



# Proposal for IP Awareness Sessions

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# Table of Contents

- I. Executive Summary.....3**
- II. Presentation Description.....4**
- III. Session Structure.....5**
- IV. ipMetrix Operations .....6**
- V. Presenter Profile.....7**

# I. Executive Summary

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At ipMetrix Consulting Group, we specialize in intellectual property (IP) consulting and training tailored to meet the unique needs of organizations. Our proposed training program for Dhirubhai Ambani Institute of Information and Communication Technology (DA-IICT) aims to empower the student and faculty with the knowledge and tools required to identify, evaluate, and leverage IP opportunities effectively.

## **Presentation Objective:**

To provide an insightful and comprehensive understanding of intellectual property (IP) to undergraduate (UG) and postgraduate (PG) students at DA-IICT. The presentation sessions aim to enhance awareness of various forms of intellectual property, with a particular focus on patents, and equip students with knowledge of the patent filing process.

## **Solution:**

In order to achieve the aforementioned objective, ipMetrix proposes following agenda of the presentation that will cover the following topics:

1. Introduction to Various Forms of Intellectual Property Rights (IPR)
2. The Significance of Patents
3. Eligibility for Filing a Patent
4. The Process of Filing a Patent with Timelines
5. The Procedure for Filing a Patent

## II. Presentation Description

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The Agenda of the presentation will cover the following topics:

**1. Introduction to Various Forms of Intellectual Property Rights (IPR):**

- Overview of IP
- Categories of IPR: patents, copyrights, trademarks, industrial designs, geographical indicators, traditional knowledge, topography of integrated circuits, trade secrets, etc.
- Importance and relevance of IPR in academia and industry

**2. The Significance of Patents:**

- Definition and purpose of patents
- How patents drive innovation and commercialization

**3. Eligibility for Filing a Patent:**

- Criteria for patentability: novelty, inventive step, and industrial applicability
- Types of patents: utility, design, and plant patents

**4. The Process of Filing a Patent with Timelines:**

- Pre-filing activities: prior art search and drafting
- Filing procedure: national and international routes
- Timelines involved from filing to grant

**5. The Procedure for Filing a Patent:**

- Preparing a patent application
- Submitting applications to relevant patent offices (e.g., Indian Patent Office, PCT)
- Patent examination process and addressing objections
- Maintenance and enforcement of patents

### III. Session Structure

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#### Session Details:

1. **27<sup>th</sup> September 2025 at 10:00 AM to 1:00 PM:**

- **Session Audience:** College will Decide
- **No. of Students and Faculty:** Yet to be confirmed
- **Duration:** 3 hours (+/- 30 minutes based on amount of questions)

## IV. ipMetrix Operations

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**ipMetrix** is an Intellectual Property (IP) firm with over a decade of excellence in IP services in India and abroad. ipMetrix started its journey in 2004 and we offer solutions in the areas like IP Protection, IP Research and IP Commercialization.

Our solutions cover the entire spectrum of IP lifecycle, enabling us to act as a virtual IP department to our clients. ipMetrix has pioneered technology platforms for delivering IP services. Our technology platform ensures that, we can scale as our client requirements grow and still remain flexible and nimble in fulfilling their requirements. We ensure confidentiality of our client information through high-end technology measures, and strong legal instruments. We protect digital information through strong data encryption and redundancy measures.

**Vision:** We envision to grow unfathomably and revolutionize the IP market by providing our services globally.

**Mission:** To maximize all of our client's IP potential for creating their innovative technologies and the value they derive from it through cutting edge and integrated IP services.

### **Team & partners**

ipMetrix is a team of 40 attorneys and patent engineers. We are a nimble organization with a strong sense of purpose – to be the best IP team for our clients. We offer a seamless experience in delivering IP services around the globe by partnering with IP firms all around the world. Our partnership is designed to maximize the value for our clients and we ensure that we work with a few selected partners in every country based on their capabilities. Long term partnerships with these partners enables us to build a strong and secure relationships that will reduce the overall costs for our clients in the long run. We believe our approach in building these partnerships with other IP firms create economies of scale.

## VI. Presenter Profile

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**Syed Murtuza**, a Registered Indian Patent Agent and Trademark Agent, boasts over 15 years of extensive and diverse experience in the field of Intellectual Property (IP). His professional journey includes working with reputed law firms and Legal Process Outsourcing (LPO) organizations, where he has refined his expertise across a broad spectrum of IP services. Currently serving as Technical Head at ipMetrix Consulting Group, Syed specializes in patent drafting and prosecution while mentoring his team through advanced training in patent drafting and technical writing to enhance efficiency.



### **Key Contributions:**

- Strategized 360<sup>0</sup> IP manager and a seasoned Patent Agent, mentoring a team of patent professionals and research engineers of internal organizations.
- Successfully handled complex IP issues, including infringement analysis, validity searches, market research analytics, technology landscaping, and licensing.
- Worked closely with inventors, clients, and business partners to deliver quality invention disclosures, design-around techniques, and IP monetization solutions.
- Demonstrated leadership in ensuring quality assurance, aligning IP services with client expectations, and enhancing satisfaction.
- Passionate about IP education and consistently contributed to IP awareness through seminars and workshops.
- Experience in handling huge Patent portfolio generation and management.
- Extensive experience in Patent application drafting and prosecution support. Drafted and prosecuted 2000+ patent applications.
- Proficient knowledge of PCT, India, the US, and Europe patent processes and procedures.

### **Experience and Academic Qualifications:**

#### **1. Professional Certifications:**

- Registered Indian Patent Agent and Trademark Agent.
- Cisco and Microsoft Certified Technology Specialist.

#### **2. Academic Background:**

- M. Tech. in Computer Science and Engineering.
- B. Tech. in Information Technology.
- Bachelor of Laws (LLB).

### **Honors and Awards:**

1. Recognized by Samsung India Software Operations, Bangalore, for impactful performance in 2015.
2. Gold Medallist in Bachelor's Information Technology from Jawaharlal Nehru Technological University.

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