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## [INTELLECTUAL PROPERTY PORTFOLIO MANAGEMENT](#)

I P R Portfolio Management refers to the generation, protection, commercialization and management of Patent, Trademark, Copyright & other related issues. It is required for business entities as to ensure that their ideas in terms of their technology, name, goodwill and other related aspects are duly protected and not being violated as to threaten the business. Generally, it may be useful for the universities, companies, scientists, inventors, research groups, business groups and other entities as to protect their **IPR** issues.

The creations of R&D need to be ensured whether the innovations are novel and required to be protected as to be commercially exploited without any hassles. Therefore these innovations are patented, maintained, protected and saved from any infringement or misuse from any fraudulent or competitor. Apart from this, the protection to the name, brand, logo and goodwill as to keep always the exclusive right over these properties is also required. Similarly, designs of the products or articles attract the attention as to be monitored and maintained.

Generally the portfolio management involves the aspects as **Trademark Search in India, International Trademark Search, Trade Mark Registration in India, International Trade Mark Registration, Service Mark Registration, Logo & Brand Registration and Protection, Trademark Monitoring and Watching, Trade Mark Infringement, Trade Mark Licensing, Prior Art Search, Freedom to Operate Search, Patent Specification Drafting, PCT Filing in India, National Phase Application, Patent Registration, Patent Annuity Services, Patent Licensing, Patent Infringement, Design Registration, Copy Right Registration and other related issues.**

It is of vital use for a business group to have their registered rights and maintain them. Maintenance of registered right up-to-date of **Intellectual Property Rights** do not give only the opportunity to be recognised as to establish the image and popularity it gives the rights also to save from any misuse or misrepresentation of the property. Therefore, to resolve such issues, brand names, product designs, technologies & innovations should be registered, maintained, renewed, and saved from the any misuse, misrepresentation and infringement under the law.

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