



IIT ROORKEE



NPTEL ONLINE
CERTIFICATION COURSE

Innovation, Business Models and Entrepreneurship

Management of Innovation, creation of IPR-I

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DEPARTMENT OF MANAGEMENT STUDIES



Setting the Stage

- Intellectual Capital
- Intellectual Assets
- Intellectual Property



Intellectual Capital

- Sum total of all knowledge in an enterprise, as it resides in the minds of its employees, which can be leveraged to create wealth.
- In the broadest sense, IC is what is left of an enterprise after it has been stripped off all its tangible assets, such as land, building, machinery, inventory and cash.

Intellectual Capital

- Includes Knowledge and skills of employees;
- The processes, ideas, designs, inventions and technologies utilized by the firm; and
- The relationship firm has developed with both customers and suppliers.
- Includes software, business methods, manuals, reports, publications and databases.



Purpose → Strategy → Information → Knowledge



Intellectual Assets

- IA are intellectual capital that is identified, documented and available to be shared and replicated within the organization.



- Any organization does not own its employees.
- But the organization does own the intellectual assets they create while a part of the organization.



IC Management Process

- Search out
- Identify
- Capture
- Document
- Index
- Store
- Augment
- Replicate



Intellectual Property

- WHAT YOU PROTECTED.
- IP is intellectual assets that are protected under applicable laws.



What is IP?

According to WIPO

Intellectual property (IP) refers to creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names and images used in commerce.

Types of IP

- **Industrial Property** includes patents for inventions, trademarks, industrial designs and geographical indications.
- **Copyright** covers literary works (such as novels, poems and plays), films, music, artistic works (e.g., drawings, paintings, photographs and sculptures) and architectural design. Rights related to copyright include those of performing artists in their performances, producers of phonograms in their recordings, and broadcasters in their radio and television programs.

Thank You

