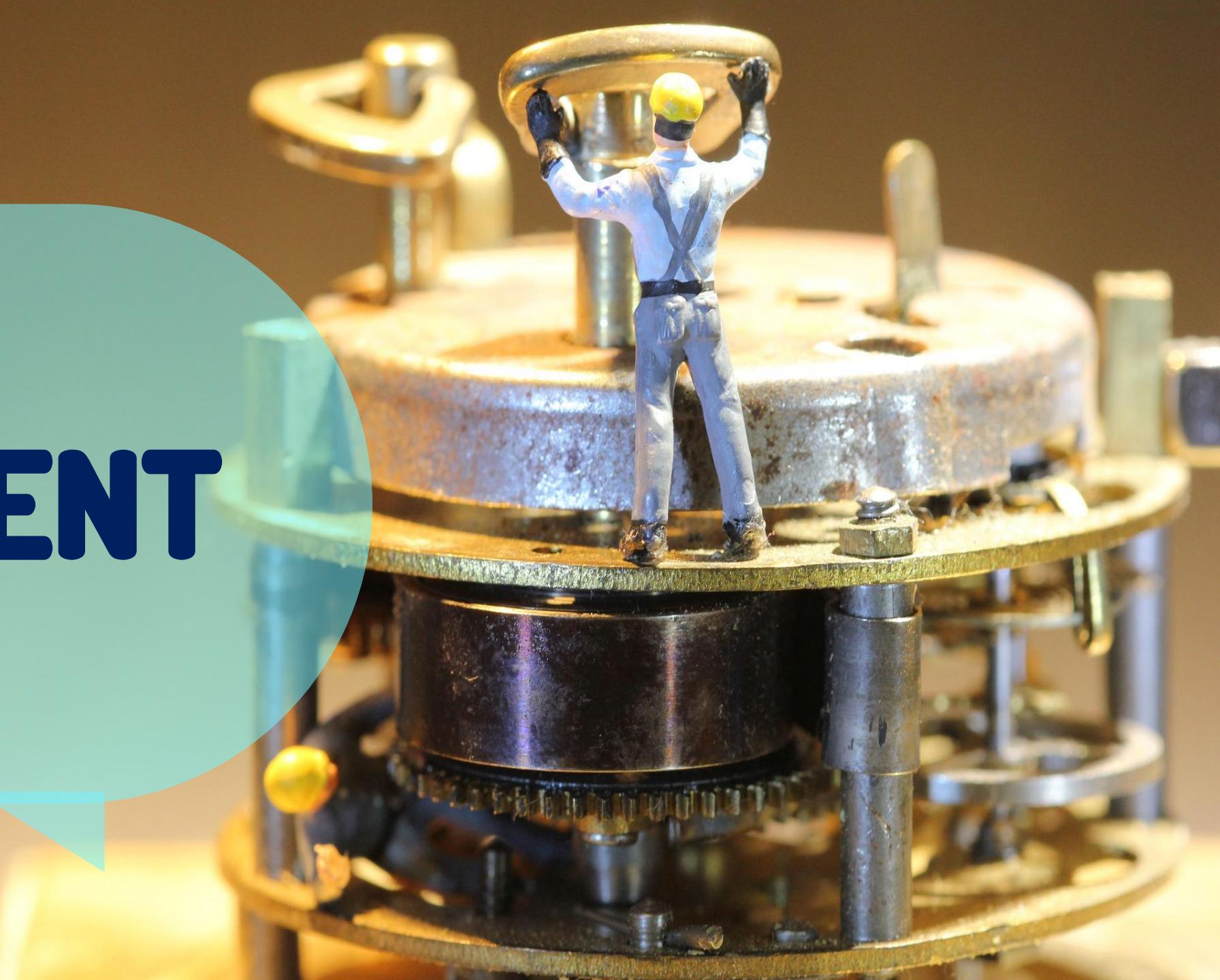


Labor

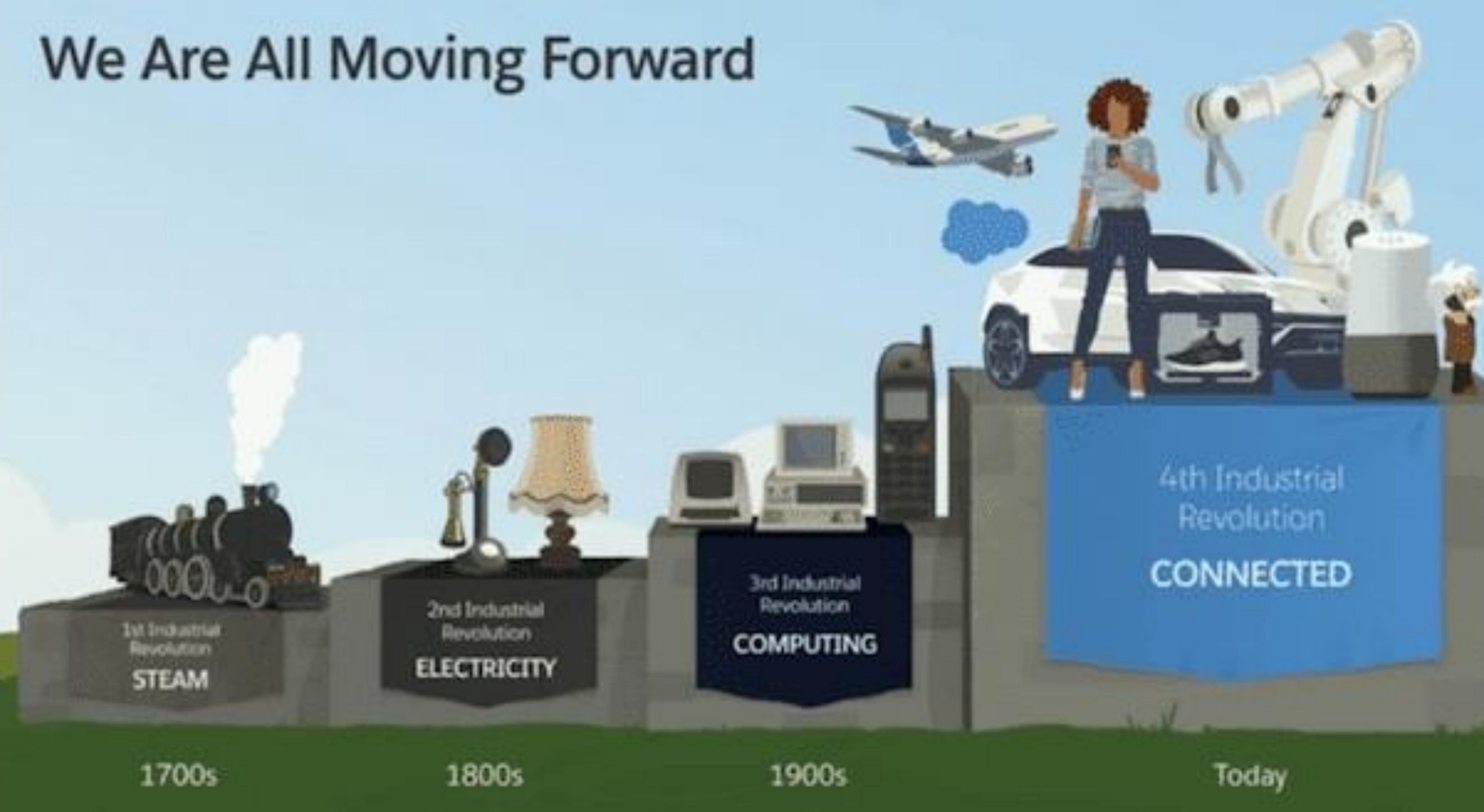


Question & Feedback

# PRESENT



# We Are All Moving Forward

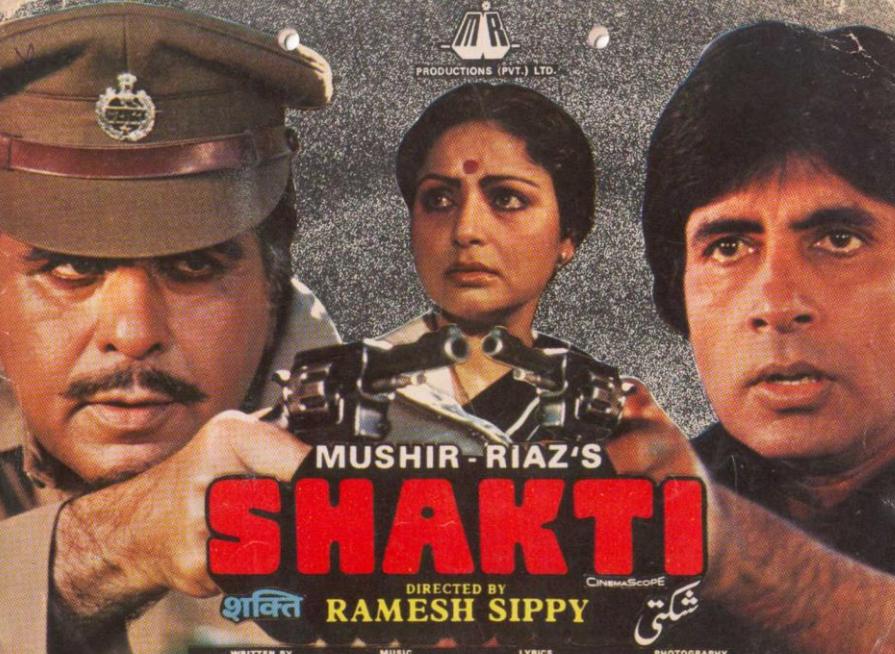
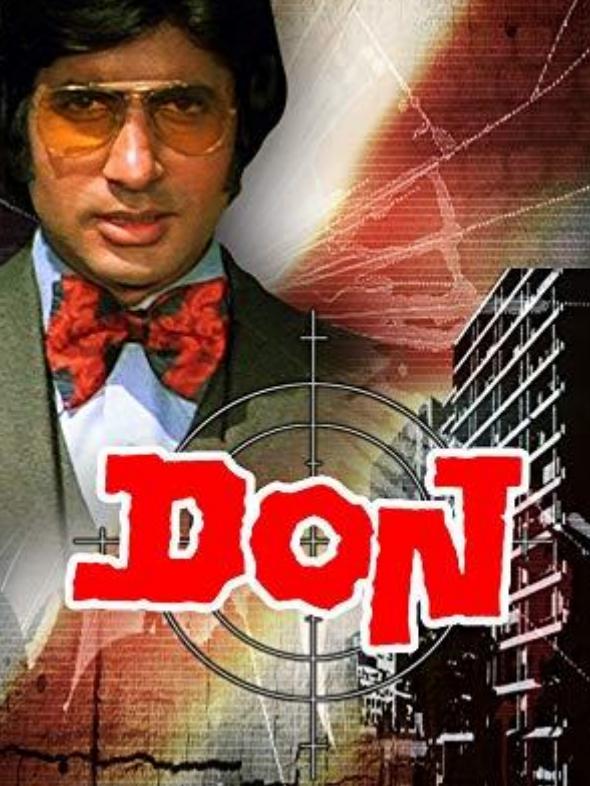
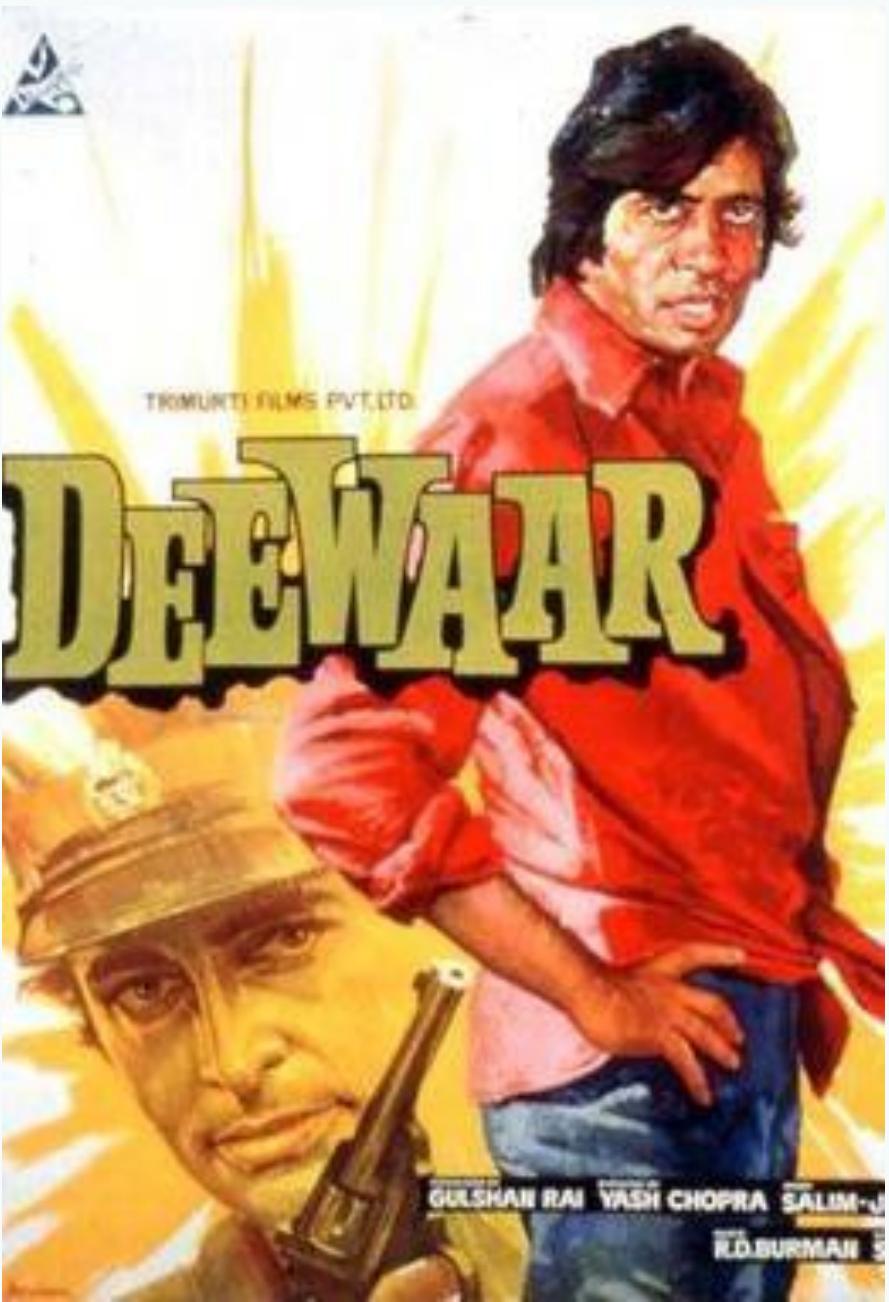


1700s

1800s

1900s

Today



70s & 80s



SMUGGLING

1995



TRIPS



WORLD TRADE  
ORGANIZATION

NATIONAL TREATMENT

RIGHT TO IMPORT

5

Years

IMPLEMENT IP LAWS

ENFORCEMENT ON IP  
INFRINGEMENT





PATENT



TRADEMARK



COPYRIGHT



G.I.



TRADE SECRET



PPVF RIGHTS

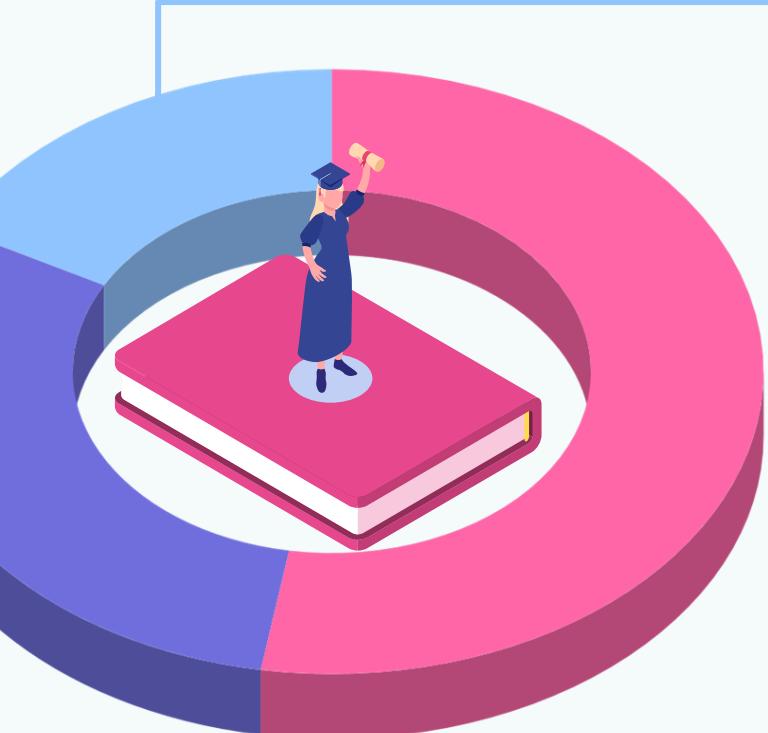


DESIGN



SIC LAYOUT

# IP LAWS IN INDIA



## COPYRIGHT

*The Copyright (Amendment) Act, 2012*

## DESIGNS

*The Designs Act, 2000  
The Design (Amendment) Rules, 2008*

## INFORMATION TECHNOLOGY

*The Information Technology Act, 2000  
The Information Technology Rules, 2000  
Cyber Regulations Appellate Tribunal (Procedure) Rules, 2000*

## PLANT

*Plant Varieties Protection and Farmers' Rights Act, 2001*

## TRADEMARKS

*The TradeMarks Act, 1999  
The TradeMarks Rules, 2002*

*Commercial courts on IP disputes, with effect from May 3, 2018*

## CUSTOMS

*Intellectual Property Rights (Imported Goods) Enforcement Rules, 2007*

## GEOGRAPHICAL INDICATIONS

*Geographical Indications of Goods (Registration and Protection) Act, 1999  
Geographical Indications of Goods (Registration and Protection) Rules, 2002*

## PATENTS

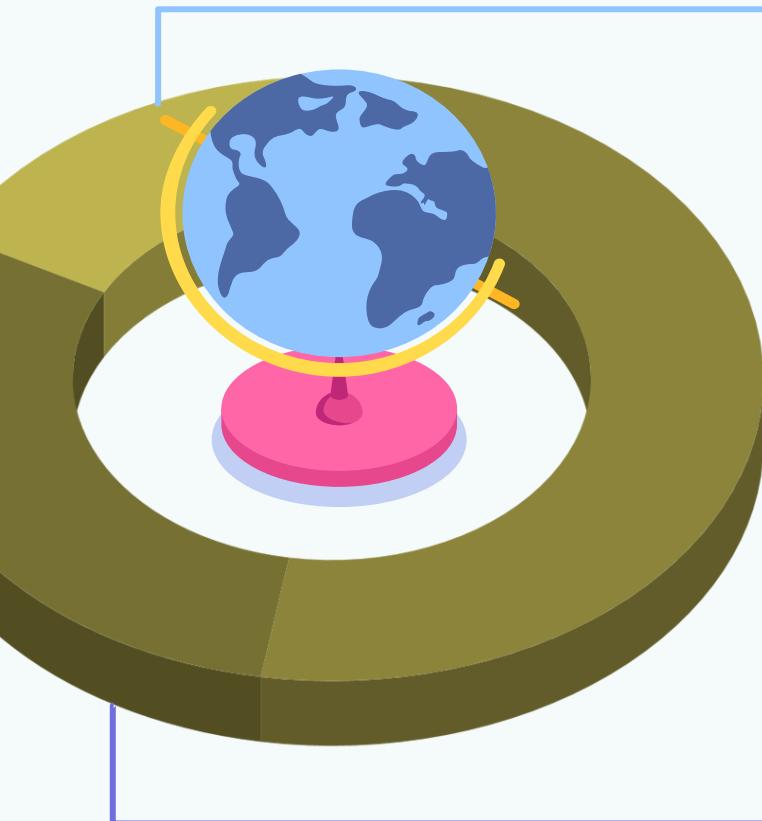
*The Patents Act, 1970  
The Patents (Amendment) Act, 2005  
The Patents (Amendment) Rules, 2006*

## SEMICONDUCTOR AND INTEGRATED CIRCUITS

*Semiconductor Integrated Circuits Layout Design Act 2000  
Rules for the Semiconductor Integrated Circuits Layout Design Act 2000*

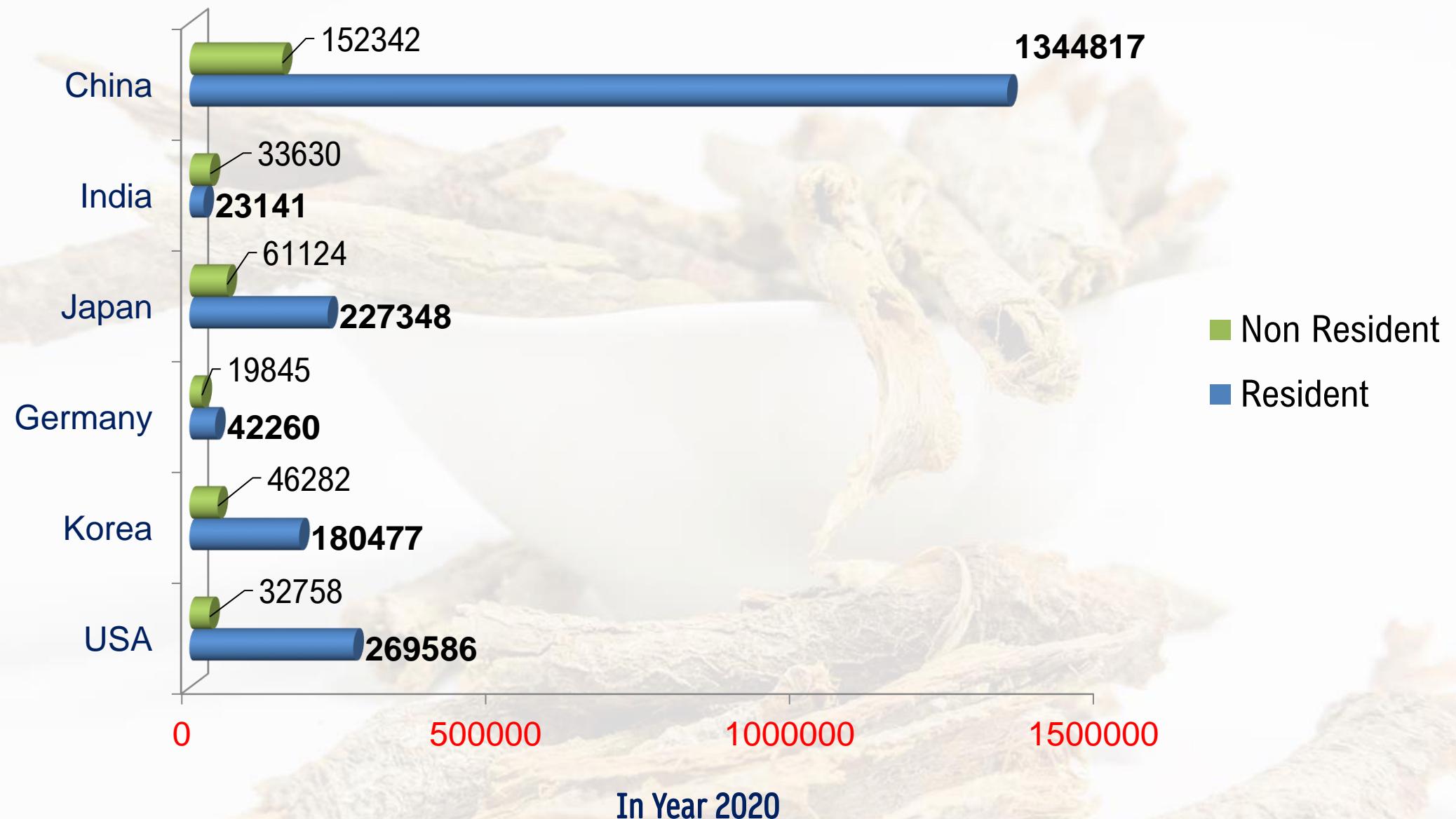
*National IPR Policy, adopted in May 12, 2016*

# CONVENTION AND TREATY

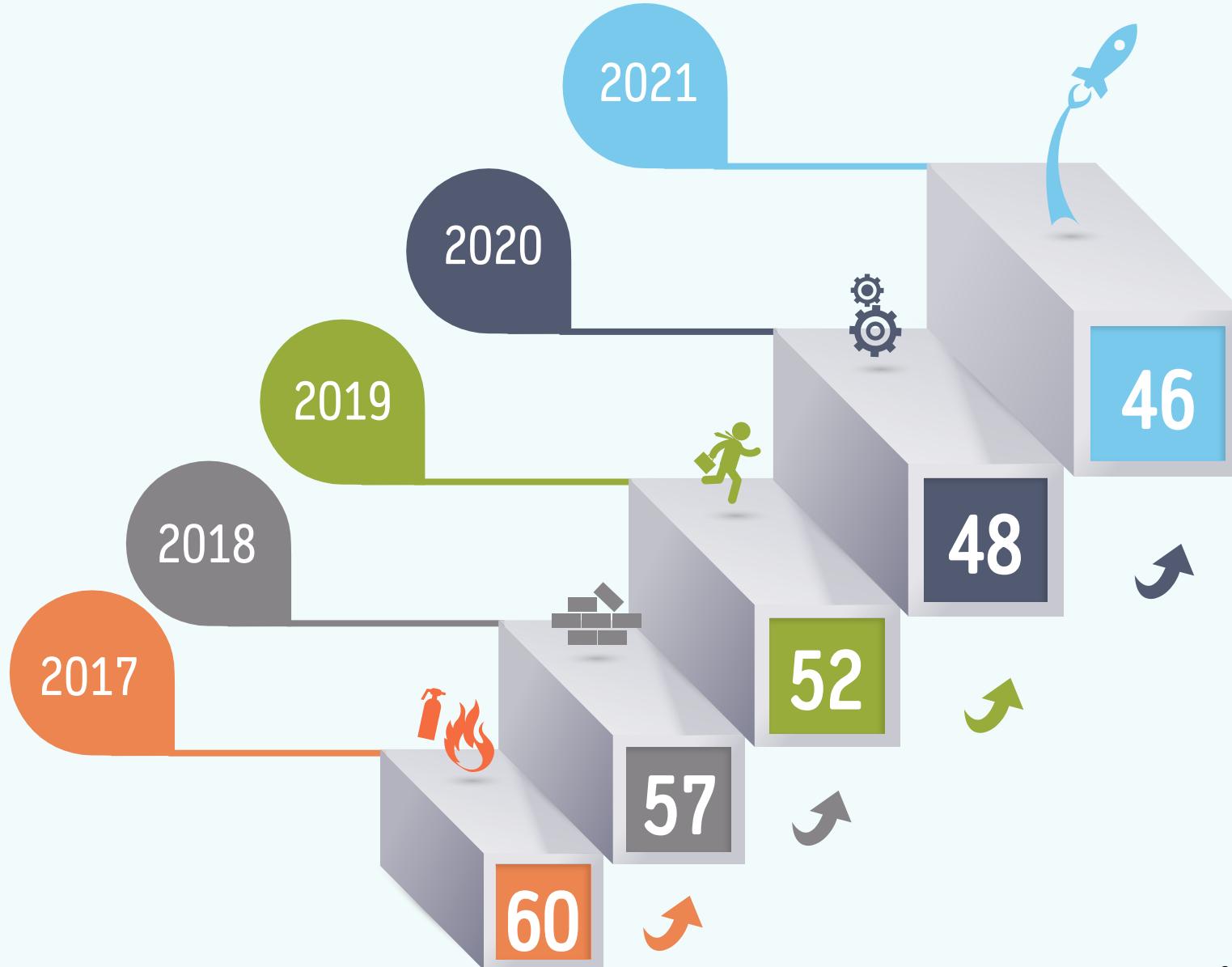


1. Berne Convention (*Literary and Artistic Works*), with effect from April 1, 1928
2. Geneva Convention (*Unauthorized Duplication of Phonograms*), with effect from February 12, 1975 .
3. World Intellectual Property Organization (WIPO), with effect from May 1, 1975
4. Nairobi Treaty (*Olympic Symbol*), with effect from October 19, 1983
5. Convention on biological diversity, with effect from February 18, 1994
6. World Trade Organization (WTO) Member and Signatory to TRIPS Agreement, with effect from January 1, 1995
7. Paris Convention, with effect from December 7, 1998
8. Patent Cooperation Treaty (PCT), with effect from December 7, 1998
9. Budapest Treaty (*for deposition of microorganisms*), with effect from December 17, 2001
10. Madrid Protocol (*Trademark*), with effect from July 8, 2013
11. International Searching Authority and IPEA, with effect from Oct 15, 2013

## DEVELOPED COUNTRY Vs. INDIA

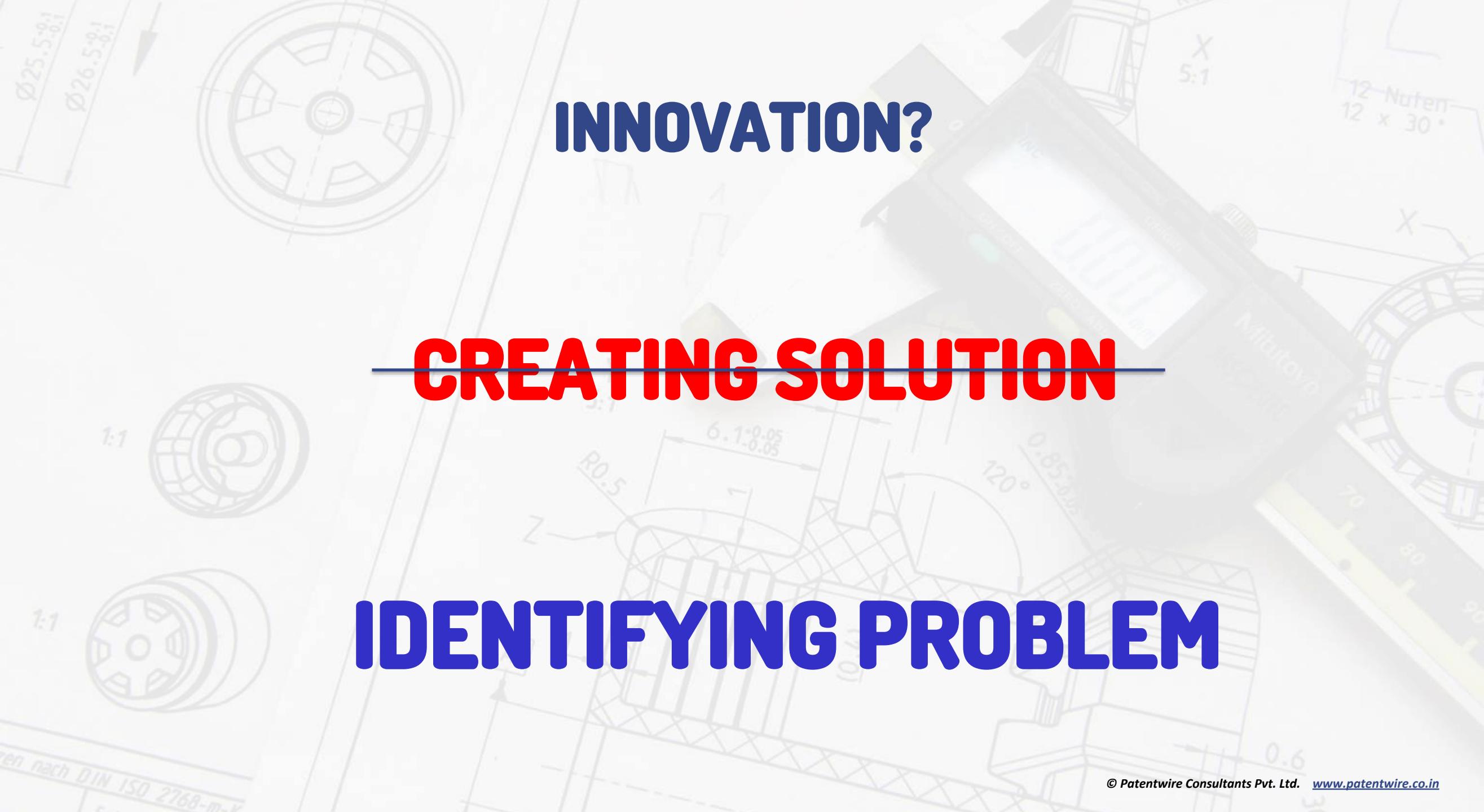


# Global Innovation Index 2021: India Positioning



# FUTURE





**INNOVATION?**

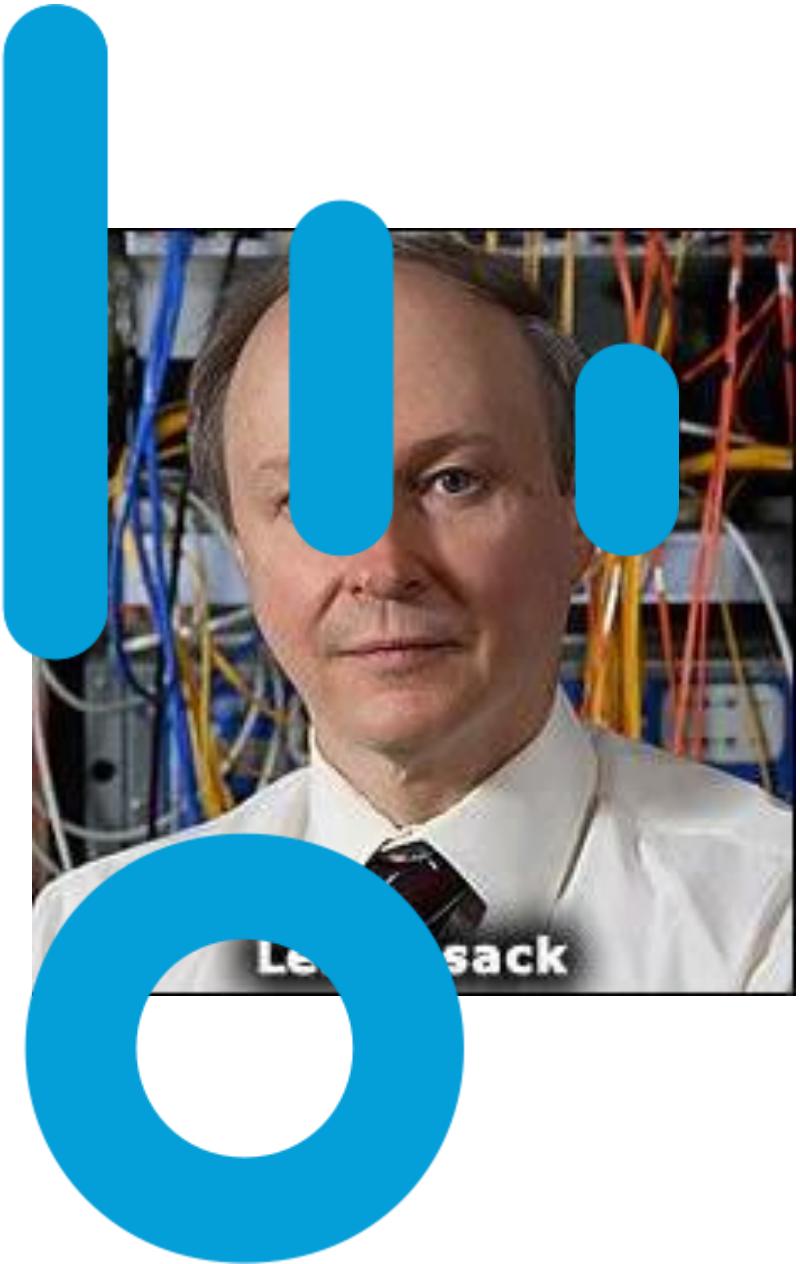
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**CREATING SOLUTION**

**IDENTIFYING PROBLEM**



# CISCO



A close-up photograph of a doctor's arm and torso. The doctor is wearing bright green surgical scrubs. A silver stethoscope hangs around their neck, with its white earpieces and chest piece visible. On their left wrist, they wear a dark blue digital watch. Their right hand is resting on a patient's hairy forearm, which is extended across the bottom of the frame.

Question is not about  
**Gaining!**  
It is more about  
**LOSING**



Question & Feedback

# THANKS!

Everybody is born with an instinct for success and ability to make it. But only the ones who think outside the box succeed.

## FOLLOW US..



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