ABSTRACT:

The thesis explains the nuances of intellectual property rights (IPR) its applicability and its commercial relevance in India. The evolution of Intellectual Property Rights on the world map started in the 18th Century and in India particularly evolved very recently in the 19th and 20th Century. With India being a signatory to the TRIPs agreement the implementation of IPR laws, regulations and rules, as a part of obligation had to be implemented in the country. Though it was a part of obligation to create and implement laws for IPR protection, it resulted into encouraging opportunity for the industries of various kinds. It also led to the growth and betterment in the inventive and creative aspect of the businesses conducted both at the national and international front.

This research study looked at the difference in visible structures associated with FMCG industry and their knowledge about the inherent existence of IPRs within the industry. The various facets of IPR which are interloped with the industry are already into the existence but lack awareness amongst the people who are directly or indirectly associated with the industry itself.

The avenue of asset creation from IPRs and utilizing them as a commercial tool is not very familiar to the entities who has just established or are in the expansion phase. The traditional ways of expansions are preferred. There are several manners in which IPRs can be commercialized such as licensing in or out, joint ventures with the technology transfer institutes, sale or assignment etc. involving only intangible assets. This is more of a conventional method of exploiting altogether a new set of assets structure.

As much the aspects of IPRs are explored from the time it is created, it involves several keen efforts to develop and maintain them over the years to earn the optimum returns on investment into them. There are various methods available for evaluation and determination of IPRs of a company or organization which can be utilized in the best possible manner only when the
companies are aware of them and invest in capital and resources to develop the IPRs and explore the intangible aspect of the assets.

The phenomena of IPRs, even though in its evolving phase in the country yet it is as much like a pathway for multi-fold growth and expansion for all the industries across the nations. Currently, India is a developing country and with the changing frameworks of its political, social and economic aspects wherein the national policies and regulations insist on creating an infrastructure which is conducive for the industries to adapt and move ahead based on the IPRs created, built and developed herein by the national entities and become worldwide explorative. This thesis provides an overview of intellectual property rights; their applicability, valuation and its management in India.