



ALLIANCE UNIVERSITY

Private University established in Karnataka State by Act No.34 of year 2010
Recognized by the University Grants Commission (UGC), New Delhi

AU/REG/Noti – CFR(IPR)/2025-26/005

October 24, 2025

NOTIFICATION

Sub :- Intellectual Property Rights (IPR) Policy

Ref :- Proposal submitted by Associate Director Research CFR Vide No.
AU/OOR/CFR/IPR/2025/007 and approved by the Hon'ble Vice – Chancellor.

As per the proposals submitted by the Associate Director, CFR, Policy on '**Intellectual Property Rights (IPR)**' for the identification, protection, ownership, and commercialization of intellectual property generated by faculty, staff, and students, is notified and annexed to this notification.

This policy also applies to Third Parties (Independent Researchers, Contract Workers, Personnel (Staff, Faculty, Students) from Other Institutions).

All the Faculty Members, Staff, Research Scholars and Students of the University at all Schools are requested to follow the guidelines in the policy.



REGISTRAR

To,

1. All the Deans, Directors, Faculties, Research Scholars & students at all Schools
2. Registrar (Examination & Evaluation)
3. Associate Director Research, CFR
4. All the Concerned Officers of the Alliance University
5. P.S to Chancellor / Pro-Chancellor / Vice-Chancellor



**ALLIANCE
UNIVERSITY**

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Recognized by the University Grants Commission (UGC), New Delhi

**NAAC
GRADE A+**
ACCREDITED UNIVERSITY

INTELLECTUAL PROPERTY RIGHTS (IPR) POLICY

Name of the Policy	Intellectual Property Rights (IPR) Policy
Policy Document No	AU/OOR/CFR/IPR/2025/007
Version	01
Description of the Policy	This policy defines a standardized process for the identification, protection, ownership, and commercialization of intellectual property generated by faculty, staff, and students, in compliance with the university's guidelines and applicable intellectual property laws
Policy applicable to	• Alliance University Personnel: Faculty Members, Staff, Students • Third Parties: Independent Researchers, Contract Workers, Personnel (Staff, Faculty, Students) from Other Institutions • Others (under IP Policy): Authors/Co-authors, Creators/Co-creators, Inventors/Co-inventors
Approval Authority	Research Council
Approval Date	Meeting dated April 26 2025
Responsible Office/Department	Centre For Research; Director-Research; IPR Cell; Office of Registrar



[Handwritten signature]
24/10/25

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1 - PREAMBLE:

Alliance University is a private university established in the State of Karnataka by Act No. 34 of the year 2010 and is recognized by the University Grants Commission (UGC), New Delhi. It is a renowned institution of higher learning, located on a state-of-the-art campus in Bengaluru, and offers a wide range of degree programs. The University provides undergraduate programs, postgraduate courses, doctoral degrees, and several professional certificate programs. Its oldest professional school, **Alliance School of Business**, is consistently ranked among the top ten private business schools in India by various national ranking agencies. In addition to this, the University has established several academic faculties along with their allied schools, including

- Faculty of Management Studies
- Faculty of Engineering and Technology
- Faculty of Law and Policy Studies
- Faculty of Liberal Arts and Sciences

Alliance University understands the significance of innovation and therefore aids and encourages its staff and students in creation of Intellectual property. This IP Policy has been drafted in order to enable better use of such IP for the benefit of staff, students and the University. The Policy regulates identification, management, transfer and use of Intellectual property, owned in part or full by the University, including its staff and students. It will further aid in distribution of rights in each IP and enable its transfer and commercialization.

2 – DEFINITIONS:

2.1 An exclusive right granted for an invention termed as “Patent”

2.2 The professional right associated with the creation of products, devices, and objects—applied by individuals globally on a daily basis—is termed as 'Design,' which specifically protects the visual features of a product such as its shape, configuration, pattern, or ornamentation.

2.3 Rights given to any word, phrase, symbol, design, or a combination of these things that identifies goods or services, termed as “Trademark”

2.4 Exclusive rights that creators have over their literary and artistic works, termed as “Copyright”

2.5 Funds, facilities, equipment, materials, personnel support, and other resources provided by the University, termed as "University Resources".

2.6 Research or development activities funded by external sources, including government agencies, industries, or other organizations, and governed by specific agreements, termed as "Sponsored Research".

2.7 The revenue derived from the commercialization of IP after deducting all applicable costs, including but not limited to legal fees, patent costs, and other expenses incurred in the protection and commercialization of the IP, termed as "Net Revenue".

3 – APPLICABILITY OF THE POLICY:

3.1 This policy is applicable to all Alliance University personnel, including all staff, faculty and students.

3.2 This policy is also applicable to third parties who aim to publish their work at any publishing platform owned by Alliance University. Third parties include independent researchers, contract workers and personnel (staff, faculty and students) from other institutions.

3.3 The IP policy has to be accepted and signed by all staff, faculty and students of Alliance University.

3.4 All authors/co-authors, creators/co-creators, inventors/co-inventors are entitled to decide whether the results of any research during the course of their employment or association with the University, shall be distributed through publications. The consent/assent to publish the work shall be communicated through a form of consent/assent.

3.5 The IP Policy shall be in compliance with the laws prevailing in India.

4 – OWNERSHIP OF INTELLECTUAL PROPERTY (IP):

4.1 Alliance University owns all the Intellectual Property (IP) produced by all Alliance University personnel which includes all staff, faculty and students.

4.2 Alliance University reserves the right to apply for IP protection in India, throughout the world, specific countries for suitable protection or whatever is deemed necessary to ensure the protection of the IP.

4.3 IP generated by the Inventor/ Creator with the use of University Resources shall be owned by the University, unless otherwise agreed upon in writing.

4.4 IP generated as a result of Sponsored Research shall be owned according to the terms and conditions of the relevant agreement between the University and the sponsor. In the absence of such an agreement, the IP shall be jointly owned by the University and the sponsor.

4.5 Copyrights in scholarly works, such as books, articles, and other publications, shall be owned by the Creator, unless the work was specifically commissioned by the University or created as part of administrative duties.

4.6 The University shall have a non-exclusive, royalty-free, perpetual, and irrevocable license to use, for non-commercial and educational purposes, any IP owned by the Creator that was generated using University Resources.

4.7 The University retains ownership of all intellectual property developed by faculty in the course of their employment. Faculty members are strictly prohibited from filing any intellectual property applications in the name of Alliance University without obtaining prior written authorization from the Intellectual Property Rights (IPR) Cell. In the event that a faculty member has proceeded with such filing without authorization, they must promptly contact the IPR Cell to rectify the situation and complete the proper institutional procedures for processing such applications.

5 - DISCLOSURE AND PROTECTION:

5.1 Inventors/Creators shall disclose all relevant information to the University through the IP Cell. All intellectual property rights will be reserved by the University.

5.2 The University, through the IP Cell, shall evaluate the disclosed IP and determine whether to pursue protection and commercialization.

5.3 The University shall bear the costs associated with the protection and maintenance of IP owned by the University.

5.4 Inventor/ Creators shall cooperate with the University and provide all necessary assistance in the protection and commercialization of IP owned by the University.

6 - COMMERCIALIZATION:

6.1 The University shall have the right to commercialize IP owned by the University through various means, including licensing (exclusive, non-exclusive, or sub-licensing agreements), and assignments.

6.2 The University shall endeavor to promote and support entrepreneurship and start-up initiatives based on University-owned IP, including the reassignment of IP rights to the Inventors/ Creators under certain conditions.

6.3 Inventors/ Creators shall be entitled to a share of any Net Revenue generated from the commercialization of IP owned by the University, as outlined in clause 7.

7 - REVENUE SHARING:

7.1 In cases where the University owns the IP, the Net Revenue generated from the commercialization of the IP shall be distributed as follows:

- 60% to the Inventor/ Creator(s)
- 40% to the University

7.2 In cases where the IP is owned jointly by the University and external parties or startups, the revenue sharing shall be governed by the terms of the relevant agreement.

7.3 If there are multiple Inventors/ Creators, the revenue share shall be distributed among them based on their respective contributions.

7.4 The University's share of Net Revenue shall be utilized for the following purposes:

- 50% for the University's IP management fund
- 10% as administrative charges
- 40% for the respective department or unit for academic/research activities and promotion of innovation.

8 - USE OF UNIVERSITY RESOURCES:

8.1 The use of the University's name, logo, trademarks, or other IP resources by third parties shall be subject to prior written approval from the University and may be subject to licensing or other contractual arrangements.

8.2 The University shall establish guidelines for the appropriate use of its IP resources by third parties, ensuring that such use is in the public interest, responsible, and does not expose the University to any liabilities.

9 - CONFIDENTIALITY:

9.1 Inventors/ Creators shall maintain confidentiality regarding any IP-related information disclosed to the University, until such information is made public by the University or the Inventor/ Creator, as appropriate.

9.2 The University shall take reasonable measures to maintain the confidentiality of IP-related information disclosed by Inventors/ Creators, including the use of non-disclosure agreements and other appropriate measures.

9.3 The obligation of confidentiality shall not apply to information that is already in the public domain, required by law to be disclosed, independently developed by the Inventor/ Creator, or received from a third party without any confidentiality obligations.

10 - PUBLICATIONS:

10.1 Inventors/ Creators shall have the right to publish their scholarly works, subject to the provisions of any applicable agreements and the University's policies on confidentiality and IP protection.

10.2 Inventors/ Creators shall provide the University, through the IP Cell, with a reasonable opportunity to review and comment on any proposed publication that may disclose University-owned IP.

10.3 The University may require the exclusion of certain portions of information from the proposed publication to protect its IP rights or comply with confidentiality obligations.

10.4 Inventors/ Creators shall not publish or disclose any information related to University-owned IP without prior written approval from the University, through the IP Cell, unless such information is already in the public domain or has been explicitly approved for publication.

11 - USE OF THIRD-PARTY IP:

11.1 Inventors/ Creators shall respect and comply with the IP rights of third parties, including patents, copyrights, trademarks, and trade secrets.

11.2 Inventors/ Creators shall obtain necessary permissions or licenses before using any third-party IP in their work, unless such use is permitted under applicable laws or agreements.

11.3 The University shall provide guidance and support to Inventors/ Creators regarding the responsible use of third-party IP through the IP Cell and other relevant resources.

12- IP CELL:

The University has established the AU IPR Cell to oversee and implement the IPR Policy, and to provide continuous guidance and support to Inventors and Creators on all intellectual property-related matters.

13- DISCLOSURE :

In the event of creation or discovery of an IP which can potentially be commercialized, the University personnel including all staff, faculty and students shall promptly disclose the same to the University in order to enable its appropriate protection and dissemination.

14 – INVENTIONS:

14.1 Patented Inventions: Patentable inventions created with the aid of University resources, grants or funds shall be owned by the University. The inventor shall assign the rights, title and interest over such invention to the University.

14.2 Incidental invention: Any incidental invention created during the course of research or project, shall be assigned to the University.

14.3 Unpatented Inventions: Any invention of the University, which can be used for research or commercialization, for which the patent application has not been filed or the patent application has not been granted, said invention is owned by the University.

14.4 Joint Inventions with External and Internal Startups: Inventions created jointly between the University and external or internal startups shall be subject to ownership arrangements as specified in the collaboration agreement. Both parties shall have the right to file joint patent applications, with costs and commercialization benefits shared according to the terms established in the partnership agreement. Any modifications to ownership rights must be agreed upon in writing by all involved parties prior to patent filing.

15 – COPYRIGHT:

15.1 Ownership: An author shall own the copyright over works created (except computer software, refer clause 8) and shall be entitled to the revenue received from it, except in the following cases:

- a) Works created in the course of employment where the University (employer) shall retain the ownership rights.
- b) When there is an agreement between a third party and the University which imposes certain obligations and restrictions on the copyrightable work.
- c) Works created with the help of University resources or when the University is involved in creation and development of the copyrightable work.
- d) Works commissioned by the University falling under 'work for hire' shall be owned by the University.
- e) Works created by students as a part of their coursework shall be owned by the University. The University shall grant special permission to the students who wish to publish their works created as a part of their course work. In such circumstances, the student must provide due recognition to the University.

16 – DESIGNS:

16.1 Designs created with the aid of University resources, grants or funds shall be owned by the University. The applicant shall assign the rights, title and interest over such IP to the University.

16.2 Any incidental designs created during the course of research or project, shall be assigned to the University.

16.3 Any design owned by the University, which can be used for research or commercialization, for which the design application has not been filed or the design application has not been granted, said IP is owned by the University.

17 – TRADEMARKS:

17.1 Ownership: Alliance University has the sole ownership of the University name, logo and emblem. Alliance University also has the sole ownership of logos, emblems and names of all publishing platforms run by the University.

17.2 Use of University Name, Logo & Emblem:

No party shall use any Trademark owned by Alliance University including the University Name, Logo or Emblem in any of their works without the consent/assent of the University.

18 – OWNERSHIP AND RIGHTS OVER IP FROM ACADEMIC PROJECTS:

The University shall retain all rights over intellectual property arising from University Academic Projects, including the right to commercially exploit such works. It reserves the authority to make changes, modifications, or deletions to the work as deemed necessary.

While the University holds ownership and commercialization rights, the creator(s) shall retain the right to be identified as the author(s), and their moral rights shall not be infringed.

The University may grant exclusive or non-exclusive licenses, or assign the IP to third parties. In all cases, except where the IP is fully assigned, the University shall retain a non-exclusive, royalty-free license to use the work for educational and research purposes.

19 – IP TRANSACTION AND MANAGEMENT:

19.1 IP in general: IP can be transferred through exclusive licenses, non-exclusive licenses or assignment. Type of license provided will depend on the type of IP involved and the investments made by the licensee. Due diligence shall be undertaken before entering into an assignment or license agreement.

19.2 Technology transfer: Technology developed can be licensed. In case of licensing, non-exclusive license would be preferred. If an exclusive license is provided then the same shall be subject to periodic review of its terms. The type of license will also be subject to the type of technology involved. If an IP involves multiple inventors then a Non objection certificate is necessary from all the inventors before obtaining an exclusive license, failing which a non-exclusive license can be obtained. The university can also avail the services of third party licensing agents to aid in the effective deployment of technologies.

19.3 License exemptions: The University shall retain the right for research exemption and experimental use of all kinds of IP owned and licensed; including the right to publish, use of the technical data and method, and other activities involving the licensed IP.

20 – IP AGREEMENTS

All intellectual property-related agreements involving Alliance University personnel, researchers, and students must receive prior approval from the IPR Committee. The Directors of the AU IPR Cell, with specific authorization from the Head of the University, shall serve as the authorized signatories for all such agreements.

21 – INFRINGEMENT:

In case of infringement / violation of any intellectual property rights held by the University mentioned under this Policy by staff members, students, employees or a third party, the University shall constitute an investigative body to make recommendations to the Chancellor for the method of procedure of resolution for such an infringement/violation and pursue any legal course of action that the University deems fit. The University retains its right to engage in or desist from any litigation concerning its intellectual property and license infringements.

22 - DISPUTE RESOLUTION AND JURISDICTION:

22.1 Any disputes arising from the implementation or interpretation of this Policy shall be resolved through an internal committee established by the University, comprising representatives, including faculty, IPR cell members, and administrative higher officials.

22.2 If the internal committee is unable to resolve the dispute, the matter may be referred to an external arbitrator or mediator, as agreed upon by the parties involved, in accordance with applicable laws and regulations.

22.3 The decision of the internal committee or the external arbitrator/mediator, as the case may be, shall be final and binding on all parties, subject to any applicable legal remedies.

23 – INDEMNIFICATION AND LIABILITY:

The University shall, in any contract, agreement or license between the University and a third party, seek indemnity from any legal proceedings relating to issues arising out of intellectual property. The University shall ensure an in-built indemnity clause for every agreement including the licensing of any intellectual property owned by the University.

24– POLICY AMENDMENTS AND WAIVERS:

The University reserves the right to amend, modify, or revise this Policy at any time, as deemed necessary. Such changes shall take effect from the date specified by the University. All amendments will be duly communicated to the relevant stakeholders.

Furthermore, the University retains the discretion to waive any provision of this Policy in specific cases, as it deems appropriate.

25 – IP FILING GUIDELINES

25.1 The University will bear the entire cost of filing an IP application developed by faculty members, researchers, and students within the scope of their employment or enrollment at the University.

25.2 The cost of filing an IP application will include the following:

- a. Official government fees as per the prescribed rates, including application filing fees, publication fees, request for examination fees, and other applicable fees.
- b. Professional charges for drafting the complete specification and other necessary documentation.
- c. Fees for power of attorney/authorization of a patent agent, if required.

25.3 Faculty members who undertake the drafting of their own IP applications shall be eligible to receive the applicable professional charges as an incentive. This amount shall be treated as consultancy remuneration, subject to the approval of the competent authority.

25.4 The responsibility for covering the associated costs shall rest with the inventor(s) or applicant(s) who have not designated Alliance University as the applicant entity. The University shall not bear the financial obligation for such filed patent or design applications.

25.5 The decision to file an IP application will be made by the IPR cell based on an evaluation of the invention's novelty, commercial potential, and alignment with the University's research interests.

25.6 Once an IP application is filed, the University will monitor and manage the prosecution process, including responding to office actions, paying renewal fees, and maintaining the

patent, if granted. If the patent is commercially exploited within the first four years, the University will cover the patent renewal fees for the remainder of its life. If the patent is not commercially exploited within the first four years, the University and the inventor(s) will share the subsequent renewal fees equally. If the inventor does not wish to participate in these renewals, the University may either continue maintaining the patent by covering the fees for its full term or withdraw the application for patent protection at its discretion.

Annexure - A

Budget breakup for filing Intellectual Property

Patent

Form No.	Form description	Fees
Government Official Charges		
1	New Application for Grant of Patent	Rs. 1,600/-
2	Complete Specification	0
3	Statement and Undertaking under section 8	0
5	Declaration as to Inventorship	0
8	Request Regarding Mention of Inventor as Such in a Patent	0
9	Request for Publication	Rs. 2,500/-
18	Request for Examination of Application for Patent	Rs. 4,000/-
26	Power of Authority/ Authorization of a Patent Agent (Only Stamp duty)	Rs. 500/-
28	To be submitted by Educational Institutions	0
30	Proof of Right	0
Professional Charges		
	Drafting of Complete Specification including bank charges	Rs. 8,400/-
Total		Rs. 17,000/-

Design

Form No.	Form description	Fees
Government Official Charges		
1	Application for registration of Design	Rs. 4,000/-
21	Power of authority to agents (Only Stamp Duty)	Rs. 500/-
Professional Charges		
	Drafting of Specification including bank charges	Rs. 3,000/-
Total		Rs. 7,500/-

Trade Mark

Form No.	Form description	Fees
Government Official Charges		
TM-A	Application for registration of Trade Mark	Rs. 9,000/-
TM-48	Power of authority to agents (Only Stamp Duty)	Rs. 500/-
Professional Charges		
	Drafting of Specification including bank charges	Rs. 6,000/-
Total		Rs. 15,500/-

Copyright

Form No.	Form description	Fees
Government Official Charges		
XIV	Application for registration of Copyright	
	Literary, Dramatic, Musical, or Artistic Work	Rs. 500.-
	Literary or Artistic Work used with Goods/Services	Rs. 2,000/-
	Cinematograph Film	Rs. 5,000/-
	Sound Recording	Rs. 2,000/-
21	Power of authority to agents (Only Stamp Duty)	Rs. 500/-
Professional Charges		
	Drafting of Specification including bank charges	Rs. 3,000/-
Total		Varies based on types of work

*****Note: All intellectual property filing fees are determined based on the rates published on the IP India Portal.**

“<https://ipindia.gov.in/>”

Annexure B

PERFORMANCE EVALUATION FRAMEWORK FOR INTELLECTUAL PROPERTY CONTRIBUTIONS

1. Introduction

This annexure establishes a comprehensive framework for the allocation of performance metrics related to intellectual property (IP) contributions by faculty and staff members. The purpose of this evaluation framework is to recognize, quantify, and reward the efforts invested in the creation, protection, and commercialization of intellectual assets that contribute to the institution's innovation ecosystem.

The performance assessment schema acknowledges the varying levels of effort, complexity, and significance associated with different types of intellectual property and their respective stages in the protection lifecycle. This system aims to incentivize high-quality IP development while ensuring fair and transparent evaluation of intellectual contributions during performance appraisals.

2. Types of Intellectual Property and Evaluation Stages

For the purpose of performance evaluation, the following intellectual property types are recognized:

- **Patents:** Protection for novel inventions, processes, or technical solutions
- **Industrial Designs:** Protection for the visual or aesthetic aspects of products
- **Trademarks:** Protection for distinctive signs, symbols, or brand identifiers
- **Copyrights:** Protection for original creative works and expressions

Each intellectual property submission is evaluated across three progressive stages:

- **Filed:** Initial application submitted to the relevant authority
- **Published:** Application reviewed and published for public notification/opposition
- **Granted/Registered:** Full legal protection conferred by the appropriate authority

3. Performance Score Allocation Schema

The following table outlines the performance evaluation scheme for different types of intellectual property at various stages of progression:

Type of IP	Filed	Published	Granted/ Registered	Commercialized
National				
Patent	5	5	20	50
Design	5	10	10	25
Trademark	5	10	10	25
Copyright	5	10	10	25
International				
Patent	5	5	20	50
Design	5	10	10	25
Trademark	5	10	10	25
Copyright	5	10	10	25

4. Distribution of Performance Scores Among Contributors

When multiple contributors are involved in a single intellectual property submission, the performance evaluation criteria are outlined as follows:

Contributor position	Percentage of Allocated Scores
Primary inventor/ creator	40%
Secondary inventor/ creator	30%
Other contributors	Remaining 30% distributed equally

5. Annual Cap on IPR Performance Scores

To ensure balanced performance evaluation, the maximum scores that may be claimed for IPR contributions in a single appraisal cycle shall be limited to 200 scores.

6. Verification Process

All claims for IP-related performance scores shall be verified by the Institutional IPR Cell before consideration in the performance appraisal process. The IPR Cell shall maintain a comprehensive database of all intellectual property contributions by faculty and staff members.

7. Review and Amendments

This performance evaluation framework shall be reviewed annually by the Institutional IP Committee. Amendments, if any, shall be implemented at the beginning of each academic year.

Annexure C

PATENT EVALUATION CRITERIA

Sl. No.	Description	Marks
1.	Novelty & Innovation Uniqueness of the idea, originality, and technological advancement.	20
2.	Problem Definition & Solution Clarity of problem statement and effectiveness of the proposed solution.	15
3.	Technical Feasibility Viability of the prototype in terms of design, functionality, and implementation.	15
4.	Prototype Functionality & Performance Practical demonstration of the working prototype and performance evaluation.	15
5.	Market Potential & Commercialization Scope for real-world application, industry adoption, and commercialization prospects.	10
6.	Patentability & IPR Aspects Potential for patent filing, existing prior art analysis, and intellectual property considerations.	10
7.	Sustainability & Societal Impact Environmental impact, sustainability aspects, and benefits to society.	10
8.	Presentation & Documentation Clarity, structure, and completeness of the presentation and technical documentation.	5
	Total	100

SCORING FRAMEWORK

Score Range	Classification	Description
80 - 100	Patentable	The prototype demonstrates strong innovation, technical feasibility, and commercialization potential.
50 - 80	Needs improvement on patentability and commercialization	The concept is promising but requires enhancements in patentability considerations and market adoption aspects.
25 - 50	Needs improvement on technical aspects	The prototype lacks technical feasibility, functionality, or innovation and requires significant refinements.
Below 25	Rejected	The prototype does not meet the minimum standards for innovation, feasibility, or application.

**DESIGN
EVALUATION CRITERIA**

Sl. No.	Description	Marks
1.	Novelty & Originality: Uniqueness of the design, originality, and differentiation from prior designs.	40
2.	Aesthetic Appeal & Visual Impact: Artistic merit, visual distinctiveness, and design quality.	20
3.	Industrial Applicability & Functionality: Practical application in industry and balance between form and function.	10
4.	Manufacturing Feasibility & Cost-effectiveness: Practicality of production and economic viability.	5
5.	Market Potential & Consumer Appeal: Commercial value, consumer attraction, and market differentiation.	5
6.	Distinctiveness from Prior Designs: Clear differentiation from existing registered designs and prior art.	5
7.	Sustainability & Environmental Impact: Ecological considerations in design and production.	5
8.	Documentation & Representation Quality: Clarity and completeness of design representations and technical documentation.	10
	Total	100

SCORING FRAMEWORK

Score Range	Classification	Description
80 - 100	Registrable	The design demonstrates strong novelty, aesthetic appeal, and industrial applicability.
50 - 80	Needs improvement on distinctiveness or confusion aspects	The design shows promise but requires enhancements in originality or industrial application aspects.
25 - 50	Needs substantial modification	The design lacks novelty, aesthetic appeal, or faces significant production challenges.
Below 25	Rejected	The design does not meet minimum standards for registration due to lack of originality or excessive similarity to prior designs.

**TRADE MARK
EVALUATION CRITERIA**

Sl. No.	Description	Marks
1.	Distinctiveness & Originality: Uniqueness of the mark, inherent distinctiveness, and differentiation from existing trademarks.	20
2.	Commercial Value & Brand Potential: Market recognition potential, memorability, and strength as a brand asset.	15
3.	Likelihood of Confusion: Assessment of similarity to existing marks and potential for consumer confusion.	15
4.	Graphic/Visual Appeal: Design quality, visual impact, and recognizability (for logos/design marks).	10
5.	Descriptiveness vs. Suggestiveness: Evaluation of whether the mark merely describes goods/services or creatively suggests qualities.	15
6.	Legal Compliance & Prohibitions: Avoidance of prohibited marks and compliance with trademark regulations.	10
7.	International Registration Potential: Viability for protection across multiple jurisdictions and global markets.	10
8.	Documentation & Specimens of Use: Quality and completeness of trademark application materials and evidence of commercial use.	5
	Total	100

SCORING FRAMEWORK

Score Range	Classification	Description
80 - 100	Registrable	The trademark demonstrates strong distinctiveness, commercial potential, and minimal likelihood of confusion.
50 - 80	Needs improvement on distinctiveness or confusion aspects	The mark has potential but requires enhancements to overcome distinctiveness issues or similarity concerns.
25 - 50	Needs substantial modification	The trademark lacks distinctiveness, has high likelihood of confusion, or faces significant legal barriers.
Below 25	Rejected	The mark does not meet minimum standards for registration due to prohibitions, extreme similarity, or purely descriptive nature.

**COPYRIGHT
EVALUATION CRITERIA**

Sl. No.	Description	Marks
1.	Originality & Creative Expression: Unique creative elements and original expression beyond common or standard features.	20
2.	Fixed Medium of Expression: Proper fixation in tangible form and stability of the creative work.	15
3.	Scope of Protection: Breadth and depth of creative elements eligible for copyright protection.	15
4.	Commercial Value & Exploitation Potential: Market value and opportunities for licensing, distribution, or monetization.	10
5.	Derivative Work Considerations: Analysis of originality relative to any source materials or inspirations.	15
6.	Fair Use/Public Domain Analysis: Assessment of potential limitations on copyright and public domain influences.	10
7.	International Protection Aspects: Viability for protection across multiple jurisdictions and compliance with international treaties.	10
8.	Documentation & Registration Readiness: Quality and completeness of copyright registration materials and supporting evidence.	5
	Total	100

SCORING FRAMEWORK

Score Range	Classification	Description
80 - 100	Protectable	The work demonstrates strong originality, clear creative expression, and substantial commercial potential.
50 - 80	Needs improvement on originality or expression	The work has potential but requires enhancement of creative elements or clearer original expression.
25 - 50	Needs substantial creative development	The work lacks sufficient originality, contains excessive unprotectable elements, or has unclear fixation.
Below 25	Unprotectable	The work does not meet minimum standards for copyright protection due to lack of originality or predominantly functional nature.

Annexure - D

PATENT DISCLOSURE FORM

Title of the invention :

Inventors :

Sl. No.	Name of the Inventor	Employee Code or Roll No.	Position	Department	Email
1.					
2.					
3.					

How this invention relates to new schemes, composition of constituents, process, etc.

Detailed description of the invention

- i. Literature search corresponding to the present invention (Brief survey of literature)

Drawings

Novelty

Advantages

Development Stage: Initial/ Partially developed/ Fully developed

Potential for international patent

Associate Director

AU IPR Cell

Alliance University, Bengaluru

Annexure - E

DESIGN DISCLOSURE FORM

Title of the Design :

Applicants :

Sl. No.	Name of the Applicant	Employee Code or Roll No.	Position	Department	Email
1.					
2.					
3.					

Drawings (Front, Side, Top, and Full View) - Perspective

Novelty - Structure, and Shape

Development Stage: Initial/ Partially developed/ Fully developed

Potential for international design

Associate Director

AU IPR Cell

Alliance University, Bengaluru

Annexure F

TRADE MARK DISCLOSURE FORM

SECTION I: CREATOR INFORMATION

School Name :

Department/Division :

Contact Person :

Email :

Phone :

2. CREATOR(S) INFORMATION:

List all individuals who contributed to the creation of the trademark

Name	Position/ Title	Department	Email	Phone

SECTION II: TRADE MARK INFORMATION

1. MARK TYPE:

Word Mark (text only)

Design Mark (image only)

Combined Mark (text and image)

Sound Mark

Color Mark

3D Mark

Other: _____

2. MARK REPRESENTATION:

Provide the exact representation of the mark. For word marks, provide the exact spelling, capitalization, and spacing. For design marks, attach a clear image.

[] Image file attached (for design or combined marks)

3. DISCLAIMER STATEMENT:

Do any portions of the mark require a disclaimer? (e.g., descriptive or generic terms)

Yes (specify terms to be disclaimed): _____ or No

4. GOODS AND SERVICES:

List all goods and/or services with which the mark is or will be used. Be specific.

5. CLASSIFICATION:

If known, list the relevant classification(s) according to the Nice Classification system

6. DATE OF FIRST USE:

First Used Anywhere :

First Used In Commerce :

Not Yet Used (Intent to Use)

7. SPECIMENS OF USE:

Attach examples showing how the mark is used in commerce (e.g., product labels, advertisements, screenshots of websites)

☐ Specimens attached

☐ Not applicable (Intent to Use)

SECTION III: DISTINCTIVENESS AND MARKET INFORMATION

1. DISTINCTIVENESS:

Explain why this mark is distinctive and capable of identifying your goods/services

2. SIMILAR MARKS:

List any similar marks you are aware of in the same field or industry

3. GEOGRAPHIC SCOPE:

Where is the mark currently used or intended to be used?

Domestic (National)

International (specify countries):

Online/Digital Platforms

4. TARGET MARKET:

Describe the target market or consumers for goods/services bearing this mark

SECTION IV: COMMERCIAL POTENTIAL

1. COMMERCIAL VALUE:

Describe the potential commercial value of this trademark

2. BRAND STRATEGY:

How does this mark fit into your overall brand strategy?

3. MARKETING PLANS:

Describe any existing or planned marketing initiatives for this mark

4. POTENTIAL LICENSEES:

List any companies or entities that might be interested in licensing this mark

SECTION V: PRIOR DISCLOSURE AND PUBLICATION

1. PUBLIC DISCLOSURE:

Has this mark been disclosed to the public in any form?

Yes (provide details below) ☐ No

If yes:

Date of disclosure: _____

Type of disclosure: _____

Context of disclosure: _____

2. PLANNED DISCLOSURE:

Do you plan to disclose or use this mark in the near future?

Yes (provide details below) ☐ No

If yes:

Anticipated date: _____

Type of disclosure/use: _____

Context: _____

Associate Director

AU IPR Cell

Alliance University, Bengaluru

Annexure G

COPYRIGHT DISCLOSURE FORM

SECTION I: CREATOR INFORMATION

School Name :

Department/Division :

Contact Person :

Email :

Phone :

2. CREATOR(S) INFORMATION:

List all individuals who contributed to the creation of the copyright

Name	Position/ Title	Department	Email	Phone

SECTION II: COPYRIGHT INFORMATION

1. TITLE OF WORK:

2. TYPE OF WORK:

Literary Work (books, articles, manuals, etc.)

Computer Program/Software

Musical Work

Dramatic Work

Pantomime/Choreographic Work

Pictorial/Graphic/Sculptural Work

Motion Picture/Audiovisual Work

Sound Recording

Architectural Work

Multimedia Work

Database

Website/Digital Content

Other: _____

3. DESCRIPTION OF WORK:

Provide a detailed description of the work, including its purpose, content, and format

4. DEPOSIT OF WORK:

Attach a copy of the work or representative portions if the work is large

☐ Copy attached

☐ Link to digital copy: _____

☐ Physical copy to be provided separately

SECTION III: CREATION AND PUBLICATION INFORMATION

1. CREATION DETAILS:

Date work was created/completed: _____

Location of creation: _____

Created during the course of employment? ☐ Yes ☐ No

Created using institutional resources? ☐ Yes ☐ No

2. PUBLICATION STATUS:

Has the work been published? ☐ Yes ☐ No

If yes, date of first publication: _____

Location/method of first publication: _____

Publisher (if applicable): _____

Is the work registered with the Copyright Office? ☐ Yes ☐ No

If yes, Registration Number: _____

3. COPYRIGHT NOTICE:

Indicate if a copyright notice appears on the work, and if so, in what form

Yes, copyright notice is included

No, copyright notice is not included

Format of notice (if included): _____

SECTION IV: ORIGINALITY AND THIRD-PARTY CONTENT

1. ORIGINALITY STATEMENT:

Explain how this work is original and not substantially similar to existing works

2. THIRD-PARTY CONTENT:

Does the work incorporate any content created by third parties?

Yes ☐ No

If yes:

Nature of third-party content: _____

Source of third-party content: _____

Permission obtained? ☐ Yes ☐ No

Type of permission: ☐ License ☐ Fair Use ☐ Public Domain ☐ Other: _____

Attach documentation of permissions if applicable

3. DERIVATIVE WORK:

Is this work based on or derived from a pre-existing work?

Yes ☐ No

If yes:

Original work title: _____

Original author: _____

Permission obtained? ☐ Yes ☐ No

Nature of changes/additions: _____

SECTION V: COMMERCIAL POTENTIAL AND LICENSING

1. COMMERCIAL POTENTIAL:

Describe potential commercial applications or markets for this work

2. POTENTIAL USERS/LICENSEES:

List any entities that might be interested in using or licensing this work

3. PREFERRED LICENSING APPROACH:

Indicate preferred licensing approach, if any

Traditional copyright (all rights reserved)

Open source/Open access

Creative Commons (specify type): _____

Custom licensing arrangement: _____

No preference

4. ANTICIPATED USES:

Describe anticipated or desired uses of the work

SECTION VI: FUTURE DISCLOSURE PLANS

1. PLANNED PUBLICATION OR DISCLOSURE:

Do you plan to publish or otherwise disclose this work in the near future?

Yes (provide details below) [] No

If yes:

Anticipated date: _____

Publication/venue: _____

Context: _____

2. RELATED WORKS:

Are there any related works in development or planned?

Yes (provide details below) [] No

If yes:

Description: _____

Timeline: _____

Associate Director

AU IPR Cell

Alliance University, Bengaluru

Annexure - H

Declaration by the Inventors/ Creators

I/We, **Name of the Inventors/ Creator**, as student/ faculty from (Department/ School) are the first and true inventors/ creator of the IP titled "**Title of the IP**" and do hereby declare that:

1. Shall respect the intellectual property of others and shall not knowingly or unknowingly use any protected inventions / designs / trademark/ materials / integrated circuits held by others for our purpose without paying the license fee.
2. Shall not use any unlicensed modeling/ drafting/ word processing/ Programming software for our purpose.
3. Shall not use any material protected under copyright law except beyond the scope of fair use for our purpose.
4. Generated IP shall be owned by the University.
5. Affirm the sole responsibility for ensuring that the invention meets all the criteria of patentability and rests with me/us. The University's decision to support the filing of the patent application shall not be construed as an endorsement or validation of the patentability of the invention.

Name of the Inventors/ creators

Signature of the Inventors/ creators

Recd from CFR - 16/7/25
to CFR - 21/7/25

16.07.2025

From

Associate Director Research (Academic),
Alliance University, Bengaluru

To

The Honourable Vice-Chancellor
Alliance University, Bengaluru

Subject: Submission of Revised AU IPR Policy Document

Dear Sir,

We are submitting the revised Alliance University IPR Policy document, incorporating the suggestions from the review meeting with Dr. Anirban Chowdhury held on July 15, 2025, as well as the recommendations provided by Prof. Suman Banerjee.

Key Revisions Made:

1. **Enhanced Design Definition** - Updated Section 2.2 with comprehensive definition of design rights
2. **Joint Ownership Clarification** - Addressed co-ownership between University and creators (Section 4.3)
3. **Revised Design Evaluation Criteria** - Updated Annexure C with 8-point evaluation framework totalling 100 marks

The policy is now ready for your review and subsequent approval.

Thank you for your guidance in strengthening our IP framework.

Best Regards

Dr. Sheila Mahapatra

Sheila
16.7.25

OB
21/7



ALLIANCE
UNIVERSITY

Private University established in Karnataka State by Act No.34 of year 2010
Recognized by the University Grants Commission (UGC), New Delhi

NAAC
GRADE A+
ACCREDITED UNIVERSITY

Annexure-18

INTELLECTUAL PROPERTY RIGHTS (IPR) POLICY

Dr. Ray Titus
Dr. Reeba Korah
Dr. Vivek V
Dr. Shyam Kishore
Dr. Lijo
Prof. Suman Banerjee

AU IPR CELL

CENTRE FOR RESEARCH

ALLIANCE UNIVERSITY