



SUSTAINABLE BUSINESSES GROWTH WITH IPR

PATENT | TRADEMARK | DESIGN | COPYRIGHT

IPR to Establish or expand the Business by Protecting Innovative Products/ Services or Business Brand from Market Competitors | Local Business can be Promoted / Collaborated / Expanded to PAN INDIA as well as to Global Market Mind to Market & Lab to Land | Do MORE with less for MORE | PSP-IP PATENT-IP

IDEA
INVENTION
PATENT

PSP-IP
PROTECT-IP
PATENT-IP

PROCESS
INNOVATION
COPYRIGHT

BRNAD
NAME
LOGO TM

PSP-IP
START-UP
BUSINESS

INDUSTRIAL
PRODUCT
DESIGN

START-UP | BUSINESS
GROWTH WITH PSP-IP

Future of IPR in India

OR

Future of India is IPR



IPR- INTELLECTUAL PROPERTY RIGHTS : FOR BUSINESS GROWTH
PSP-IP & ASSOCIATES (P) LTD : ISO 9001:2015 CERTIFIED
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PATENT SUPPORT PEOPLE



PSP-IP & ASSOCIATES (P) LTD.
Intellectual Property Attorney's IP Services & Consultancy

An approved IPR Patent Consultant to Govt. of India | An ISO 9001:2015 Company | GST: 27AAJCP8388G1ZR
[Pursuant to sub-sect.(2) of Sect. 7 of Companies Act, 2013 (18 of 2013) & Rule 18 of Companies (Incorporation) Rules, 2014]

About PSP-IP & ASSOCIATES (P) LTD:

PSP-IP & ASSOCIATES (P) LTD is an International IP Attorneys ISO 9001:2015 Certified Firm at Pune and IPR Patent Consultant to the Ministry of Defence | Govt of India | Ordnance Factories | MNCs | Industries | IT Sector | MSME | R&D Organizations | Researchers | Academicians etc to offer National / with IPR International Services in 153 PCT Countries worldwide and well-connected in Germany, Japan, North Korea, France, Australia, UK, US, Canada etc.

PSP-IP supports to establish CORPORATE IPR CELL, Domain Specific Centre of Excellences, TBIs, Govt. Registered Start-ups (Start-up India, Make in India), International Linkages, Centre of Social Innovation and IPR Nodal Centre at your Campus.

'Mind to Market and Lab to Land' : PSP-IP unique IPR initiative to Establish/ Promote/ Collaborate your Business through SWOT Analysis of your Research / Ideas/ Innovations/ Inventions/ Projects / Products / Services/ Resources etc and by Collaborating with you to Protect your IP (Intellectual Property - Patent | Copyright | Design | TM) for SUSTAINABLE BUSINESSES GROWTH at PAN India/ Worldwide with your Business Expansion/ Collaboration.

INDUSTRIAL PROPERTY

- includes patents for inventions,
- Trademarks of brand,
- Industrial designs of various Shapes/Sizes/Colors of Products/ Tools/ Machines/ Equipment etc

INTELLECTUAL PROPERTY (IP)

- IP is about copyright and covers Processes and architectural design etc.
- Works covered by copyright include, but are not limited to: novels, poems, plays, reference works, newspapers, advertisements, computer programs, databases, films,



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musical compositions, choreography, paintings, drawings, photographs, sculpture, architecture, maps and technical drawings.

WHY IPR- INTELLECTUAL PROPERTY RIGHTS IS IMPORTANT FOR BUSINESS?

When you are starting a new business/ Startup or trying to strengthen / expand your current business; IP protects your Rights and Ownership towards:

- carrying out research
- planning to manufacture and commercialize your new product
- providing innovative services to your customers
- launching a new brand name

SUSTAINABLE BUSINESSES GROWTH WITH IPR:

- prevent others from copying their products or using their innovations –in today's competitive markets;
- create a strong brand identity – obtain valuable competitive intelligence
- can increase a company's understanding of technological fields and trends;
- identify future research and growth areas;
- analyze competitors, thereby saving research/ development/ marketing time and resources;
- Gain revenues through licensing, franchising or other IP transactions;
- obtain financing or venture capital – IP assets which have legal protection and can be valued can be leveraged to obtain capital;
- increase their commercial value; access new markets;
- engage in different types of business partnerships – IP rights for collaborative partnerships, e.g. in research, marketing, open innovation, outsourcing etc.;



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- ensure freedom to operate – owning or licensing in key IPR can reduce the risk of businesses infringing IPRs of others when using technologies, trademarks, designs, and copyright works

INVENTION TRANSFORMING INTO PATENT:

- It must be new NOVEL—it should never have been published or publicly used before;
- It must have an “INVENTIVE Step” or it should be “non-obvious” to a person who is skilled in the relevant field; and
- It should be capable of INDUSTRIAL APPLICATION

GRANTING OF PATENTS HELPS TO:

- Increasing the public's access to state-of-the-art technical knowledge.
- Create an incentive and reward system for investment in R&D for more and better inventions and technological innovation;
- Avoid waste of resources by preventing duplication of research and development.
- Stimulate further research and technological innovation; and
- Fair competition by preventing or permitting legal action against free-riders, whether this free-riding is intentional or not at National / International Level

PSP-IP ATTORNEY'S NATIONAL & INTERNATIONAL IP TECHNO-LEGAL SERVICES:

IP Protection for Business/ Startup | IP Valuation & Commercialization PAN INDIA/ Global | IPR Corporate CELL /Seminar/Training | 152 Countries PCT | Early Granting Thru PCT & Startups | Patent – Copyright – Design – TM | IP Prosecution | Business Branding

PATENT FILING | PATENT GRANTING | **PATENT COMMERCIALIZATION**

PATENT LIFE CYCLE FOR 20 YEARS | THINK OF PATENT-IP | THINK OF PSP-IP



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