Chapter 2

Literature review
1. Keayla, B K 1997 The author shares the growth and emergence of the patent law and regime in India. India being a member of WTO was compulsive to sign the TRIPs agreement and abide by the same, which resulted into bringing upgradation in IPR laws of the country. The implication of these changes through the international obligation on the industries in India, mainly Pharmaceutical industry. Through reading the statistical data of how and what patenting and its procedural aspects has affected the industry. The analysis here are stated that the growth percentage and evolution of the entire industry was basis the implementation of patents and its phenomenon. The author further suggests it can applied to other set of industries to witness the growth at similar pace.

2. Gupta, V K 1997 This author through the paper provides detail of several manners and means which will help in exploiting patented inventions or knowhow benefitting the inventor or holder of the patent. The salient factor to be understood while making a license agreement for patents. The factors involving points of negotiations while drafting such a patent license or knowhow agreement are further explained by the author in this paper. It has been mentioned that the provisions those are connected to the patent licensing and transfer of technology as prescribed in the Patent Act of India. Essentially, the concerns of harmonizing the laws related to intellectual property have been pointed out in the current subject in accordance with the international-patent system. A few important essentials for the management of intellectual property rights include the utmost importance of how the patent information is handled and utilized to its optimum commercial advantage to let commercialization of R&D and transfer of technology be the profitable aspect for the owner of patent.

3. Vinkler, Peter 1997 This paper deals with the fact that Patents like papers are carriers of original information. Some indicators have been introduced to characterize patenting relations between countries.
The Foreign Patent Penetration indicator e.g. means the % share of patents of a given country will grant to its patentees from high an income group of economies to the total of resident patents. Share of patents granted to a given country in countries was related to the total of non-resident patents granted in ECP countries. The indicators reveal that the patenting activity of Japan is extremely high, while the interest of high income economies towards the Japanese patent market is very modest. Integration of the formerly centralized East European economies into the world patenting system was found to be low except for Hungary and Poland in certain aspects. Gross domestic product and Work in progress represents the scientific information production of countries were found to be correlated with the patent indicators.

4. V. K. Gupta, 1997 The author in this paper examines the scenario of India post it commitment to the TRIPS agreement. The issues and implications with followed by the proposed WIPO treaty on intellectual property in respect of databases in the Indian context. How the complete working culture was introduced to concept suddenly and made to understand and adapt to the same. It argues for articulation of exceptions based on fair use principles to provide for the use and re-utilization of databases for scientific research, private purposes, education, public health and other social or governmental purposes. The importance of public domain/ government-owned information has been highlighted. It is very important for providing or creating database protection to the subject matter of the growth and evolution of information industry and services and attracting investments from foreign entities and exploring domestic market. The effect of the given generis sui to which protection if given on secondary information services such in the Indian context it is a critical issue of abstracting and it needs to be examined.

5. 1997 In this article Patents and patenting trends of Asian countries are analyzed. Technological importance of these patents is also discussed. In several Asian economies; it is highlighted about Patenting activities as the rapid and speedy technological growth which began to take place during the late 1980s. The paper discusses about the emergence of industries
specifically pharmaceutical and software industry in the country and lead them to internal platforms.

6. 1998 The author of this paper analyses the perception of public in India after the intersection between intellectual property rights regime of the international forum with the national forum. This happened after India became obligated to implement and adapt the IPR laws in the country. The IPRs law were framed in India basis the international business requirement. India was obligatory as being a WTO member to the signing of the Trade-Related Intellectual Property Rights (TRIPS) Agreement as it was a part of the overall General Agreement on Tariffs & Trade (GATT) Treaty in August 1994.

7. Sahai, Suman 1998 The author with this paper states that India's position on intellectual property rights on biological materials is discussed. Three principal areas of concern in GATT/ TRIPS are covered, and what India should do regarding these areas of concern is suggested. The author further adds a few real incidences of examples to explain the state of this kind IPR which is not given enough preference but can prove to be made advanced and beneficial to the users if analyzed and used efficiently

8. Krishnan, A S; A Chakravarti, A K 1998 The author in this paper has identified that the immense level of impingement of digital technologies and every other society and different connections and variations of them. It has resulted into adding a new phase of the world economy. To be in the same line with current state of technology, the community of intellectual property rights system of India has been correlating to the pre-existing regulations and systems of the international market or regime considering IPRs. It is considered that the new and emerging IPR regime will strike a balance between the IP right holders or owners and the public, which will further facilitate future development of technologies, industry, markets and economy.

which grow at the national level match the requirements of the international market. As observed by the author in the last decade of this millennium and in the 50th year of Independent India, the subject of IPR procures an emergent importance and significance for the country, specifically for our industry to grow with the boom of globalization and liberalization being in place.

10. Govindarajulu, V 1998 The author states here that the development of intellectual property rights (IPR) especially, patent laws, design rights, copyrights and trademarks, worldwide. There a method which has been followed which is the principle of dialectical hindsight by creative interpretation of the laws of political-economy of nation states, judicious interventions of common law and convention principles, laws of IPR, creative interpretations of statutes and case laws by the judiciary and enlightened enactment of statutes by the national legislature. India's development also closely followed this methodology of hindsight and its relevance, in the changed context of Trade-Related Intellectual Property Rights (TRIPS) of World Trade Organization (WTO) and international demands, is much more evinced. It will demand enactment of intellectual property rights which is a bundle of rights and related laws, so that India's standard raise at the international market. An attempt is made in this paper to study and analyses the development of IPR laws in India by hindsight and suggest enactment of a bundle of new legislations.

11. Leesti, Mart 1998 The author with this article provides an overview of the TRIPS Agreement. Beginning with its background, general provisions and basic principles of the agreement and transitional arrangements made under it are discussed. The nuances of the agreement are highlighted in detail for explaining the reasoning why the agreement was made compulsory. The effect of the same is also elucidated and its adaptability criteria are mentioned.

12. Debroy, Bibek 1998 The author in this paper reviews different level of intellectual property protection based on diverse types of intellectual property rights laws in India. The IPR regime is explained using practical case laws
based on the kind of IPR such as copyrights, patents system, etc. Further the laws of these IPRs and their implications through case studies are explained. The author states a few examples to mention where and how the use IPR can be made to put optimum utilization. This shall lead a company to bring its business focus to IPR.

13. Ganesan, A V 1998 The author explains the role and importance of Intellectual Property Rights in the Technological Upgradation for the industry which enlarges its working area based on the kind of IPR those are used by them to approach the new market area. There have been several controversies regarding meeting the different types of IPRs such as trademark, patent, industrial design extra. These directly impact the growth of a company, industry and eventually the country.

14. Anand, Pravin 1998 here, in this paper the author discusses the present state of intellectual property in India. He reflects how it is important for the sustainability of an organization in the national and international market place. There is reference given to prove that IPR is important not just for larger organization but also micro small and medium sector. The use of several IP and activities, its benefits for increasing the efficiency of the national economic state in India.

15. Geuze, Matthijs 1998 The author with this paper outlines the main features of the Agreement, its general provisions and basic principles as well as the Agreement's transitional arrangements, including technical cooperation. The experience with the implementation of the TRIPS Agreement so far and the work on its development that is under way or envisaged is presented. The monitoring of compliance with the obligations of the Agreement, experience with dispute settlement, the TRIPS built-in agenda, the work on TRIPS-related matters in other areas of the WTO are discussed.
16. Mrs P V Kutty, Valsala G 1998 The author in this article discusses the Copyright Act, 1957 along with its important provisions. Two new treaties — the WIPO Copyright Treaty and the WIPO Performances and Phonograms Treaty- are the latest attempts in the era of modernization to provide effective protection to the rights of authors or owners of copyright and neighboring rights. A summary of the deliberations of the Diplomatic Conference on the issues which evoked lot of intense discussion during the finalization of these Treaties is given.

17. Gupta, V K 1998 The author with this paper examines some of these issues and considers their implications for R&D management. The World Trade Organization (WTO) and the associated agreements, which guide its role and functions, have put in place a framework for international initiatives which in the long run aim at free trade and removal of trade barriers. The agreements on trade-related aspects of intellectual property, trade in services, subsidies and countervailing measures, technical barriers to trade, and dispute settlement are of concern to R&D. The management of R&D would need to understand the issues in implementing these agreements and evolve a considered response in dealing with them.

18. Gupta, Niloy Kumar 1999 This article writes about Industrial Designs. Industrial designs' is a branch of intellectual property which was established to give the proprietors of innovative designs a set of competitive advantages in manufacture and trade. Industrial design registration involves a number of techno-legal issues that need to be appreciated. Beginning with the historical background of registration of Industrial designs in India and other basics of such registration, the paper addresses various aspects of registration of industrial designs. It presents an overview of the Indian industrial design law and practice, facts and procedures.

19. Tiwari, S 1999 "The author wants to convey the learnings of TRIPS Agreement relating to enforcement of intellectual property rights. There is a set of enforcement standards which all members of the World Trade
Organization are obliged to follow: this includes: 1) general guidelines to be followed by the Members 2) the provisions describe civil 3) administrative and criminal procedures 4) border measures for enforcing their intellectual property right 5) For developing countries some possible areas are identified where changes would be needed. The detailing and evaluation statements are precisely explained by the author in this paper.

20. Subbaram, N R 1999 Beginning with the definition of intellectual property, the author describes the distinction between industrial property and intellectual property, importance of the efficient management of intellectual property, and key features of various species of intellectual property. The main provisions of TRIPS Agreement along with obligation of the member countries and action taken by India in respect of the Agreement are discussed. An outline of strategies for meeting the future challenges is also drawn.

21. Leesti, Mart 1999 Parts III and V of the TRIPS Agreement addressed the areas of enforcement, dispute prevention and settlement, respectively. The author in this article discusses the enforcement of intellectual property rights under five sections, viz. general obligations, civil and administrative procedures and remedies, provisional measures, special requirement related to border measures, and criminal procedures. Under the dispute prevention and settlement sections paper briefly describes the dispute settlement system of WTO.

22. Krishnaswamy, Mohana 1999 The author with this Paper puts forward a case for broadening the scope of intellectual property rights (IPR) in the areas of traditional knowledge, plant varieties, and biodiversity. It also highlights the concerns of traditional communities in developing countries.

Describing the general attitudes prevalent among people concerning these issues, it enumerates new avenues of protection for India and suggests some ways of setting up new rules. The author draws to attention to less used or
opted for kind of IPRs which are equivalently beneficial than the more used for widening of business opportunities.

23. Tiwari, S 1999 The work involved in the modernization of legislation and administration in the context of TRIPS is vast. The author with this paper considers some options and alternatives for modernization of national intellectual property legislation and administration. The technical and financial cooperation of developed country members in this process of modernization of developing and least developed country members is desired. Here the emphasis on making the lawful regime stringent and strong for practicing the enforcement of rights over the IP by its owner.

24. Bheemeswar, D 2000 The author here mentions in this article that the value of a company's or R&D organization's Intellectual Property (IP) assets depends largely on the steps taken to create, exploit and protect them. Even though in India we have clear-cut procedure for patenting, somehow it is not exploited by the companies or R&D organizations to its full extent. In order to exploit the IP assets to the full extent possible a simplified approach has been presented in this paper. A well thought plan and proper procedures are required for a company or R&D organization to recognize, capture and exploit its IP assets and use them as competitive weapons to enhance profit margins and greater market Protection and enforcement of a company's or R&D organization's IP assets is a self-help exercise.

25. Gupta, V K 2000 The author in this article examines the critical features of negotiating IPR while handling R&D collaborative projects with other countries. Science and technology play an important role in building the international relations among nations. The recent upsurge in the globalization of trade and economic reforms has brought science and technology cooperation at the center stage.

This has led to the agenda of negotiations of the national policy-making bodies. Of these, the issues of intellectual property rights (IPR) are of
significance. The article by the author presents the background of the Agreement of Trade-Related Intellectual Property Rights. Describes transition period’, and various amendments in Patents Act. The salient features of Patents (Amendment) Act, 1999 are given in detail. Provisions of exclusive marketing rights (EMR) and their implications are explained in detail, and EMR fee schedule is provided.

26. Craze, Denis 2000 The author with this paper describes in detail the last-mentioned instrument for setting international standards on the protection of well-known marks, i.e. WIPO Provision. International principles for the protection of well-known marks are contained in the Paris Convention for the Protection of Industrial Property, the Agreement on Trade-Related Intellectual Property Rights (TRIPS Agreement), and the WIPO Joint Recommendation Concerning Provisions on the Protection of Well-known Marks (WIPO Provision). It all begins through the provisions stated in regard to the well-known marks and its protection of them, which are mentioned in the Paris Convention and in the TRIPS Agreement.

27. Olsson, Henry 2000 The author in this article discusses the electronic commerce and its importance in the contest of intellectual property developments in Europe. Covering a few legal situation and issues and problems in Europe those are faced by the electronic commerce field. It may also be of some interest for other countries facing similar issue.

28. Barbiroli, Giancarlo 2001 The author in this article explains the aspects of global performance: internal” and “external”, impacts, the indicators can measure the materials, energy, environmental, operational, volume, inputs effectiveness/efficiency of a process, the quality and environmental performance of a product, both at the technical and economic level.

The socio-economic sphere, they can measure the effects produced by a partially or radically new technology on total and intellectual employment, and on the environment. These can be calculated measuredin the domestic and
international importance, degree of indispensability and knowledge advancement which can be covered under the strategic sphere. Moreover, there can be data drawn at the company sphere within 6 to 12 months after the innovation has been put to execution, as well at the macro-sphere it is advisable to wait.

29. Mashelkar, R A 2001 The author with this Paper stresses the need for a massive thrust on incorporating strong systems on generation of IPR, its capture, documentation, valuation, protection and exploitation. India's inadequate intellectual property rights law frame work is focused upon which includes poor public awareness about IPR and may delay in implementing government's IP policies and execution of the same. As there are several areas of conflict and debate in the existing patenting system, need for rethinking on IPR is stressed. Further it discusses the new IPR regime and Indian knowledge industry and economics of traditional knowledge in detail.

30. Alikhan, Shahid 2001 The author with this paper emphasizes the needs for enhancing competitiveness, particularly, in the small and medium enterprises (SMEs) through effective use of the intellectual property (IP) management system. Management of the IP system by SMEs should aim not only at the generation of their own technology but also at providing information to prospective inventors. Introducing the latest and the newest technologies in the productive sector of SMEs plays a critical role in economic growth and promotes competitiveness through the use of IP system in responding to consumers demands for higher and better quality of production. Finally, the author recommends some salient points for strengthening and promoting the IP system by governments and the private sector particularly SMEs and their national associations.

31. Maran, Murasoli 2001 The author with this paper focuses on the concerns of the developing world on IPR and the problems of the existing IPR system. Problems of bio piracy and its remedial measures are discussed in detail. The steps taken towards creation of traditional knowledge digital library...
are mentioned. It suggests that WHO should be redesigned and expanded to fill up the gaps and remove the inequities created by the IPR, and to take care of the public health and other needs of the poor. The author suggests for improvement in the current set of frameworks wherein better protection can be given to the owner of IPR for them to enforce their respective rights.

32. Price, Steven CRenk, Bryan Z 2001 The author in this article discusses two complementary technology transfer systems for plant intellectual property and presents simple but workable decision trees to be considered along the path from discovery to revenue sharing. The author further suggests various aspects wherein these new formats can be introduced into the daily framework. These are certainly not the kind of IPRs which are used or preferred on usual basis by the businesses.

33. Vellakkat, Rajesh 2001 The author with this paper is mainly about conflicting domain names issues; perhaps the solution suggested may be applied for other kinds of intangible property conflicts as well. The outer limit of intangible property rights has been a well-debated question since time immemorial. How encompassing is it against the rights of similar property holders? What is the real border of each right holder, which controls and shares the intangible net of rights? There have been attempts to answer these questions since the days of common law practices to the developed written legal systems. All the statutes relating to intellectual property rights (IPR) tried to define the rights conferred. However, a definition cannot demarcate the boundaries of the rights clearly, therefore it is always prone to disputes between various property owners. This overlapping of rights of one over the domains of others has been a major cause of dispute, irrespective of the nature of the property, both tangible and intangible.

It also states that intangible rights in the Internet cannot be regulated by applying the same principles laid out in management of other intellectual property rights.
34. Gupta, V K 2001 In this article the author has showcased E-business, e-commerce, e-marketplace, B2B, and B2C as now common business parlance. E-business involves all the enterprise- procurement, supply-chain management, sales and customer relationship management, online business transactions, etc. digital watermarking, IP/VPN, encryption.

Thus, public IPR infrastructure are the important technologies, which are required to be deployed for implementing B2B e-commerce solutions. This paper describes the B2B and associated technologies, legal framework for B2B, and IPR issues of B2B.

35. Mashelkar, R A 2001 The author in this paper identifies important areas of IPR which require immediate attention. Discusses key IPR issues. The need for IP awareness campaign in the country is stressed. The challenges before the Indian industry in respect of IPR are discussed. New national level initiatives taken in this direction are given, specially the announcement of the IP policy of CSIR. A vision view of a national patent mission is presented.

36. Lall, Amar Raj Khurana, Vinod" 2002 The author in this article evaluates and discusses about the outline of some of the issues arising about brand valuation in the changing economic scenario their Types of brands, their valuation, intangible and tangible benefits of brand valuation.

37. Mashelkar, R A 2002 The author in this paper discusses that issues faced by several aspects related to intellectual property (IP) of a company such as to protect and exploit the IP. It reflects attention on the several additions and alteration made in the current regime of laws relating IP. The author also explains the impact on socio-economic conditions, political situations and technological advancements of the nation due to the change in IP law structure and regime. This paper states the conditions those where the industry reacted and handled the state of IP within the nation before signing of the TRIPs agreement and that which was post signing of the agreement. The author states a few suggestions for the same to be taken as the way ahead
are made such as there is a need for technology transfer, creation of IP infrastructure, opportunities to grow R&D centers, proper enforcement authorities etc.

38. Arunchalam, V 2002 “The author in this article expresses the concern for Awareness of indigenous knowledge (IK) and concerns of protecting it are growing over time. Most of the IK descends from ancient tradition and would need a proper validation and documentation. It is usually found in a vast kind of areas, though this paper attempts to explain only agricultural crops. There are provisions in the Plant Variety Protection and Farmers’ Rights Bill, 2000, for registration of farmer-varieties with associated protection and benefit sharing but exclusive provisions for IK protection possibly remains to be focused. On the other hand, the author mentions that Indigenous genetic wealth (IGW) is that which consists of herbs, medicinal plants, landraces of a variety of plant species and such genetic resources. The expression of the characteristic traits of IGW is highly site-specific. To meet the commercial demands of protected IGW, their genetic purity must be maintained. The author would imply maintaining their site-specific trait expression and therefore conservation at their native habitats. Further the indigenous knowledge and genetic wealth are also very closely linked and cannot be isolated for protection; they must be treated as one integrated unit. These perceptions, the emerging problems and paradigms are discussed in this paper.

39. Alikhan, Shahid 2002 The author here discusses about the importance of copyright and its lawful advancement in India. It further states several roles of copyright and intellectual property which can be favorable in the development of cultural and economic condition of developing countries.

This shall provide the industry to flourish in quantum along with quality to attain better competence not just in the national market but also at the international market place. The economic growth of a country highly dependent on how its industry is connect and performing in the international
market structure. At the international platform, the market place provide benefit to economies which knowledge-based and technological progress. It is therefore significant to encourage, promote and through effective IP infrastructure in the nation to provide measure to protect IP and creativity. The details related to WIPO Internet Treaties for the protection of copyright and related rights in the digital age are also discussed in the paper.

40. Starein, Wolfgang 2002 The author here shows that Small and Medium-sized Enterprises (SMEs) are the driving force of most economies with a proven capacity to innovate and to generate innovative ideas and technologies. Consequently, he has concluded that the larger and efficient use of the intellectual property (IP) system would enable innovative and creative SMEs not only to enhance their market position but also to contribute to the economic growth of their respective countries. The author has stated, the SMEs Division of the World Intellectual Property Organization (WIPO) seeks to demystify IP by providing reader-friendly answers to some common business questions about IP.

41. Nair, M D 2002 The author has given a brief description of Indian pharmaceutical industry, including public health and health infrastructure. The General and Pharmaceutical R&D are outlined by the global healthcare research efforts here. All facets of Indian pharmaceutical industry, which also includes the impact of Indian Patents Act, 1970, and the dip and rise faced by the India pharmacy industry are mostly discussed in detail by the author through this paper. Concerns of all sectors on post 1 January 2005, when India adopts a product patent regime are presented. It further explains the effective aspect of patent rights imposed that shall affect Indian pharmaceutical industry. The paper also suggests the possible emerging scenario in coming years for the industry. Preparing for new realities a few suggestions are given. Need for an appropriate strategy to meet the new challenges is felt. The fact that TRIPS Agreement has more strengthened and made the patent rights even more robust in developing countries, explored the stress on innovative R&D in pharmaceutical industry is realized.
42. King, Kelvin 2002 In this paper the author discusses intellectual capital valuation concepts, methods and procedures applied value to intellectual property. Three broad categories of valuation methods, 1) market based 2) cost based 3) estimates of future economic benefits. The methods and its implications on the valuation the company are explained along with beneficiary aspect of the same on the growth of the overall industry and country's economy.

43. Raina, R K 2003 “The author in this article states that The Protection of Plant Varieties and Farmers’ Rights Act 2001 of India has been aptly put in place. It takes care of new as well as extant plant varieties. It benefits equally the farmer as also the researcher. Consideration of the manpower and infrastructure was made stronger in plant research, in India in very near future, very soon there will be new and improved plant varieties which shall be developed and legally protected. In case these varieties are too good and will be able to find research and/or commercial advantage over the similar varieties existing in the market, need may arise to transfer these varieties from laboratories to the land of their end users, may it be of a researcher or a progressive farmer. To transfer such varieties to generate business and yet retain the rights over the protected varieties. The need is felt for signing transfer of techno arrangements agreements relating to plant or material transfer agreement by the inventors of these new plant varieties with their customers. This is to facilitate negotiation of such kich of agreements. The author herein describes some of the essential clauses that need to be included in such license agreements.

44. Rajan, Mira T Sundara 2003 The author with this paper deals with moral rights in developing countries.

The moral rights seek to protect the non-commercial interests of authors and artists in their work. It is in two parts. The Part I of the paper, which appeared in the previous issue, covered copyright policy in India, traditional approaches
to moral rights in India and moral rights in Indian Copyright Act. Present part deals with judicial development and interpretation of moral rights. It discusses the issue through major cases decided by Indian courts on moral rights.

45. Harsh Kumar 2004 The author through this article has brought light and attention to this question- Complying with article 39 of TRIPS is a myth or evolving reality? Accordingly, IP protection for plant-related inventions in Europe, assessment of WTO agreement on TRIPS, focusing on trade, moral and information issues, access regime and the implementation of the FAO international treaty on plant genetic resources for food and agriculture in the Andean group countries. The TRIPS agreement principles, reciprocity and the creation of sui-generis type IPR for new forms of technology. The sharing IPR is an exploratory study of joint patenting amongst companies across industries. This has further led to Foreign direct investment and IPR in developing countries.

46. Gupta, V K 2004 “The author with this paper undertakes a review of multidisciplinary studies on IPR from the perspective of their use in R&D. Scholars from several disciplines have contributed to the literature of IPR. It highlights the importance of creating awareness about IPR among scientists and delves upon the studies on patent information for R&D and technology development, R&D policy and management, and library and information sciences.

47. Ganguli, Prabuddha 2004 The author with this article discusses the intellectual property systems in scientifically capable developing countries. The author suggests the need for national IPR policies to build in vigilance against deliberate or accidental misappropriation of traditional knowledge by patentees.

Case studies of a few scientifically capable developing countries like India, China, and Republic of Korea, have been taken to illustrate the approaches taken by them in restructuring their IPR systems during the last few decades.
As per the author, these countries must evolve pragmatic policy models that would comprehensively address the integration of IPR into their national systems for continual and balanced economic growth.

48. Mukherjee, Sunando 2004 The author with this article has tried to analyses the position of law of trademark governing such a tort in other countries in comparison to India, and such other international bodies, which have tried to allay the fears of genuine users, and bring them respite. It states that how revolution has been created by the use and increasing market place through internet, which has changed the medium communication around the world. This has led to the removal of several barriers which were faced by the people trading at the international market. This has resulted into transformation of the world into a small village bring the world at the tip of mouse. This sudden growth has also led to sudden rise of a new set of disputes in the area of domain names. The correlation and domain names and infringing or passing-off of trademarks is further discussed in this paper. The author in this article explains different facets of transfer of technology and the ways and means these transactions affect the economies of the less developed or developing nations. This paper attempts to explain the meaning of technology transfer how it elaborates on the modalities of technology transfer agreement and the several types of the same. To clarify the meaning of technology transfer and what it transfers and elaborates on the modalities of technology transfer agreement and the various types of the same. The exploitation of technological knowledge is central to the development process. It is usually found in less developed and developing economies wherein typically they obtain or refer to this knowledge from more advanced ones rather than by creating it themselves from scratch. In the case of Transfer of technology, it is the transfer of a patent and other set of IPRs with respect to a product, which is patented.

The product of technology is mixed up with the technology itself. There is no effort which is made to make a distinction between the two of them. It also deals with the situation where there is a loss of confidentiality and elaborates on its effect on the liabilities of the contracting parties in various jurisdictions.
The article also tries to explain and to be dealt with the different kind of intellectual property rights and the issues related to them as involved in technology transfer and attempts to analyses things from a developing country’s perspective.

49. Ravindran, Sudhir Raja 2004 The author in this article discusses the innovation strategy and capacity building provisions adapted due to IP structure/infrastructure. Commercialization of innovations and invention into advanced processes. The further emphasis for the improvement of IP laws and infrastructure in developing countries.

50. Sudhir Raja Ravindra 2004 The author in this paper discusses the meaning and importance of IP Infrastructure in India. Its role and areas that are to be addressed for capacity building for innovation and creativity in the country. In the experience, wherein Indian industries has achieved a benchmark to examine and strengthen the role of intellectual property through creating a suitable infrastructure, as a facilitator of innovation to promote the same. According to the author, there exists a genuine need to improve IP infrastructure which essential for the growth of industries and economies in developing countries.

51. Nair, M D 2004 "The author in this article says that One of the most crucial components of the TRIPS Agreement is related to the provision for the grant of exclusive or compulsory licenses, those which are not in fact a new concept or phenomenon introduced under the TRIPS Agreement. Practically all countries including US, Canada and those in Western Europe had provisions for grant of compulsory licenses in their Patent Acts and have used them on several occasions in the past. As under the TRIPS Agreement there is a proper understanding and a judicious interpretation of the available provisions for compulsory licenses which shall go a long way in understanding and ensuring a proper balance between the rights of the patent holder and the public health needs of the people in developing countries. The paper discusses in detail about the compulsory license and the need for granting it.
It also includes additions and amendments to the Indian Patents Act 1970 on compulsory license issues are also discussed briefly.

52. Adam Jolly, Jeremy Philpott 2004 The author in this chapter evaluates the importance of creating ownership on various aspects such as brands. Also, it emphasizes that how a brand holds an impact beyond a product in the memory of a consumer. The beneficial aspect of ownership as well as transfer of rights over brands are highlighted. The consumer registration and preferences towards the brands and its effect on the demand of the product is considered with a term ‘the trade mark and associated goodwill’ in licensing agreements.

53. Robert F. Reilly; Robert P. Schweih 2004 The author in this chapter explains Intellectual Property Income Projections: Approaches and Methods. As per the current observations of the author the Valuation of Intellectual Property and Intangible Assets, the total value of an intellectual property is based on three components: 1. The current and/or anticipated applications of the intellectual property 2. Logical extensions of the intellectual property 3. Speculative extensions of the intellectual property. Emphasis on reliability and alternative scenarios of income projections are referred which will allow the analyst to estimate (1) the maximum potential upside income projection (i.e., best case) as well as (2) the maximum potential downside income projection (i.e., worst case). Also, different methods of valuations along with respective case studies are suitably provided.

54. Bernard Marr & Jay Chatzkel 2004 This article explains the rationale background to the concepts of managing, measuring and reporting of intellectual capital. The author intellectual capital and its tendencies to increase the valuation of the company. The benefits or profits that a company may realize with the increase in use of IPR is emphasized by the author. The comparison between the current tax structure and betterment that can be evaluated from the added point of IPR into the system. Further the author suggests that the existing theories of evaluation and taxonomies and research
methodologies need a structured format for calculation and consideration of intellectual capital.

55. Bernard Marr & Jay Chatzkel 2004 The author in this paper explains the importance visual representation of the strategic content of an organization utilized for creation of intangible assets and capital. The paper further explains that understanding the interrelationships and interdependencies of intangible assets improvises the efficiency of the management of the organization.

56. Burrone, Esteban 2005 The author in this paper identifies that the increasing importance of intangible assets as a source of competitive advantage for firms, has made the intellectual property (IP) system increasingly attractive and, in many cases, indispensable for all economic agents. As small and medium-sized enterprises (SMEs) account for approximately 95% of the business population and play a significant role in the national economy in terms of their sizeable contribution to GDP, employment generation, export performance, and achieving sustainable national economic development, most governments have placed increasing emphasis on facilitating the creation and development of the national SMEs sector. Nevertheless, empirical evidence suggests that SMEs face significant barriers in making effective use of the IP system and this may have an impact on their ability to exploit their innovative and creative capabilities. The author in this paper explores some of these barriers and analyses some of the policies enacted, primarily in OECD countries, to try and overcome them. The author also suggests that it is crucial that initiatives seeking to make a real impact in increasing awareness and encouraging a more effective use of the IP system by entrepreneurs and SMEs manage to incorporate IP within the broader development framework of support for SMEs.

57. Mendonca, Sandro 2005 “The author in this paper focuses on the evolution of empirical patterns in patenting by the largest industrial companies from Europe, Japan and the US. Intellectual property management has become a
centerpiece of global corporate strategy. A key characteristic of large innovating firms today is the diversified nature of their technology portfolio. Patents in new generic technologies such as information & communication technologies, drugs & biotechnology and new materials have soared since the early 1980s. This is also true for unrelated industries, a phenomenon known as technological diversification. Implications of this multi-technology trend for IP offices and small and medium-sized firms from catching-up countries are explored.

58. Larysa Antoniuk 2005 The author in this article explains the principles of international competitiveness of nations through intra-national activities. It is majorly based on indicators which are quantitative and qualitative in nature. The author analyzes the innovation competitiveness of Ukraine’s regions and accordingly suggests the principles which could be applied in the Indian Framework to enhance the competitiveness of Ukraine’s economy.

The principle being: a state strategy of enhancing international competitiveness should be designed based on the National Innovation System and operate at the regional and sectoral levels.

59. Phadnis, Rashmi, Hirwani, R R 2005 The author in this article explains the benefits of structured databases for patents and other kind of IPs. Such ready databases aid the researchers for initiating their work before starting to work on any new set of invention. The author brings out several benefits and drawbacks of these database systems. The author emphasizes on the role a research of patent before its applied for registration is stated in detail. There are results presented in this paper of few examples used for patent searching and its analysis those were conducted using various combination of criteria including past trends of patenting, comparative technology etc.

60. Mehlwal, Geetanjali 2005 The author in this article explains the various aspects of commercializing IP for an organization. It states how the economic potential of a work is directly correlated to the extent wherein the IP may be
exploited. There are several measures of exploiting IP rights, such as licensing, sale assignments etc. The author focuses on the licensing mode of commercialization of IP in various industries. For a better understanding of the subject, the author through this paper explains factors of concern to both the parties to a licensing agreement or arrangement with a practical overview i.e. from drafting, negotiating and finalizing the agreement along with various kinds of licenses in the market today when IP is involved.

61. R Saha 2005 The author in this article primarily focuses on the role of government in capacity building in India. It is publicly or through government subsidy or incentive funded institutions in India. These are taken care of and driven by social obligations unlike the private sector is driven major by the economic concerns. This doesn’t allow the major pool of resources to grow and enhance which is invested into these organization. Thus, the development of IP in this area is then found limited and constrained. The author explains the after effect of IP law regime in India post the TRIPs agreement was signed out of obligation of being a WTO member. Though it was an obligation for the nation the industries understood the positive effects of IPR and thus adapted to them as and how it came into existential process. But there was lack of efforts from the national authorities to create a conducive infrastructure for IP within the nation.

62. Swenson, David W 2005 The author in this paper discusses the importance of IP creation for any entity and its role along with collaboration with several other business functions. The global market is a system where it appreciates innovation and creativity of immense importance for economic development and wealth creation. In the current reality, the competitiveness of firm is not constrained to cost and quality but innovations being at the core of the business growth. Thus, in India, where we need to concentrate is creation of innovation centers, research modules, systematic methodologies, corroborative and collaborative strategies, exchange of technologies etc. Therefore, it can be understood that for a company to attain competitive success in today’s market place has to majorly depend on its speed to
market and speed to profits simultaneously. The paper further discusses the role of collaboration in innovation and IP creation for attaining better profits for the company in the long run for the company and maintain its edge in this highly competitive market and at the same time develop a robust system of IP for it to sustain and grow further onto it.

63. Bhattacharya, Partha 2005 The author with this paper explain how the pooling of technology takes place from educational institutes to the industry player directly. There is emphasis on the perspective of the subject followed at the global platform. The author explains the scenario taking an example of Foundation for Innovation and Technology Transfer (FITT), the office for technology transfer unit IIT, Delhi along with explaining their role and execution process. The nuances and various kinds of components of technology transfer processes along with the help of case studies from the institute the subject is explained herein. As the pace of globalization has grown and the platform for working or conducting business is no more limited to national boundaries the growing businesses through Indian economy and the growing nature of entrepreneurs and the industry players at large in India must develop its process and systems.

64. Bernard Marr, 2005 The author in this paper explains the valuation aspect when the intellectual capital is analyzed for an organization. Herein the author refers to various set of difficulties and issues faced during the valuation process of intellectual assets. Starting from the traditional manner of valuation to adaptation to the concept of the capital arising out of intellectual properties and the recording of the same in the current structure of financial statements. There is emphasis given on how the set of intellectual property contributes majorly to the growth of capital and business prospects of the organization and that leads to the idea of valuation of the same and altering the measurement rules and recordable statements of them into the usual financial statement. The author highlights the aspect that as the intellectual property assets become more and more important for the organization and its contribution towards the development the organization, in such scenario the
absence of valuation of them does not bring out the actual worth of the organization.

65. Richard A. Spinello; Herman T. Tavani, 2005 The author in this chapter explains the confusions relating to exporting trademarks. The determination relating to 'likelihood of confusions' of trademarks arises when the infringement and passing off the brands in the domestic and international markets across the globe. Counterfeiting through infringements and lookalikes results into dilution of the brand depending on unique features of the trademark. The authorities i.e. judicial decision makers evaluate both allegedly conflicting trademarks in the contexts in which they are used and decide about whether the dual usages create a “likelihood of confusion.

66. Cullet, Philippe 2006 In this paper the author explains how the phenomena of intellectual property rights and human rights have evolved over a period in India. Though these are very different concepts by themselves but also have several similarities at the same time and thus highlights the same in this paper. Further it explains how these concepts impacts immediately with the users and effect thereon. There is focus given on how there can be balance brought in place with these two factors.

67. Verma, S K 2006 The author in this article advocates highlights factors of commercializing an idea into execution. The process where an idea get converted into intellectual property and further exploited or put use in business of the same contributes to creation of wealth and income for the company. The author herein explains several ways in which IP can be commercialized i.e. through sales, assignment, licensing, cross licensing, securitization etc. The author explains the importance of commercialization along with valuation of the assets created through intellectual property at the same time and its growing importance to the firm and its growth. There are comparative aspects highlighted between how developed countries have emerged over the years by using IP in the forefront and how it can beneficial for the developing countries to consider the same. This shall require
significant focus to be given into building capacity for innovation or creativity in the country along with jurisdictional infrastructure to contribute to develop and grow IP culture in the country.

68. Moerman, Lee 2006 The author states that the economic framework of a country regarding the structure of accounting and finances are correlated to intellectual property rights. There can manners in which measures and methods can be applied to consider the valuation of intellectual property is to be recognized to know the actual worthiness of the company or organization. This information is important for the owner of the IPRs for several aspects of decision making. There was emphasis brought how there can be discourse and integration of accounting for recognizing the set intellectual property rights into a formal kind of asset on the basis of accounting standards set by International frameworks. The several set of difficulties and complexities in doing so has been discussed herein. Because of the indicated results obtained through the intellectual property rights or intangible assets for the organization shall bring in the medium of growth through management of IPRs. This shall help or aid the nations match up to the global requirements.

69. Mangâni, Andrea 2006 Structural and competitive evolution of modern economies has increased the importance of service trademarks. The article says that among other factors, decline of human intermediation in many services plays a relevant role. When compared between the trademarks given to the goods or services, there is dominance of trademarks of goods is thereover the share of service classes in total trademark applications. Yet there is an increase in both absolute and relative terms of service marks applications as well at both national and international level.

70. Puttitanun, Thitima 2006 The author in this paper studies the relationship between intellectual property rights (IPR) and the entry mode decision by multinational firms. There is very simplified model or format which let the developed economies allowing the firms to choose among export, foreign direct investment, and licensing. These firms in the recipient country may
imitate the technology and let their abilities to do so depends both on the nature of each mode and on the level of IPR protection in that country of operations. This is vividly unlike the traditional beliefs wherein strong IPR can affect FDI more than licensing, though situations are changing now.

71. Kumar, Jayant 2006 IP is being recognized as a valuable component of a company’s asset because the growth in IP as a strategic investment. Wherein the IP collateral it is observed that there is generally a lower credit risk. This means that the results in a low cost/expense of financing and pledging IP collateral shall certainly allow a borrower to secure financing without the need to alter its capital structure of the company.

72. Saha, Tushar Kanti Bharti, Nalin 2006 The author in this article has stated his observations regarding the changes that has occurred in the field of global marketing in the products related the geographically indication. This paper further discusses the issues and uncertainties related to protecting products of geographical origin. The author states the state of inequality and disparity in the existing system of law. The paper further suggests different set possibilities for attaining better protection to those unprotected products under the GI Act.

73. Rana, Rajat 2006 The author of this paper explains how the IPR law system coincides with the traditional set of knowledge in different frameworks. It further analysis how both the sections intersect and references can be drawn in the meanwhile. There is inspiration drawn from the IP structure based in Australia which has led to advancements and growth of the industries related folk culture in that country and how the same can be adapted here.

74. Kumar, Jayant 2006 The author with this paper discusses the difficulties related to securitization in case of patents. It explains the details of cases wherein patent securitization have been possible and proved to be beneficial to the owner of the patents. As the concept of IP rights has been developed in the past few decades the companies have increased focus shift toward them.
This can result into an additional sources of income and funds for the company. Today the IP portfolio of a company is valued and given recognition unlike to the aspect how traditionally it was treated. This may be due to several different forms and ways in which strategic investment and awareness and adaptation has led to this. The actual set of intellectual property rights and its collateral is becomes attractive and worthy off than other types of collateral of the traditional set of tangible assets. This may be for various advantages derived from the intangible assets.

75. Maggon, Harsh 2006 The author in this paper deals with the issue from an Indian perspective and studies existing copyright protection available to such works in India and analyses the protection models available for ‘non-creative’ databases. Many countries have proposed introduction of a sui generis form of protection for ‘non-creative’ databases. There has been a debate due to this issue regarding protection beyond intellectual property and it has been exposed to limitations of copyright law. Further, such protection also has wide implications for the scientific community and also the general right of people to information public juris. It is, therefore, important to provide protection to such databases without unnecessarily impeding the free flow of information.

76. Sahay, Shantanu 2006 The author in this paper deals with the meaning and connotation of trade dress and growing dimensions with respect to the scope of its definition which has grown to include hotel designs, digital trade dress, etc. There is a possibility of mechanisms to deal with trade dress infringement and protection with respect to passing off are also discussed in this article. The scope of trade dress infringement with respect to passing off has been highlighted by various courts in the US and in a case, the US Supreme Court brought passing off protection within the scope of the statute itself. These relevant instances within the US and English laws with respect to passing off cases are examined. Atlas, the Indian context, which is largely based upon the UK laws, is reviewed regarding a recent case law in this regard.
77. Roy, Abhik Guha 2006 Here in this paper the author reflects on the effect of global market on the economy of India. There is detailed aspect explained wherein how the increasing use of intellectual properties and activities related to them has led to the upsurge in several economies. Though the law regimes in India has been made to be stronger over a period since TRIPs agreement was signed the protection and rules relating to trade secrets remain ambiguous. It is also due to the limitation and the mature of this kind of IP and its functionalities. This paper also suggests several workable solutions which can be adapted by the owner of the IP to secure and protect the asset in the current framework of law.

78. Jain, Karuna Sharma, Vandana 2006 Intellectual property rights as a key intellectual asset of the organization empowers innovators to collect full value of their invention. It also to manage wherein now become a prerequisite for companies and entities to develop expertise and capability not only to create intellectual property through R&D. The role of Intellectual Property Management System (IPMS) in building organizational gives it due weightage in strategic decision-making capabilities for achieving sustainable competitive advantage. It is known that in today’s knowledge driven economy intellectual property (IP), intellectual capital, and organizational capabilities are crucial for enhancing business performance and economic growth. To collect full value of their invention wherein intellectual property rights as a key intellectual asset of the organization empowers innovators. It has now become a prerequisite for organizations to develop expertise and capability not only to create intellectual property through R&D, but also to manage it and give it due weightage in strategic decision making. The paper evaluates the role of Intellectual Property Management System (IPMS) in building organizational capabilities to achieve sustainable competitive advantage. It further assisted in establishes the organization’s effectiveness.

79. Martin A. Bader 2006 The author in this book evaluates the collaborative purpose of the research and development along with the business. This
provide insights relating to the strategic decision making for a business. Such kind of early set up collaborations results into taking proactive measures as well as strengthens competitiveness of the organization. Different highlights/requirements for handling innovations and R&D. With respect to globalization of competition, explosion of technological knowledge, technological combinations, decentralization of knowledge, increasing of research and development expenses, reduction of innovation cycles, and acceleration of innovation diffusion etc. has been discussed by the author.

80. Derek Bosworth, Elizabeth Webster 2006 The author in this book suggests different methods of measuring the private value of intangible capital. Three Methods of Estimating the Private Rate of Return of Intellectual assets are explained- i) Rate of return approach, ii) Production function approach and iii) Market valuation approach. Further the concept is explained through various Example Empirical Results: R&D and IP Proxies for IAs; Other Investments in IAs and Computers and IT systems. These specific approaches are intended to measure the private returns to the investment through intellectual assets.

81. Rolf Sander, Tobias Boeckh, Jan Dirk Heerma, and Christoph Regierer; 2006; The author in this book discusses the crucial role of IP Infrastructure and areas that are to be addressed in capacity building for innovation. The Indian experience is benchmarked to examine and augment the role of intellectual property infrastructure, as a facilitator of innovation, according to the author, there exists a pertinent need to improve IP infrastructure in developing countries.

82. Claas Junghans, Adam Levy, Rolf Sander, Tobias Boeckh, Jan Dirk Heerma, and Christoph Regierer 2006 The author in this chapter explains the economic objectives of protecting intellectual property of a company. The technical and legal elements of patenting and the filing process of patent enables the reader to clearly position patents within the context of business strategy. Further to it how strategically patent filing can be beneficial to
company. The author has also explained in detail about the factors influencing filing strategy and claim and their implications on the market economics and commercialization of the products of the company.

83. Thomas, Zakir; 2007 The author with this article attempts to summarize some of the recently reported cases on intellectual property law to enable the readers to understand how the courts have applied principles of the law to actual IP disputes. ‘The Patents and Trade Marks Cases’ mention cases which are chosen from the cases reported in a leading case law reporter on intellectual property laws. In this article cover the cases reported in the months of February and March 2007.

84. Larissa Rudenko 2007 The author explains importance of studying transnational corporations with global markets in new competitions and regulation. Effective business model of development: transnational corporations that optimize the constantly growing cash flows in their dynamic structures. hypothesis of the twenty-first century changes in reasons of transnational accumulation of capital with the consequences to modern priorities of development (economic democratization, socialization, and ecologization). the traditional approach (marketing-based), the financial approach: which considers the process of capital turnover, the architecture of the business models which is a system of resources provision, efficient capital management. This is while allowance for the changes in the external environment requires constant upgrading of the business model with modifications.

85. Celso Augusto de Matos, Cristiana Trindade Ituassu, Carlos Alberto Vargas Rossi; 2007; The purpose of this research is to propose and test a model that integrates the main predictors of consumers their attitude and behavioral intentions toward counterfeits; to help companies understand the main factors influencing consumer behavior toward counterfeits and create effective antipiracy strategies. The main contribution of the paper is to show that consumer intentions to buy counterfeited products are dependent on the attitudes they
have toward counterfeits. It further contributes to inform policy makers and managers of brands about the main predictors of consumer’s attitudes toward counterfeits. The ads intended to discourage consumption of counterfeits could use the perceived risk as the main message appeal in this way.

86. Kahandawaarachchi, Thilini 2007 The author here surveys the operation of user requirements and the effect of non-use of trademarks in USA and India and examines what constitutes ‘use’ of a trademark which is then also examined for non-use and its effect in the actual commercial manner. The proof of use is not required in many countries for either registration or renewal it is critical for maintaining trademark rights. Generally, the right to exclusive use of a mark grows out of its use about an established business or trade. The user who first appropriates the mark obtains an enforceable right to exclude others from using it, if the initial appropriation and use are accompanied by an intention to continue exploiting the mark commercially. Therefore, the failure to use the mark shall result in a loss of that right and trademarks shall be questioned and attacked on the ground of abandonment or non-use of the mark. Almost all countries in the world permit a third party to petition the Trademark Office to cancel a registration for non-use. The author briefly examines the position laid down in the Paris Convention and TRIPS Agreement about the issue of non-use. Despite of this, it must be noted that whereas the legal position regarding the issue is pretty much settled in USA, India is still at the nascent stages of development of relevant law.

87. Mittal, Rajat Singh, Aishwarya 2008 The authors herein states there is healthy competition has the effect of bringing development. However, it turns ugly when it leads to downfall. Comparative advertising when used with mala fide intention and rancor in the market would only bring down the good product to mislead the consumers into buying the wrong products. In India, comparative advertising is rampant, ironically, with utter consternation; one must accede to the fact that its laws are very bleak and superficial in India. The author throws light upon the legal structure of India with respect to comparative advertising. The article aspires for India’s acknowledgement to its callousness regarding the
legal backbone of comparative advertising. The article further deliberates upon what and which kind of reforms are needed to be imbibed in the field of comparative advertising and over strides any other mundane article by explaining upon what lessons which could be learnt from other developed nations to see ourselves as the ruling market in the world.

88. Maheshwari, Vidhan; Bhatnagar, Pratishtha 2008 The author in this paper focuses on the Small-Scale Industries SSIs which has investment of less than Rs. 1 crore and its importance in the context of Indian SSIs has been discussed. During the changing economic environment, how SSIs help, contribute and impact on nation’s economy. The SSI majorly now play a crucial role in the growth of the overall growth of the nation and the Indian economy is no exception. Even though the framework of economy and working process of the nation is changing and taking major shifts there are also industries which have failed to cope up with the emerging challenges and to keep abreast with the latest developments especially, in the field of IPR. The paper highlights that it is critically analyzed when this aspect is considered. Thus, the role of government in making the small enterprises viable and what measures should be and are being taken or owned. The paper also deals with the steps taken for creating IPR culture and suggests the initiatives for SSIs.

89. Patel, Mayuri; Saha, Subhasis; 2008 The prime objective of this endeavor is to understand and analyses various issues with respect to trademarks, which have emerged because of the Internet or digital era. The scope of the paper is limited to various trademark issues only. The paper highlights various issues relating to trademark infringement with respect to different use on the Internet, starting from the issues related to domain name disputes, jurisdiction, linking, framing, meta-tagging or invisible use, banner advertising, spamming and phishing. The approach of various courts over such trademark issues in the digital era is also analyzed in the paper.
90. Deepak, J Sai 2008 The author with this paper discusses protection of collective rights and individual innovations in traditional handicrafts, in view of their importance to the cultural heritage of traditional groups native to India. Further, inadequacies of the Indian intellectual property laws, specifically, the Geographical Indications of Goods (Registration and Protection) Act 1999, Designs Act 2000 and Copyright Act 1957 in protecting traditional handicrafts and rewarding individual creativity have been discussed in detail. Parallels have been drawn with the initiatives launched by China and a few other nations to protect their traditional handicrafts. Finally, a blend of Geographical Indications and ancillary rights has been suggested as a way of encouraging ingenuity in traditional arts.

91. Harshwardhan Keshri, Saurav 2008 The author in this article has emphasized that Trade secret forms the core of all industrial activities, but as an IPR in the true sense is found in textbooks on intellectual property. In practice, it remains a secret for our intellectual property regime which has been indiscriminate in affording it any protection. There are yet to realize its potential as an IPR. Although trade secrets remain neglected they have distinguished advantages over other IPR. This paper considers these advantages and benefits which it can accrue to countries like India and then provides how these advantages can be exploited effectively. It also analyses new developments in the field of trade secrets and their legal protection in India. In India, the contemporaneous conditions are certainly conducive and compelling to have a statutory law on trade secrets. Yet even courts have also seen increased trade secret litigation in the recent past. Hence the paper suggests legislative protection of trade secrets and possible ingredients of such law.

92. Samaddar, Shefalika Ghosh Chaudhary, Banshi D 2008 The author with this presents key issues of techno-legal management of intellectual property in a technical institute. It outlines strategies and processes, which may be adopted by the technical institute to generate and protect their intellectual properties through an effective policy formulation. The article suggested
various strategies which are process centric and focus on the intellectual output of human resource or results of collective intellectual labor of the institute. It also features management of generated intellectual property (IP) at each stage. It highlights rights and responsibilities of all the participants. A case study which is based on the activities undertaken by a Ph D student as a participant in the process is presented. Then with the growing emphasis and importance of knowledge and IP in academic institutions, it is desirable to develop a comprehensive understanding of IP generated by students through interactions with teachers and further develop specific guidelines to rationalize IP strategy in technical institutes. The interests of faculty, students and researchers as well as of the technical institute need to be delineated and balanced to provide a practical IP policy and management framework. The technical institutes should also evolve requisite guidelines for managing any IP produced by faculty, students or researchers and sharing of revenue from exploitation of such IP. It suggests a model to guide IP policy and management in a technical institute.

This may involve delineation of different approaches which are either Researcher’s approach to IP strategy or institute’s approach to IP strategy and faculty of guidance on student intellectual property rights. The technical institutes can take advantage of for seeking support for developing IP management capacity so that it indicates some select schemes.

93. Raju, K D 2008 The author in this article examines various provisions of intellectual property taxation under different legislations in India. It argues that the lack of a comprehensive policy on intellectual property taxation acts as a disincentive to technology transfer and IP creation in India. Distinct categories are taxed with different objectives and purpose. Sometimes economies may want to discourage use of foreign goods within their countries and consequently therefore the tax on imported goods will be high. It is interestingly understood that taxing of intellectual property is a recent phenomenon across the globe.
94. Mathur, Harshita 2008 As the patents laws continually soar in dynamic transition, the author says that burning controversy that rages up is compulsory licensing under Section 92A of the Indian Patents Act enabling exportation of patented drugs. Paper is a research-based factual analysis of patents data as a real barrier to the accessibility to drugs. Also, the extent to which compulsory licensing remodels the situation, in reference to the latest legal development; Natco v Pfizer which has hauled the key provisions before the legal eye for severe scrutiny. This paper is an endeavor to analyses the problem of patents versus the patients in the light of a possible outcome of this potentially landmark case for the field.

95. Ohly, D Christopher 2008 The author in this article explains a new approach to Section 3(d) of Indian patent law using common principles of statutory construction suggests that under section 3(d) of the act it can be viewed as a proviso to the general definition of an invention in the Indian Patents Act. Such as mentioned under section 3(d) it could be strictly construed. The term ‘mere discovery’ should encompass only natural things merely observed and not non-natural substances that result from human endeavor. The efficacy and efficiency utilized herein are an exception to the proviso should be broadly construed to include more than ‘therapeutic efficacy’. It is construed and understood in this traditional manner Section 3(d) may well comply with TRIPS.

96. Christopher Burgess; Richard Power" 2008 "The author here explains how Insiders and/or Competitors Target a Business’s Intellectual Property. The aspects of how an employee develops and contributes to the growth of intellectual assets in an organization though owned by the organization but the creative authorization remains along with the employees as well.

The same is discussed through a few case studies relating to the management facets experiences by the respective organization and their change of methods and processes are discussed.
97. Tetyana Veremienko 2008 The author in this article discusses the cross-cultural aspect of globalization and its effect on the business scenario. The peculiarities relating to focusing on the future positive alternative to the civilization development led to because of the cross-cultural peculiarities dealt with the influence on the worldwide dynamics within modern global paradigm.

98. Sinha, Babita Joshi, Himanshu Ghosh, P K 2009; The global knowledge economy has put the focus on local centers of economic growth and depends on the capacity of institutions and organizations to continually reinvent and reconfigure themselves and their environment. In this context, the author fixated that certain parameters were taken into consideration for a better understanding of how institutions deploy their core resources and competencies towards IP creation and management. This paper examines some of the challenges faced in IP creation for India and suggests approach to effectively manage the knowledge capital. These are objectives of the study which are assessment and identification of problems in creation of IP in technical institutions and found appropriate measures to address these problems.

99. Tomar, Vernika 2009 The author highlights on the revolution that has ushered because of growing importance of use of trademarks and implication of enforcement of The Trademark Law in India. The trademarks act, 1958 was replaced in the year 1999 which had several factors that has brought in change of usage in the use of trademarks which referred only to let the ‘permitted use’ and ‘registered user’ with the new Act has enlarged the scope of the term ‘permitted use’ as mentioned therein.

This with the gradual change in way people approach towards licensing and such business transactions are now easily accepted and now is in fact encouraged as a commercial aspect in the law. It cannot be denied in trademarks licensing becomes a regular commercial practice. But at the same time the law has a provision for a certain condition to be fulfilled, i.e. ‘quality control’ or ‘connection in course of trade’, which need to be complied with as
the trademark holder decides to enter into a license arrangement. It is ideally suggested that an owner or holder of trademark should not enter an exclusive license because it may be considered as an assignment arrangement. Also, even though the system of record-keeping by the registrar of trademarks department of registered users of the trademark is no more prevalent and registration continues to carry additional advantages for a trademark owner or holder or user under the current scheme of the Act.

100. Richard Razgaitis 2009 The author in this chapter evaluates the risk and rewards structure surrounding the process of creation of intellectual assets. The author explains further that this technology opportunity realization process has to occur within an environment of both high risk and high uncertainty. Along with this the aspects related to adjoining uncertainty, prognosis, unexpected risk factors, valuation process, pricing techniques and customer development structure relating to buying & selling of the final product are explained in detail along with suitable examples/case-studies.

101. Thomson Reuters (Legal) Limited and Contributors 2010 The article herein explains the growing demand of intellectual property rights (IPRs) in the developing countries. This is due to the increasing cases of need for enforcement of IPRs. It further highlights the contentious debate on IP enforcement at both the international and domestic levels. Various authors have stated the list of issues faced by already established industries and the growing industries and how the lack of enforcement actions, respective law and governance in the country brings a drawback to the growth of the company, industry and country on the whole.

Therefore, it is virtually impossible to count as lost sales those products that companies cannot sell in less developed or developing countries.

102. Mittal, Raman 2010 In this article the author has written about the practice of trademark licensing done without an exercise of quality control which in the legal parlance is known as ‘naked licensing’. The paper seeks to
analyses the relevance of the provisions related to licensing, and later develops a point of discussion wherein the provisions which are direct lose their relevance with the licensing aspect. It should then be taken out from the format while maintaining that the implicit provisions to make them continue to be meaningful.

103. Sreedharan, Sunita K 2010 Through this article the author elaborates the aspect of traditional knowledge in the space of IPRs across the globe. The paper further explains that the idea of recognizing the age old traditional knowledge in the 21st century is not well accepted by the industries in various countries. Though there is a need to recognize as well as protect the traditional knowledge in a form of intellectual property by the laws of country. The salient features of the bill applied for protecting mediums of traditional knowledge in the Indian parliament along with the initiative of traditional knowledge digital library wherein India is in charge of collecting the details in one place for quick reference.

104. Chopra, Sheetal Negi, Astha; 2010; The author with this article offers few key recommendations based on some of the best practices adopted by companies during economic meltdown. Recession, further just indicates downsizing, shrinking markets and increasing competition. The global economy has been hit by recession very hard in the recent past. The year 2007 marked the beginning of recession and it is not yet certain whether it has ended. Several industries have suffered largely because of the global meltdown. More and more industries are turning to their intangibles to keep afloat to ride this recession tide.

The paper attempts to study how the companies or organization have excessively depended on the IP assets to remain competitive during the tough time when there is increasing resource crunch. The paper also attempts to identify how some smart companies have used downturn effectively to position themselves even better when the tough times of recession are over and the markets are again available by bringing in innovations which filled the
needs of the market. This study was done by selecting companies on random basis and interviewing IPR experts via e mail and telephones.

105. Nair, M D 2010 The author in this paper explains about attempts to harmonize global patent systems. The World Trade Organization (WTO) was set up in 1995 and has been the custodian of all matters which are related or connected to the implementation of the TRIPS Agreement endorsed by the 152 member countries. Herein WTO is therefore the most important body which monitors and influences working of global intellectual property rights protection in all the member countries. From the period when the World Trade Organization (WTO) was set up i.e. since 1995. It has been further on the custodian of all matters which are related or about the implementation or application of the TRIPS Agreement which has been signed and endorsed by the 152 member countries which are member of WTO. Therefore, this action makes WTO an essential organization or working body to monitor and influence functioning of intellectual property rights protection at a global standardized level in the respective countries of by all the member nations.

106. Sankar Narayanan. S; 2010; The author in this article has proposed to ensure that sustainable and equitable benefits arise out of the protection of intellectual property, it is essential to understand the impact IP has in areas such as public health, access to knowledge and other fields that directly affect the population at hand. There is technological progress; the economy grows and reaches a new steady state. Thus, innovation is encouraged through protection of IPRs, but creates an artificial monopoly for a time which increases the cost of using that technology. The author further states that the other methods involve fiscal incentives and public investment.

For instance, the government could offer tax credits to entrepreneurs or give concessions to businesses as well as invest in R&D itself. It is perhaps the IPRs problems which are most relevant to considering the law and economics aspects of growth.
107. Seth, Rukmani 2010 "The author in this article says that Ambush marketing has emerged in recent years as an effective, though controversial, weapon in the arsenal of marketing departments. There are varied corporations which have indulged in ambush marketing to exploit international events such as the Olympics, Football World Cup, or the Commonwealth Games etc. This paper seeks to examine ambush marketing as an intellectual property infringement and suitability of the current IP legislations to tackle it. The very primary data such as case laws and secondary data such as articles; there are parallel provisions about IPR have been referred. This shows that due to the absence of principle legislations and case precedents, corporations indulging in ambush marketing can get away scot-free. To solve this issue, different countries such as South Africa, New Zealand, Australia, China, England, Brazil and Canada have brought amendments or legislations defining ‘ambush marketing’ as a specific type of IPR infringement and fixing liability for the same in their respective acts. In India, it is time to considers introducing such a legislation which is not just because its peers have taken such a step but because in the light of large scale events being organized in the country. But there is a need to protect legitimate sponsors.

108. Martínez, Liudmila Morán 2010 The author in this article examines licensing as a fundamental mode of technology transfer and the rationale behind grant of licenses. The article also explores legal and institutional aspects of technology transfer, particularly, patent licensing in a global context. Here the licensing of patents is critically looked at and analyzed through case studies from the perspective of developing countries.

109. Boztosun, N Ayse Odman 2010 A patent right provides the first and foremost form of protection for inventions. Patent regimes exist in almost every country. The author firmly states here that despite convergence specially pushed through TRIPS, there are still significant differences between these regimes. Lesser forms of patent protection for inventions, namely, utility models or short term or petty patents, constitute one of these fundamental differences. This article examines the pros and cons of these systems and
comes up with the argument that such rights are necessary to foster innovation in a capitalist economy. The article further asserts that such utility models may serve to remedy the shortcomings of the patent system, provided that they are enforced within a legal structure conducive to innovation, i.e. complemented with certain restrictions envisaged in the relevant intellectual property legislation and conditioned by effective enforcement of antitrust laws.

110. Rastogi, Tulika 2010 The author with this article aims to study intellectual property with the angle of auditing. It further highlights the aspects of management involved for intellectual assets and its growing importance for an organization. It is an essential feature for conduction audit sessions periodically for IP and assets created through IP. It is also important with respect of research institutions and academic developing in India, as it directly implicates the transfer of technology and reduces uncertainties along with the improvising the IP matters. Alongside, it is significant for corporates not only to remove uncertainties in IP but also help in IP protection and compliances. With the increasing interaction of companies and universities or public funded research institutes, review and assessment of not only their intellectual assets but also their IP policies have become imperative. Such an audit helps organizations to ignore the flaws and maximize value of the intangible assets possessed by these companies or organizations without the fear of any unwarranted legal proceedings in the country.

111. Denys Kiriakov 2011 The author in this article states the contemporary strategy and tactical decision-making pattern utilized during international merger and acquisitions transactions.

These aspects have been explained further through researched on exemplary buyer (a corporation) having strategies completely adhered to transfer of assets and information in the process of M&A transactions.

112. Sakthivel, M 2011 The author in this paper critically analyses the definition of broadcast under Indian Copyright Act by way of examining the
relevant provisions in detail. Here in this paper an authors’ right to communicate where in the public also includes the right to ‘broadcast’ the work is explained. However, the right to broadcast can only be commercially exploited with the help of broadcasting organizations. Due to the technical contributions of broadcasting organizations to disseminate the works to the public, they are given some rights which are known as broadcast reproduction rights or neighboring rights. The Indian Copyright Act, it defines the word ‘broadcast’ which may be used for determining the scope and ambit of broadcasting organizations’ ‘broadcast reproduction right’. There arises an ambiguity in law regarding the author’s right to broadcast in effect and these are broadcasting organization’s rights. Clarity on the definition of broadcast for determining the rights of the author as well as those of the broadcasting organizations is necessary.

113. Sreedharan, Sunita K 2011 In this article the author emphasizes that, Innovative resource use or ‘jugaad’ by ordinary Indian has contributed immensely to adapting to hardships on the one hand and adding to the global knowledge bank on the other hand. India possesses one of the most sophisticated and detailed IPR systems in the world in the current era. Yet the newly enacted laws have encountered minor hiccups or issues which needs to be addressed. In fact, it was an Indian agricultural product (Basmati rice) that caused a furor over three continents on three distinct aspects of intellectual property laws in the last decade of the 20th century. However, the 21st century seeks answers to problems beyond the major milestones in Indian agriculture (the green and white revolutions) to tackle the problems of food security and volatile food prices.

The gap in the perception of researchers and legal acumen needs to be bridged; wherein IP audit is an important tool to assess and project the intellectual properties of clients. This paper attempts to synthesize a well-knit idea for IPR awareness in agriculture sector using sectoral as well as external examples.
Soam, S K; Hussain, M 2011  The article states that A survey under United Nations Conference on Trade and Development project in 25 states of India identified promising indigenous drinks that merit protection as Geographical Indications (GI) including ‘nannari’ from Andhra Pradesh, ‘kokum’ from Western Ghats and ‘burransh’ from Uttarakhand. These are attained from roots of Hemidesmus indicus, fruits of Garcinia Indica and flowers of Rhododendron arboretum, respectively as mentioned. Manufacturing procedures involving application of community traditional knowledge, and ethno-medicine properties are scientifically documented. This product acceptability by the retailers and consumers is high is possible. Therefore, the companies would be wanting to invest in such products. Here, one of the important issues to be addressed is benefit sharing with traditional knowledge holders and alleviation of their socio-economic condition. There are producers who are not organized and will be dispersed with seasonal employment. They are not known outside restricted area. Therefore, can GI be a platform for product and market development addressing socio-economic issues? The products have a sufficient niche market since per capita fruit juice consumption in India is only 20 ml. The demand in the market is expected to increase from 27.4 to 64 billion rupees certainly by 2020 with 8.9 per cent market growth. It is with 65 per cent market share which is restricted to South India. In such a scenario and can be registered GIs accelerate the growth through market penetration? The study offers solutions/models for GI registration and business strategy with sustainable rural livelihood development.

Sandal, Nidhi, Avinash Kumar 2011  The author in this paper illustrates methodology for FTO analysis, limited to patent rights. A comprehensive Freedom to Operate (FTO) analysis requires analyzing all forms of valid intellectual property (IP) rights and associated agreements and contracts to ensure that development or launch of any product/process in a particular market, in a particular country does not infringe any IP right of third party. In the opinion of FTO, it is certainly a legal advice. Though the R&D
organizations engaged in frequent patenting may also need to develop their in-house capability for FTO analysis and critical aspects.

116. A.K. Saini and Surabhi Jain 2011 The author in this article discuss the patent filling structure in selected Asian countries and its direct effect on the growth rate the respective country. The paper evaluates that highly technology based countries or economies are affected by high number of patent application filed and further utilized for economic activities.

117. Silva, Elizabeth Ferreira da Peralta, Patricia Pereira 2011 The author with this article aims to evaluate the potential use of collective marks and geographical indications as forms of protection for ownership or reward and differentiation of handicraft production in Brazil where it is considered as intangible heritage. Although, the instruments of intellectual property are, a priori, suitable only for products with industrial application, the above instruments of IPR could be applied to traditional crafts as well. Geographical indications and collective marks are forms of intellectual property protection which are associated with reputation protection and market distinctiveness of the product associated to that geography. It is apparently, where it could be effectively used to protect and appropriate benefits of economic exploitation in the case of craftsmanship as in Brazilian artisan products

118. Tim Heberden 2011 The author in this book has explained the factors which guide the determination of royalty rates for licensed intellectual property rights (IP). As per the author the key principles of IP valuation are also discussed as royalty rates and value are flip sides of the same coin; both are driven by the earnings capability of the asset. It further includes different facets of the licensing include royalty rate negotiation techniques such as Transfer pricing, litigation, Strategic planning and valuation. The aspect of valuation of IP reflecting for financial reporting, tax compliance, pre-acquisition due diligence, and strategic asset management.
119. Yang, Deli 2012 The author in this article shares his observation that people tend to use brands and marks interchangeably due to their similarities. They are often non-substitutable to each other. The similarities and differences of these two terms in conceptual, operational and methodological manners taking account of history and international dimensions. Definitional understanding about the two terms. Next, it discusses their similarities and differences, including the concepts, operations and measurements. Implications of these clarifications for research and education, and for relevant stakeholders, such as managers, policy makers and consumers.

120. Kankanala, Kalyan C 2012 The author in this convey the business worthiness by value of asset by use of IP. Advantages: IP exclusivity helps business to form its competitive value, asset value of IP is much higher than the tangible ones, amalgamation, merger & alignment of various activities ranging from every aspect from building culture to effective portfolio management maximizes benefits from IP.

121. Thakur, Aditi Verma 2012 The author in this article attempts to generalize the perception of business unit with respect to business units. It states that brand name is a powerful medium for any business. A brand name serves as a strong tool not just for competitiveness of the firm but also for enhancing the commercial aspect of the products. The author concludes by stating that the business need to understand the importance of names and identities and their hidden effects on the business.

122. Ravi Kiran and Vijay Jain 2012 The author in this paper explains the challenges faced by small and medium enterprises (SMEs) when dealing with the technological innovations and its implementations in the state of Punjab in India. The author highlights the low level of awareness and mediums to reach out in matters of IPR in India. The author further suggests the policy initiatives and organizational factors for improvement of the IPR sector in the SME sector.
123. Claudio Bravo-Ortega 2012 The author is trying to explain an extensive range of literature wherein the consequences of intellectual property rights (IPRs) for economies in several stages of development. Though, many few studies focus on how IPRs contribute the effects of human capital accumulation through educational attainment on R&D costs. Furthermore, a simple framework is proposed which is consistent, self-sufficient and stylized fact that appears in the data, namely that countries with poor intellectual-property protection can be able to accumulate human capital without experiencing a corresponding increase in R&D as a share of national income of the country. The model also predicts estimates that without minimum intellectual-property protection, additional education shall provide in more imitation rather than innovation. The model mentioned herein implies that human capital and intellectual property rights are substitutable or interchangeable incentives for skilled labor to participate in R&D. The study provides evidences that suggests interactions between human capital and IPRs determine global patterns of R&D, and intellectual property rights tend to raise the effect of educational attainment on the incidence of R&D.

124. Kiyoshi Matsubara 2012 The author through this paper extends the model of oligopoly to discuss how Foreign direct investment spillovers that decreases the quality difference between vertically differentiated products of national and foreign firms affect the national firm's decision on plant location. It shows that whether the degree of spillover is exogenous or endogenous, it shall have a positive relationship with a unit trade cost. It also shows that in an oligopoly model with two national firms, FDI is more likely than in a duopoly case. The hypothesis in the duopoly model is supported by the cross-country regression for developing/emerging economies.

125. Qinghai, Li Sizong, Wu Chen, ShoumingJunzhe, Ji 2013 The author in this article explains the problem wherein Chinese firms are easily subject to litigation and accusation of IP infringement, and how they can reduce these associated risks. imp reasons of negative reputation of IP abuses, penetration in high value-added area in terms of branding and R&D,
entry in developed countries with sophisticated products, and passive response to litigation and allegation, are important reasons. 3 strategies are there to build reputation: getting technology and IP with joint venture and acquisition, getting technology and IP with R&D and patent application, and toughness against litigation. He further evaluates Chinese way to illustrates these strategies and incorporate reputation into IP defensive strategies, therefore helps emerging economies which attempt to upgrade from labor-intensive to R&D and brand intensive enterprises.

126. Tudor Nistorescu Cătălin Mihail BARBU; Roxana Ioana DUMITRIU 2013 concepts of trademark and brand. Two concepts, theorists and practitioners. If the trademark identifies a property right over an enterprise or a product, the brand is the sum of meanings and significations of a product, beyond the utility of that product or the service.

127. Gouri Gargate, Karuna Jain 2013 The author's objective of this paper is to explain framework for efficient intellectual property management of an organization. The framework as per the research of this study describes context and leveling of intellectual property rights in a complex organizational capital and acts as a beginning step for researchers to do research in this area. The IPM activity matrices can be evolved to developed using three constructs and related three measurement parameters as suggested in this paper. Synthesis of innovation process and IPM is practiced in Fortune 500 organizations but considering organizations in developing world, the scenario is different.

These organizations are struggling for efficient IPM. This paper is that the framework has been validated in electrical industry sector is a limitation to itself.

128. William S. Chang 2013 The author highlights an essential competitiveness for IT companies in the knowledge-based economy R&D and Intellectual Property Rights have been viewed upon. Certainly, most of the IT
firms strive to transform the business model from labor-intensive to knowledge-intensive which is aimed to achieve in higher value-added activities especially in the pattern of micro profit. To enhance the firm's profitability is through the effective process of intellectual capital (IC) components is one way. Hence, the goal of this paper is to describe the effects of IT firms' technological capabilities. Therefore, this study proves that R&D and IPRs as either a moderator or mediator to progressively grow the firms' financial performance and capital value.

129. Elisabeth Eppinger, Gergana Vladova 2013 This paper explain Small and medium-sized enterprises (SME) contribution to innovation and economic growth, instead their resource shortages and lack of professional intellectual property rights management practices. This paper examines the cases of pharmaceutical SME giving insights into how they appropriate returns on research and development (R&D) investments. It discusses their IP strategies and management practices, thus examining how the IP management practices are involved in the firm's organizational structure. The development recommendations for SME regarding the professionalization of their IP management practices.

130. Gerald Groshek 2014 The author in this article explains different aspects of economic measures adapted and integrated since independence in Ukraine. Further the cross-border and intra-industry trade implication of Ukraine links with EU Partners and Russia. He explains how the intra-industry across nations affect the business at domestic and internal level, not just for the nations dealing with these aspects but also the allied resources. The key elements for economic consideration into enhanced integration with the EU partners as well as protection of its own interest and links with traditional trading partners. The progress of business in Ukraine is resultant factor of adaptation of intra-industry trade facilitation & trade flows by the business entities.
131. Jan H. Kietzmann, Ian Angell 2014 "This paper explains the factors of Generation-C - the emerging generation which is creative consumers, those who increasingly modify proprietary offerings, and of members of society who in turn use the developments of these creative consumers a generational movement. Further, there is an argument that their respective activities, creating and using modified products, are carried out by a large number of people, on daily basis, having no moral and legal considerations. Thus, it results in controversies associated with existing intellectual property rights are discussed, and suggestions put forward that the future can only bring conflict if such legislation is not changed so that derivative innovations can flourish. The author further explains in this article by concluding an important message to organizations, intellectual property rights lawyers, owners of property rights, governments and politicians, suggesting they reconsider their respective areas for the betterment of society.

132. Saurav Pathak, André O. Laplume, Emanuel Xavier-Oliveira 2014 The author through this paper asks a pertinent question - to what extent does institutional environment moderate the influence of entrepreneurs' ability to recognize opportunities and their likelihood of entering into technology entrepreneurship? This study introduces that technology entrepreneurs in emerging economies may be deterred by strong intellectual property rights regimes and other barriers to technology adoption. The results indicate that company's opportunity recognition at the individual-level may be even more important in contexts where barriers to technological adoption are high.

It contributes to a growing literature that treats company as a multi-level phenomenon and that examines the combined influences of individual-centric characteristics and his or her context on individual-level entrepreneurial intentions and behaviors - specifically on engaging in technology entrepreneurship. Overall, the research indicates that the factors that estimates technology businesses in emerging economies may not be the same as those in developed nations.
133. SvitlanaSidenko 2015 The author in this article evaluates the driving forces for economic globalization and characteristics of its process, the growth of world trade, the rise mobility of financial capital, the growing role of transnational corporations, the development of network technologies and internet. Problems arising from the growing interdependence of a globalized world: environmental issues, security, worldwide disparity of socio-economic development of countries and regions. In conclusion at last he is trying to say the urge of global management.

134. Rindu Rika Gamayuni 2015 The author in this article explains the relationship of intangible assets financial policies and financial performance to the firm value at going-public company in Indonesia in the year 2007 to 2009(path analysis). Intangible assets have no significant influence to financial policies but has positive and significant influenced to financial performance ROA and firm value. This paper further states that the financial statements set out limitation in measuring and disclosing intangible assets is the cause of significant difference between book value equity and market value equity. The measurement and disclosure of intangible assets intellectual capital precisely and accurately, it is very important because intangible assets have a positive and significant effect to the firm value.

135. Singh, Vikram; Chakraborty, Kajal; Vincent, Lavina 2016 The author with this paper details the information on how to access a patent database, the relevance of patent information obtained from these databases in prior art search, patent analysis, and the drawbacks present in these patent databases. In knowledge based economies the nation’s economic status depends on the production, distribution and use of knowledge and information. The recent trend in the economic growth of nations is mainly determined by innovative technological know-how of the individuals. Intellectual property has gained attention in this era of knowledge. The vast amount of data generated through the application of intellectual assets is managed with the help of various in- silico tools. In recent days, the patent
databases have gained importance due to the detailed information available on the granted patent and other details, such as, legal status of the patent applications, which are not available through any other literature search. This review paper attempts to describe different types of patent databases available, their unique features, strengths, weakness and their major purpose.

136. M. V. Chandramathi 2016 The author in this paper focuses on several challenges in reconciling IP law with the need for open innovation. Businesses are increasingly shifting to open innovation business models to suit to adjust their intellectual property rights management strategy. Meticulously they require determining how to edge the traditional “closed innovation” model which is legally required to acquire IP rights with decentralized, open innovation processes. The requirement in open innovation requires openness in the exchange of IP related information. Open Innovation Projects involve multiple claim holders—as contributors, collaborators investors, co-inventors. A proper governance structure is desirable to help the parties involved to prioritize their claims. Co-inventor, co-owner and co-creator are regulated by Intellectual property law, but does not regulate as to how these rights are managed and in what hierarchy.

137. Anagha K, Dr. MageshR 2016 The author in this paper shows the importance of perspective taking in organizational IP Creation has received very little importance. Very few studies have addressed the importance of this factor in IP Creation. The effect of perspective taking on IP Creation has been analyzed in this study with the help of hierarchical regression. The study uses a sample of 500 software engineers from the city of Chennai in India. The study shows that organizational resources, motivation and perspective taking act as predictors of organizational IP Creation. Perspective taking acts as a control variable.

138. Manoj Kumar Kar 2016 In this article the author discusses that in the changing global scenario, the issues of IPR have gained special
importance for the Micro, Small & Medium Enterprise (MSME) sector. IPR protection plays a key role in gaining competitive advantage in terms of technological gains for achieving higher Economic growth in a market driven economy. The author with this paper shows that it is felt that IPR requires greater understanding and attention by the industry, particularly the MSME sector in India. The Indian MSME sector needs more information, orientation and facilities for protecting their intellectual powers. While majority of the countries have adopted strategies for implementing strong IPR protection for strengthening their industries Impact of Patent Regime on SME Sector-Engineering Areaand trades. Indian Industries, particularly the MSME are lagging behind in recognizing the importance of IPR and adopting IPR as a business strategy for enhancing competitiveness.

139. Ravi Kiran 2016 The author in this article explains the cultural adaptation of IPR tactics into the pharmaceutical industry and the effect of the same on the growth of the industry not just in the domestic market but also in the global market. The search conducted in this paper determines status of IPR in individual firms and the results indicate noticeable growth but states need for improvement in awareness and implementation of IPRs across the industry

140. Joshi, Omkar; UmeshRoy; Archna Janodia, Manthan; 2017; The author with this article is an attempt to quantify and compare number of SPCs granted, filed and invalidated in five important European Countries UK, France, Germany, Italy and Spain.

The data is collected for those patents having expiry in between 1st January 1995 till 31st December 2025. The article further focuses on recent case laws evolved in Europe and its impact on SPC filings. The analysis reveals that patentees are inclined to file more SPCs on product patents as lesser percentage of SPCs for product patent got invalidated. There is a decline in SPCs for patents on combination product. In contrast patents on composition seems to drive highest number of SPC applications as patent holders are
trying to extend the life cycle of the product through follow on products, improved articles. It will be interesting to see how the trend of SPC filing will change in future after rise of Unitary Patents.

141. Jajpura, Lalit Singh, Bhupinder Nayak, Rajkishore 2017; The author of the present paper highlights various terms of IPR such as patents, trademarks, industrial designs, geographic indications, copyright, etc. with their corresponding rules, regulations, their need and role especially pertaining to Indian context. The intellectual property rights (IPR) are intangible in nature and gives exclusive rights to inventor or creator for their valuable invention or creation. In present scenario of globalization, IPR is the focal point in global trade practices and livelihood across the world. These rights boost the innovative environment by giving recognition and economic benefits to creator or inventor whereas the lack of IPR awareness and its ineffective implementation may hamper the economic, technical and societal developments of nation. Hence dissemination of IPR knowledge and its appropriate implementation is utmost requirement for any nation. Further, status of India’s participation in IPR related activities across the world has been discussed in brief.