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DRIVING INNOVATIONS & EMPOWERING GROWTH THROUGH INTELLECTUAL PROPERTY

JATIN JALUNDHWALA

Joint President - Legal & Company Secretary at Adani Group

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SIGNIFICANCE OF INNOVATION

01 COMPETITIVE ADVANTAGE

Innovation helps businesses stay ahead of their competitors by offering new and improved products or services and attracts more customers and increase market share.

03 ADAPTIBILITY

In a rapidly changing world, innovation enables businesses to adapt to new trends, technologies, and market conditions.

02 PROBLEM SOLVING

Innovation provides solutions to complex problems, whether they are related to technology, healthcare, environment, or social issues. It helps in addressing challenges more effectively and efficiently.

04 STOMER SATISFACTION

By continuously innovating, businesses can meet the evolving needs and preferences of their customers.

IMPORTANCE OF IP IN MODERN ECONOMY



01

Economic Contributions

IP plays a significant role in the economy by contributing to GDP, encouraging technological advances, and adding value to products and services

02

Job Creation and Market Dynamics

IP helps create jobs by fostering innovation, leading to the development of new industries and enhancing the competitiveness of businesses.

03

Encouraging Creativity and Innovation

Protecting IP rights incentivizes individuals and companies to invest in new ideas, which drives continuous improvements and cultural development.

ROLE OF IP IN FOSTERING INNOVATION



01 PROTECTION OF IDEAS AND INVENTIONS

Intellectual property (IP) safeguards creators ideas and inventions, ensuring they maintain exclusive rights to their work. This protection fosters an environment where innovation can thrive.

02 INCENTIVE FOR RESEARCH AND DEVELOPMENT (R&D)

IP rights offer financial incentives/recognition for individuals & companies to invest in research & development, driving technological advances and economic growth.

03 Encouraging Fair Competition

Trademarks (like logos, brand names) and copyrights (protection for creative works like books or software) allow companies to establish a unique identity in the market.

04 Attracting Investments

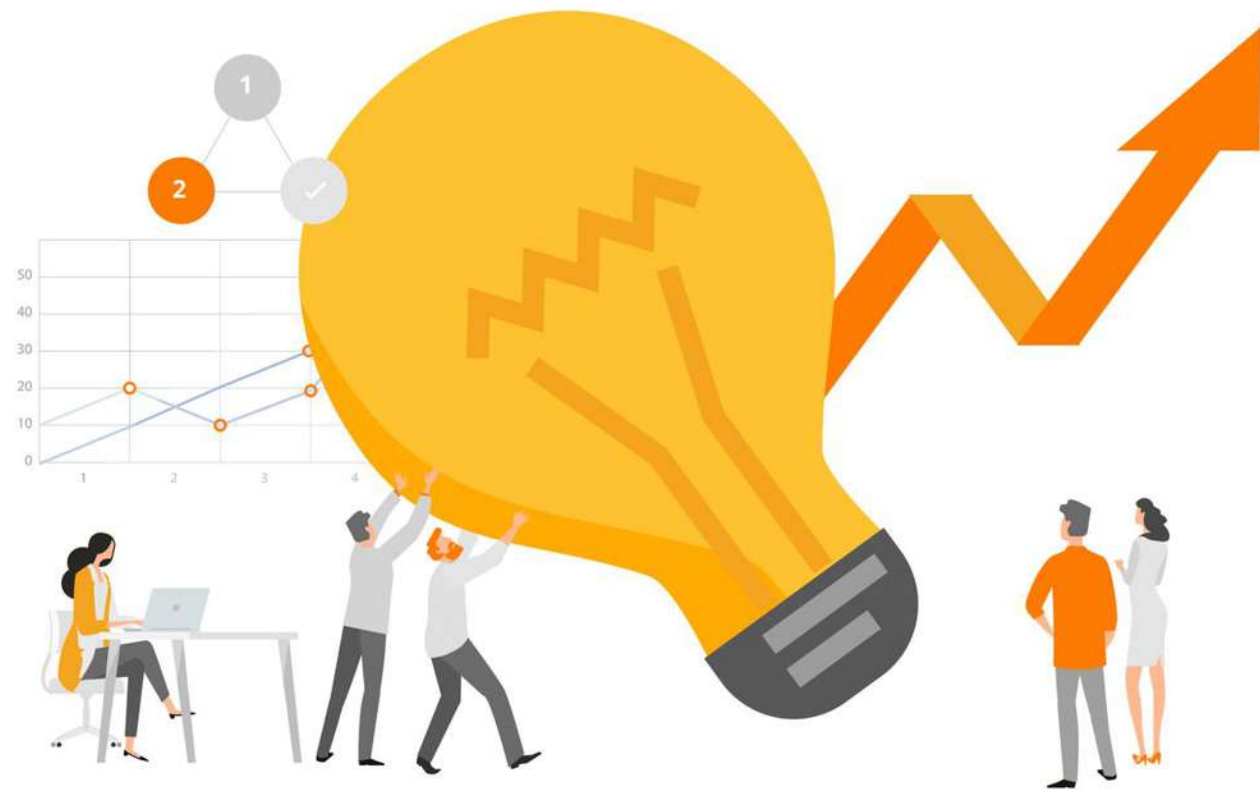
A strong IP (patents, trademarks, copyrights) acts as a protective barrier and adds value to a company. Investors see this as a sign of innovation, competitive advantage, and potential for higher returns, which helps in making them more inclined to provide financial support.



05 Encouraging Global Innovation Collaboration

International IP agreements, such as TRIPS, enable cross-border innovation partnerships because of which Multi-national companies can collaborate in joint research or product development with international partners while protecting their rights in different jurisdictions.

INNOVATION VIS-À-VIS GROWTH



Innovation fuels growth by enhancing productivity, creating new markets and fostering competition. However, sustainable growth requires balancing innovation with scalability and economic stability for various sectors.

Pharmaceutical Sector

Patents provide 20 years of protection from the date of filing of application, allowing them to recoup costs and profit before generics enter the market. Like Pfizer's COVID-19 Vaccine (mRNA technology) where patents protected its innovative vaccine, ensuring exclusivity and allowing the company to scale production globally.

IT Sector

IT industry relies heavily on copyrights, patents, and trade secrets to protect software, algorithms, and technology. IP encourages continuous innovation in hardware and software. Like Google's Search Algorithm (Trade Secret), it protected by IP laws which ensure a competitive advantage over other search engines.

Engineering Sector

Engineering firms depend on patents for new machinery, industrial processes, and structural designs, and trade secrets protects ownership rights of manufacturing techniques. Like GE Aviation, GE protects its jet engine designs through patents, preventing competitors from copying its fuel-efficient turbine innovations.

CURRENT TRENDS

OF IP AND INNOVATION



An evolving landscape of emerging technologies, advancing artificial intelligence capabilities, shifting consumer expectations, and changing global preferences may be challenging those longstanding models and redefining the fundamental concepts of IP Laws in the digital age.

Artificial Intelligence on IP Law

AI creates new types of intellectual property and challenges existing legal frameworks, especially regarding authorship and ownership of AI-generated inventions and creative works. Current IP laws require a human creator for rights, but as AI becomes more autonomous, there's growing debate on recognizing AI as an inventor or author.

Globalization and Harmonization of IP Laws

IP protection varies by country, complicating and increasing the cost of international protection. Efforts are ongoing to harmonize IP laws through international treaties and agreements.

Increased Focus on Data Privacy and IP

Article 10(2) TRIPS Agreement requires members to protect compilation of data that constitute intellectual creations. India has incorporated these standards into its national laws such as Copyright Act, 1957 which protect databases, and the IT Act, 2000 which safeguards digital data.

CASE STUDY 1: NOKIA DOWNFALL

Overview

Nokia used to hold a staggering 30% handset market share in 2000. But now Nokia handset market share is below 3%.

Challenges

Innovation in designs and technologies as per the needs of the customer.

Innovations

Nokia failed to innovate and bring new features and technologies to their devices, which led to a stagnant user experience.

Key Takeaway

The case highlights that the importance of patent innovations which helps in securing competitive advantage in business growth.

CASE STUDY 2: ALIPAY- DIGITAL PAYMENT SYSTEM

Overview

Alibaba, China's e-commerce giant, has leveraged innovation and IP protection to achieve massive business growth in the digital space since early internet days.

Challenges

In China's early internet days, Alibaba faced challenges in online payments systems because of the low consumer trust.

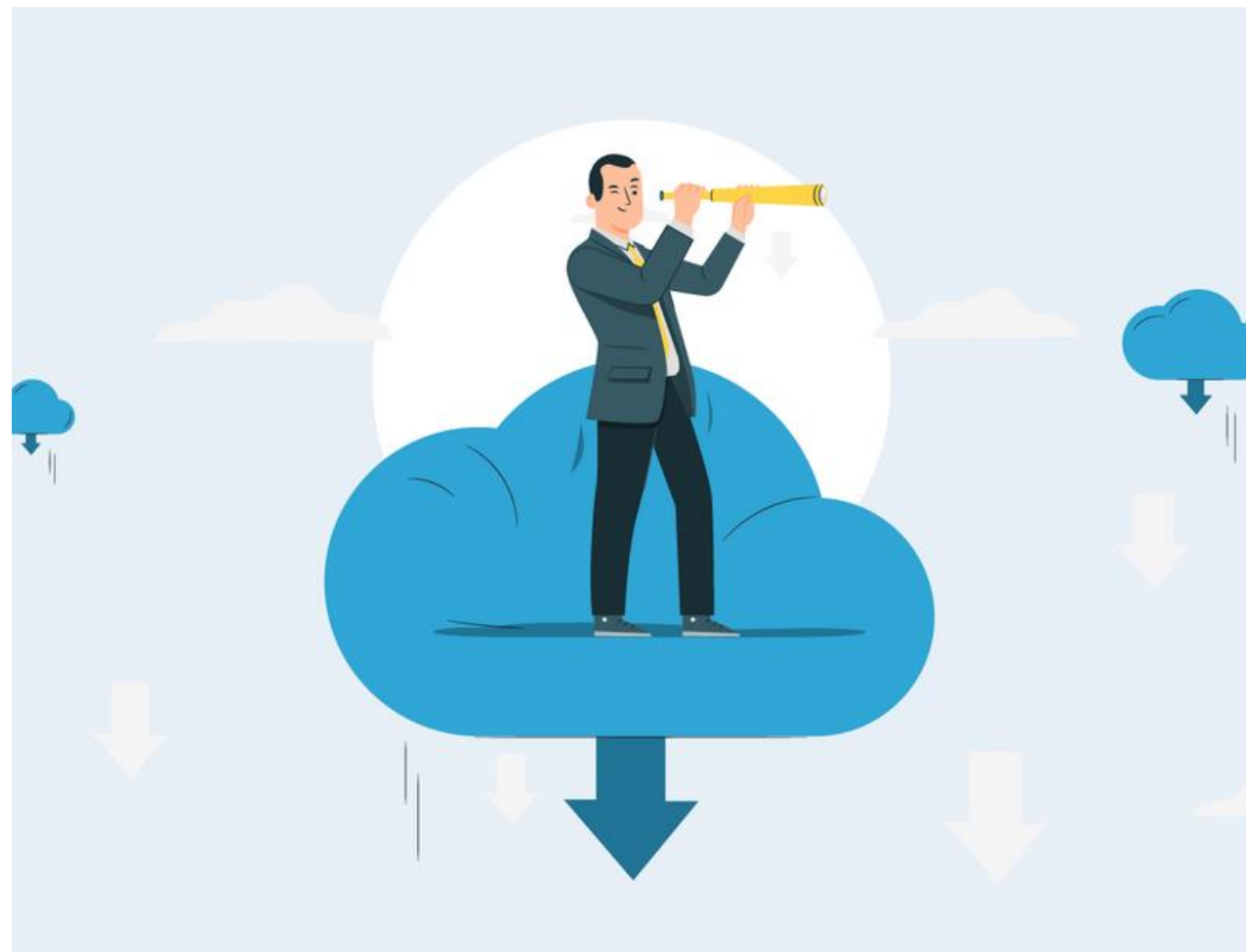
Innovations

Alibaba introduced Alipay in 2004, an escrow-based payments, ensuring sellers only received payment once buyers confirmed product satisfaction.

Key Takeaway

The case highlights the importance of innovations which helped a Alipay in becoming China's largest digital payment system and expanding the same into global cross-border payments.

FUTURE OUTLOOK



01 **Protecting AI Innovations**

Advancements in technology, such as AI, are reshaping the intellectual property landscape. In coming years, countries will refine IP laws, recognizing AI-generated inventions where companies will rely on a mix of patents, trade secrets, and copyrights to protect AI innovations, especially when there's growing debate on recognizing AI as an inventor or author.

02 **Monetizing IP by Licensing and Collaboration**

Companies will increasingly license patents, trademarks, and software to generate revenue. Like Tesla's open-source patent strategy encourages the development of EV ecosystem while maintaining to be an EV market leader.

03 **Fertile Grounds for Start-Ups**

Innovation ecosystems such as startups are fertile grounds for the creation and commercialization of IP. Integrating IP expertise and strategies within these ecosystems is essential for leveraging IP assets and driving economic growth.

THANK YOU

