



# INTELLECTUAL PROPERTY

## **PROF. FEROZ ALI**

Department of Management Studies  
IIT Madras

**INTENDED AUDIENCE:** Interested students

### **COURSE OUTLINE :**

This is a substantive course on Intellectual Property. The course shall give a brief overview of the IP landscape in India. It shall also dwell into the role of IP in the modern intangible economy. The course can be offered as a generic elective subject under the Choice Based Credit System in universities and affiliated colleges as suggested by UGC.

Important For Certification/Credit Transfer:

### **ABOUT INSTRUCTOR :**

Prof. Feroz Ali is the Chair Professor on Intellectual Property Rights (IPR) at the Indian Institute of Technology (IIT) Madras. He teaches intellectual property laws and business laws. He is the author of three books on patent law. He is a practicing advocate at the Madras High Court. He litigates and counsels in intellectual property law, corporate law and competition law but his primary focus has remained in patent law. He has appeared before the Supreme Court, the High Courts, Intellectual Property Appellate Board and the Patent Offices

### **COURSE PLAN :**

**Week 1:** Basics of Intellectual Property

**Week 2:** The Intangible Economy

**Week 3:** Patents—From ball pens to biologics

**Week 4:** Trade Marks—What does red soles and barbie girl mean?

**Week 5:** Copyright—Is it right to copy?

**Week 6:** Unconventional IP—The expanding scope

**Week 7:** Enforcement of IP—Protecting your rights

**Week 8:** IP for Business—A profit making asset class

**Week 9:** IP, Research, and Universities

**Week 10:** IP for the Creative and Entertainment Industries

**Week 11:** Governments Role in Fostering IP

**Week 12:** Teaching IP—Let everyone learn IP