IP Monetisation in India: Exploring the Options

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With an ever-growing appetite among its new consumers, India offers exciting IP portfolio opportunities that may yield income directly or drive the wealth creating effects of enhanced reputation and goodwill. Intellectual property has mostly been underused as an asset. It has a quantifiable monetary value which can be liquidated when a business is expanding or finds itself in difficulty. In an uncertain economic climate, it has become even more important to monetise such value. India's demographic profile reveals vast potential for investment. Backed by the country's strong and dynamic IP laws, there are many options for IP monetisation in India. Given the size of the national economy and its ever-growing hunger for consumption, IP monetisation represents an exciting opportunity. *Authored by Safir Anand and Swati Sharma. This article was published in IP Monetisation 2012.* Read more

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