



CALL FOR BOOK CHAPTERS

“CONTOURS OF INTELLECTUAL PROPERTY LAW FOR BUSINESS”

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Send your proposed **abstract in 250 words** at
dean.sol@ddn.upes.ac.in by **15th March 2021**.



The Book Volume may be published as part of Springer's law Programme, subject to their review process, for which they have requested extended abstracts (at least 250 words) of papers to be included in this volume

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Intellectual Property has eventually come to be recognized as a valuable asset and a significant driver to propel economic growth and market transactions. Indeed, they are of the utmost importance when it comes to business strategy, trade and commerce. With time the corporate value has transitioned from merely a manufacturing unit to an IP based unit. A major part of the companies value nowadays come from its IP asset, for instance, Microsoft, Google, Apple, Gucci, Coco-cola and so on. Gone are those days when a business set up required heavy machinery and land, today, the efficiency of a business is determined by its business know-how, trade secrets, innovation, designs, brand value and other related creations.

It is an accepted principle that Intellectual Property is the key driver for economic growth in the long run. It involves creating new brands, new products, services, innovative methods of production, creating artistic work etc and introducing them into the market to create profitable enterprises and higher-paying jobs. Intellectual property laws aim to protect the investment of the companies or individual against the potential violators or parasites and thereby promote innovation and creativity.

However, it is often challenging to understand or navigate through the business strategy of a company or how they commercially exploit their IP assets. Hence, this book intends to present an analysis of the commercial aspect of intellectual property and what laws can do to support the stakeholders in the process of commercialization. For instances, it discusses how a brand is commercialized through a franchise agreement or in mergers & acquisitions, how technology is licensed or transferred to convert it into a profit-making asset, how music is licensed to earn a profit, and so on.

The analysis of the subject matter may not be limited to Indian market transaction, Indian law and cases. Since the transaction of IP is not just national but international, a reference must be made to other jurisdictions and cases particularly EU and US as and when necessary.

Themes/chapters:

I. Introduction to IPR for Business

II. International Conventions on Trade and Commerce related to IP

III. Policy and Government schemes/initiatives for IP based trade and commerce in India and other jurisdictions/ Government's program to promote technology-based commercial Startups

IV. Commercialization of Trademark

a. Trademark asset valuation in Merger and Acquisition

b. Licensing of Trademark [Franchise/Dealership agreement]

V. Commercialization of Copyright

a. Copyright licensing and distribution agreements in the Entertainment industry

b. Broadcasting agreements in Sports Industry

c. Publishing and distribution agreements of literary works

VI. Commercialization of Patent

a. Technology transfer agreements: A commercial perspective

b. Patent licensing agreements

c. Patent asset valuation in Merger and Acquisition

d. A commercial aspect of import of technology

VII. Commercialization of Designs

a. Assignment or Licensing of Industrial Design

VIII. Commercialization of Traditional Knowledge: Analysis of Benefit-sharing Model

IX. Economic importance of Trade secret

X. Commercialization of Geographical Indications

a. The economic impact of geographical Indications on community

b. Imports of Geographical Indications: A commercial perspective

XI. Taxation and Securitization of Intangible assets

XII. Methods of Valuation of Intellectual Property Assets

XIII. Any other topic related to the major theme

Abstract Submission

- The abstract may be submitted on any of the listed chapters or any other related topic to the main theme of the book.
- The abstract should highlight the entire flow of the chapter with specific issues and keywords. [Not more than 250-300 words].
- Avoid writing the abstract in first person.
- Don't include reference citations or undefined abbreviations in the abstract, since abstracts are often read independently of the actual chapter and without access to the reference list.
- Add five keywords. Each keyword should not contain more than two compound words, and each keyword phrase should start with an uppercase letter.

Paper Submission

- Contributions should be between 7000-8000 words. The word limit mentioned is Inclusive of footnotes.
- The abstract will not be included in the word limit.

Format and citation guidelines

- A submission can be co-authored by a maximum of three people.
- Font Type and Size of the main text must be Times New Roman, 12.
- Font Type and Size of footnotes must be Times New Roman, 10.
- Line Spacing of the main text and footnotes must be 1.5, Single respectively.
- Either British or American English can be used, but be consistent within your chapter.
- Footnotes must be in the bluebook- 19th Edition format.
- Attach a list of abbreviation at the end of the chapter, if any. Abbreviations should be defined the first time they appear in the text.
- Italics should be used for emphasized words or phrases in running text. Do not format entire paragraphs in italics. Use italics for case names, Latin phrases etc.

Headings & Numbering

- Heading levels should be identified and each level should be uniquely and consistently formatted and/or numbered.
- Please use the decimal system of headings

Example:

Chapter 1

Section 1.1

Subsection 1.1.1

Sub-Subsection 1.1.1.1

Reference List

- Each chapter should contain a reference list of its own.
- Entries in the list must be listed alphabetically except in the numbered system of sequential citation.
- The rules for alphabetization are:
first, all works by the author alone, ordered chronologically by year of publication,
next, all works by the author with a coauthor, ordered alphabetically by coauthor,
finally, all works by the author with several coauthors, ordered chronologically by year of publication.

Journal article:

Alber, John, Daniel C. O'Connell, and Sabine Kowal. 2002. Personal perspective in TV interviews. *Pragmatics* 12:257–271.

Journal article only by DOI:

Suleiman, Camelia, D. C. O'Connell, and Sabine Kowal. 2002. 'If you and I, if we, in this later day, lose that sacred fire...': Perspective in political interviews. *Journal of Psycholinguistic Research*. doi:10.1023/A:1015592129296.

Book:

Cameron, Deborah. 1985. *Feminism and linguistic theory*. New York: St. Martin's Press.

Book chapter:

Cameron, D. 1997. Theoretical debates in feminist linguistics: Questions of sex and gender. In *Gender and discourse*, ed. Ruth Wodak, 99-119. London: Sage Publications.

Online document (no DOI available):

Frisch, Mathias. 2007. Does a low-entropy constraint prevent us from influencing the past? PhilSci archive. <http://philsci-archive.pitt.edu/archive/00003390/>. Accessed 26 June 2007.

Submission Procedure

- Authors are requested to mail their original, unpublished abstract/full paper in .doc/.docx format to dean.sol@ddn.upes.ac.in
- Also, fill up the details hereafter submission of the Abstract <https://bit.ly/2NgtqfH>
- The subject of the email must be “Submission of Abstract/full chapter-Edited Book on IPR”
- The name of the file must contain Name of the Author(s) + Title of the Submission. The submissions must be accompanied by a covering letter bearing the following information:
 - o Full Name of the Author(s)
 - o Position/Year of Study
 - o Institutional Affiliations (if any)
 - o Contact Details of the Author(s)

Publication Policy

- o The submissions should be original work of the authors and must not be published elsewhere.
- o Submissions with plagiarized content and copyright issues will be rejected outrightly.
- o After initial screening, short-listed submissions will go through a double-blind peer-review process and the final selection will be based on that procedure.

Important deadlines

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| Abstract Submission on any of the listed chapters or any related topic. | 15 th March 2021 | Intimation of acceptance to the authors by 15 th April 2021 |
| Submission of the full chapter | 30 th July 2021 | |
| Review of papers | 30 th August 2021 | All comments, changes, observation will be communicated to the authors by 30 th August 2021 |
| Submission of final papers by the Authors | The authors shall edit the paper and submit by 30 th September 2021 | |
| Release of Book | December 2021 | The Book is proposed to be released in the year 2021 itself, depending upon the timely submissions of the chapters by the authors. |

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