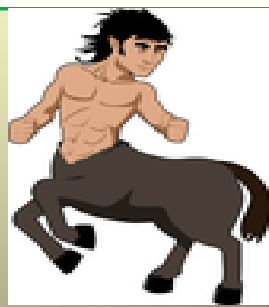


CREST's IPL course for Science & Tech Majors Sets you Apart



Dare to be different.
Stay ahead of the curve

About CREST

CREST Bio Consulting Private Limited is primarily involved in innovation management. CREST's other divisions serve the emerging **training and consulting** needs of the pharma/ biotech sectors in India and abroad. CREST specialized in creating technology in global & domestic corporations and academic institutions. CREST works with student inventor groups and setting-up patent cells. CREST offers comprehensive patent related services to all sectors. Training exclusive to life sciences is also offered by the training division. CREST specializes in turning student ideas into workable technology. For more information, please visit our Websites

CREST Bio Consulting Private Limited



Ride the new wave

No.11 Kamala bai street, T.Nagar,
Chennai- 600017.

Phone: 9444003512/8155631

Web: www.crestedu.com

crestpatentservices.com

Email: learn@crestedu.com

Why IP knowledge

Learning to exploit Intellectual Property Assets for strategic and financial gain is essential in today's knowledge-driven enterprises. Today, IP is considered as, "intangible assets," by corporate leaders. There is monetary value for every new marketable utility idea. There are several different ways in which an innovation driven individual can leverage this to their advantage-as inventors, researchers, marketers or even as guardians for IP created. Those who turn this ability into a core competency and a competitive advantage are likely to experience the greatest success.

Outcome:

- Use IP skill to become an inventor
- Better prospects in the job market
- Chance to monetize inventions

Course structure:

Module I : Fundamentals of IP (15 hours)

Module II: Secondary level (20 hours)

Innovation drives technology.

Innovation drives growth

Innovation drives economics

Learn the innovation game through the two module IPL certification course by

CREST Bio Consulting Private Limited in association with **MGR University, Chennai**.

- ◇ Upgrades research strategy skills
- ◇ Provides legal insights for inventors
- ◇ Innovation management a career option

Course details

MODULE –I

- Basics of IP
- Types of IP
- Laws & inventions
- Structure of IP machinery in India
- International treaties
- Filing in India and abroad
- Special covenants
- Government interventions
- Types of applications
- Rights of inventors

Module –II

- Infringement
- Redress under the law
- Patent search Modalities
- Understanding Claims
- Patent drafting
- PCT applications
- Corporate research and patents

Faculty

Ms. Bhuvana Jaiganesh: Founding director of CREST, who is a practicing patent agent. Has two masters degrees in health, one in Toxicology (India) and the other in Health Sciences (USA). Spearheads innovation operations at CREST.

Dr. Meenakshi Sundaram :Dr. Meenakshi Sundaram: A patent agent and senior attorney who has a doctorate in patent law. He has wide experience representing corporate clients in the Madras High Court for the last quarter of a century. He specializes in the World Trade Organization & GATT treaties signed by India.

S. Eshwar: Eshwar heads “House of corporate and IPR law,” which is a “recommended firm,” by global law experts. Mr.Eshwar is a fellow member of the Institute of Company Secretaries of India and holds a Bachelor Degree in Commerce and a Bachelor Degree in Law. He was heading the Legal Function in India for a Fortune 25 Multi-national Company based in Japan, before starting his practice in 2002.

Rajesh Ramanathan: Rajesh Ramanathan is a practising attorney specialising in IPR's, IT, Telecom and business laws for nearly 15 years. Rajesh regularly appears before various high courts, city civil Courts, IPAB and other tribunals.

Rajesh Ramanathan holds a masters degree (L.L.M) in IPR from franklin pierce Law Centre (now university of NH), Concord, NH, USA. Rajesh is a member of INTA and the Bar Council of Tamil Nadu. Rajesh is frequently invites as a guest speaker at various institutes like IIT Madras and police Academy and Police Training college on IPR and related laws.

N V Sai Sunder: Mr. Saisunder holds a Bachelor Degree in Law from the University Law College, His passion and expertise lies in intellectual property rights protection, enforcement and dispute resolution .He has also represented many business houses before WIPO and other international arbitration forums .

When & where: The 15 hour first module will be held in January, 2012. Details of the dates for the second module will be announced after completion of Module I.

Registration & Enrollment:

Free Pre-registration forms to be mailed to learn@crestedu.com

Enrollment fee: Rs. 2000. . . .

Course fee Module I: Rs. 8.000

Course fee module II: Rs. 10,000