



ACS College of Engineering

Approved by AICTE New Delhi, Affiliated to VTU, Belagavi
(A Unit of RajaRajeswari Group of Institutions)

CET Code : E186 COMED-K : E003 PG CET : T918



SelectSmart Activity Report

On

Demystifying Intellectual Property and IP Strategy
By Nitin Sharma
IP Strategist, Innovation Management - Qualcomm

ACTIVITY REPORT

Activity Name & Date	Demystifying Intellectual Property and IP Strategy on 20-June-2020
Activity Type	Online Assessment
Conducted By	CTDS Bangalore

About the Activity:

Nitin Sharma has 23 years of Software and Wireless Communication industry experience in engineering, management and intellectual property (IP). He is currently leading various IP initiatives at Qualcomm India, Hyderabad. The key responsibilities include developing IP Strategy around India Patent Prosecution, 5G and related Technology Patent Portfolio management, IP Education and driving innovation in the organization. He also works with engineering teams to identify and protect intellectual property. He represents Qualcomm in TSDSI on IPR policy matters.

Nitin Sharma holds L.L.B/L.L.M. from Osmania University, PGD in Patents Law from NALSAR, B.E. in Computer Science and Engineering from Rajasthan University. He is a Registered Indian Patent Agent and Patent Counsel. Through his prior engineering roles, he has extensive global experience in product development in domains like wireless communications, embedded operating systems, e-Commerce, etc. He has led large multi-site product development teams. He is currently employed with Qualcomm India for past 15 years. He has worked in the past for LG Electronics (India and S. Korea), Tata Elxsi Ltd, etc. and consulted for Tektronix (US), Sagem Inc (France), REI (US), S-Telecom (Vietnam) etc.

Nitin Sharma is passionate about advocating importance of IP for India as a country, and in particular to academic institutions and start-ups. He provides guidance to start-ups and entrepreneurs on IP Strategy.

Video Link of the Activity:

<https://drive.google.com/file/d/1vXq8K8nqCTHSbXy5Aj1ZuHDihhl-2DMz/view?usp=sharing>

Invitation:

Rajarajeswari Group of Institutions
Center for Test and Data Sciences

Mr. Nitin Sharma
IP Strategist, Innovation
Management, 5G, IOT
Qualcomm

LIVE WEBINAR
Demystifying
Intellectual Property
and IP Strategy

Zoom Meeting ID : 939 6006 4650
Password : 244329
2 pm on Saturday, 20 June 2020

First 500 students logging in thro Zoom will get an opportunity to interact with the speaker directly. The session will be aired LIVE on YouTube for the benefit of all other students.

SelectSmart
Digital Collaborative Platform

Mentor Profile:

MR. NITIN SHARMA
MENTOR COUNCIL:
FUTURE TECHNOLOGIES

- ❖ 20+ years work experience in hitech industry
- ❖ IP Strategist, Principal at Qualcomm
- ❖ Expertise in 5G, IOT, Autonomous Driving
- ❖ Unique combination of Engineering and Law
- ❖ Specialist in Innovation Management, IP(Intellectual property) rights, IP Strategy, Technology portfolio management
- ❖ Previously worked with LG Soft, Tata Group
- ❖ Post Graduate in Patents Law and IP Law, Engineering in Computer Science

Photo Gallery:



IP STRATEGY

Overview

- Strategy: What is IP?
- Kinds of strategies
 - Depends on organized firm
 - Patents, inventions, copyrights, etc.
- Is there an IP Strategy?
 - What is IP?
 - How?

© 2017 ABILITY TO INNOVATE



IP STRATEGY

Types of IP Protection

<p>Trademarks – Identify and distinguish the source of the goods of one party from those of others</p> <ul style="list-style-type: none"> • Can be a word, phrase, symbol, and/or design or combination thereof • Rights are established by using it on products sold or registering with the trademark office • Protection lasts as long as the trademark continues to be lawfully used 	<p>Trade Secrets – Protect inventions which can't easily be reverse engineered</p> <ul style="list-style-type: none"> • A formula, process, design or information that has commercial value and is not generally known by the public • Protection lasts as long as you can keep it secret
<p>Patents – Right to exclude others from making, using or selling the invention</p> <p>Government granted term of generally 20 years from filing date of patent application</p> <p>Must pay associated fees in each country you are interested in having protection</p>	<p>Copyrights – Protects expression but, not ideas</p> <p>Granted automatically upon creation, registered w/ file application</p> <p>Exclusive right to reproduce, distribute, etc.</p> <p>Protection generally lasts for life of the author plus 70 years</p>

© 2017 ABILITY TO INNOVATE

