

SWAPNA SUNDAR

IP Strategist & Patent Agent

MD, IP DOME Strategy Advisors Pvt. Ltd.

Guest Faculty, Nalsar University Of Law, Hyderabad

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PROFILE

▪ *Lawyer and Faculty for Law*

Swapna Sundar has 8 years of experience as a practicing lawyer and 5 years as faculty for IP law. She is the CEO of IP DOME – IP Strategy Advisors, a company she started in 2009 with her Partner R. Raghavendra Ravi to offer services at ‘*The Intersection of the Law, the Lab and the Market*’. The office is based out of Kilpauk, Chennai and has a global clientele. As a Teaching Assistant, she led seminars in British Constitutional Law and British Human Rights Law at the University of Kent at Canterbury, UK. She has been teaching American and European Patent Regimes, and Law relating to Pharmaceutical regulation in US and EU at the NALSAR University as Guest Faculty for the NALSARpro Patents Law Course since 2011. She was also guest faculty for Industrial Property Law at the M.L.IPR course and Arbitration for the School of Excellence at the Tamil Nadu Dr. Ambedkar Law College in 2009. She has conducted several workshops for corporate clients and given lectures at various institutions on IP Law and profitable utilization of IP.

▪ *Patent Agent and IP Strategist*

Swapna Sundar has 14 years of experience as a Patent Agent and 8 years of experience as an IP Strategist. As a patent agent, she has drafted and filed patents in different domains of technology including mobile telephony, biotechnology, mechanical engineering and agriculture. She provides IP Strategy for the research wings of both corporates and educational and research institutions. Swapna provides IP strategy input at the time of launching new products combining expertise in patents, copyrights and trademarks, and keeping in mind the strategic objectives of the company including brand, return on investment in R&D and building sustainable competitive edge for the company. She was the Joint Secretary (2012 -2014) of the IP Association of South India, the premier association for practitioners of IP including IP law in South India. She also spearheads the Centre for Law and IPR at the S.A. Engineering College, Thiruverkadu. She has also provided IP Strategy and Services to the Commissioner of Municipal Administration, Government of Tamil Nadu on the ‘Namma Toilet’ project and is currently providing strategy to British companies under a project funded by the UK-IP Office.

- *Research, analysis, data management, process design and development*

Swapna Sundar has 10 years of experience in research and analysis of data of diverse nature. She has expertise in process development and policy creation. In the last five years, she has developed policies for R&D and IP, labour and gender equality for companies and institutions. She has designed and developed processes that enable R&D units to cut costs, increase efficiency and contribute directly to stakeholder value and operational efficiency. Swapna has created model processes for automation using ICT for commercial, educational and research institutions. She has experience in analyzing large amounts of data and deriving valuable confirmations based on analysis of technology trend, market trend and product lines. As a member of the faculty for NALSARpro, Swapna lectures to Indian employees on pharmaceutical regulatory processes in the US and Europe. She has also undertaken and successfully concluded a project to 'Study and Rationalise the Trade Licensing Process in Tamilnadu' funded by the World Bank under TNUDP IV. The report gives 22 recommendations on rationalizing and implementing a reformed process.

Swapna has written several Articles and contributed significant conference papers on various aspects of IP Law, TRIPs, Human Rights, International Trade Law and Research planning. Her article 'Technology Development Stuck in First Gear' was published in Business Line, and is available on this link <http://www.thehindubusinessline.com/opinion/technology-development-stuck-in-first-gear/article6155643.ece> She also undertakes independent research on various aspects of democracy, governance and war including an article on security at the Madras High Court titled 'Of Guns and Poses' which was published in the EPW and is available at this link <http://www.epw.in/commentary/guns-and-poses.html> Her M.L. thesis was on the power and force of historical agency on post-colonial societies.

Swapna Sundar's book 'IP SMART WORKBOOK' has been published by LexisNexis and was launched by the Governor of Tamil Nadu earlier this year. The foreword for the book has been written by Mr. Justice S. Ramsubramanian of the Madras High Court. The book has been prescribed for courses at IIM Ranchi and IIM Kolkata.

She has also conducted conferences, seminars and training workshops for training and awareness in these areas at the regional and national levels independently and in collaboration with the MSME-Development Institute. She has also been invited as resource person by the CII, Andhra Pradesh Technology Development Corporation, National Entrepreneurship Network (NEN), Indian Bank SHG programme, TN Council for Development of Women, and several educational institutions including IIT-Madras, National Institute of Design at Ahmedabad, Bharathiyar University, PSG-step, Vellore Institute of Technology (VIT-TBI) and others. She is a member of the Ethics Committee of the National Institute of Siddha, Chennai.

- *MD and Principal IP Strategist IP DOME*

As MD and Principal IP Strategist in her own company IP Dome Strategy Advisors Pvt. Ltd., Swapna has 6 years of experience in business administration, business management, Human Resources management, client management and case management to achieve agility, compliance and operational efficiency with stakeholder focus. As economic and business environments bring vast changes and new challenges to the Indian entrepreneur, inventor and businessman, Swapna enables companies to identify non-linear revenue streams and IP-led strategy to improve their margins, efficiency and productivity.

She also provides support to the legal team in IP negotiation, litigation, licensing agreements, Mergers and Acquisitions, Valuation for litigation, brand building and market monitoring. She organizes programmes in collaboration with industry partners and international partners including the British Deputy High Commission at Chennai for technology start-ups and industry.

EDUCATION

Education level	University	Subject	Year
BA	<i>Madras University</i>	Political Science	1994-97
BL	<i>Dr. Ambedkar Law University</i>	General Law	1997-2000
LLM	<i>Brussels School of International Studies, Belgium</i> <i>University of Kent at Canterbury, UK</i>	International Law with International Relations	2002-2003
P.G. Diploma in Patent Laws	<i>NALSAR University of Law, Hyderabad</i>	IPR Laws in India & selected jurisdictions	2006-7
Executive Course in IP Strategy	<i>WIPO Executive Education</i>	IP Strategy	2009

KEY AREAS OF EXPERTISE

- *Process design, development and management with a focus on expected outcomes*
- *Data analysis, and trend predictions*
- *Development of Curriculum and Course Modules for training and teaching*
- *IP Strategy, prosecution services and litigations support*
- *Research and Guiding towards patentable, or otherwise protectable IP*
- *Policy formulation for IP, research, product development and monetization*
- *Consultation and advisory expertise*

PROFESSIONAL EXPERIENCE

2009 TO PRESENT

MD IP DOME Strategy Advisors Pvt. Ltd
Partner, IP DOME – IP Strategy Advisors

2000-2009

IP lawyer with independent practice

2008-2009

Guest Faculty, ML-IPR, School of Excellence in Law, TNDALU

2003-2004

Researcher and Teaching Assistant, Kent Law School, University of Kent at Canterbury, UK

SPECIAL DISTINCTIONS

1. **Member**, Interview panel for examination for Patent Agents, Chennai Patent Office, 2013
2. **Member**, Ethics Committee, National Institute of Siddha, Chennai, 2012-2013
3. **Member**, Ethics Committee, ICMR – National Institute of Epidemiology
4. **Director**, Centre for IPR and Law, S.A. Engineering College, Thiruverkadu, Chennai, from 2013
5. **Joint Secretary**, IP Association of South India, 2012-2014

PUBLICATIONS

- **IP SMART Workbook**, author, Edition 2014, LexisNexis
- **New IP Century**, editor
- **Trekking the Shola Grasslands**, author, 2013, The Alternative
- **The hut on the goldmine: why start-ups fail to dig for gold**, author, 2010, Yourstory.in
- **True value of biographies**, author, 2009, New Indian Express
- **Guns and Poses**, author, 2002, EPW Volume 37
- **Technology Development stuck in first gear**, author, 2014, BusinessLine

SELECTED CONFERENCES

Programme	Venue	Year
IP and Research workshop	<i>BHEL Piping unit</i>	2014
Presentation on IP Strategy	<i>CII – IPEX Conference</i>	2012-15
Master Class on IP for Researchers	<i>IIT Madras</i>	2013
CII Seminars on IP	<i>Chennai, Hyderabad, Bangalore, Mysore</i>	2008-13
IP Strategy	<i>Rotary Club of Madras</i>	2013
Faculty Development Programme	<i>S.A. Engineering College</i>	2013
Advanced Concepts in IPR	<i>IITM Research Park</i>	2012
MSME-IP Dome Seminar on IPR	<i>Chennai</i>	2012
MSME-IP Dome Seminar on Biotechnology	<i>Chennai</i>	2011
National Roving Seminar on IP monetisation	<i>New Delhi, Mumbai, Bangalore & Chennai</i>	2010
UNIDO seminar for Mara River Union	<i>VIT-TBI</i>	2012
Seminar on 123 Nuclear Agreement	<i>MIDS, Chennai</i>	2007

PERSONAL DETAILS



DATE OF BIRTH & AGE: 29/02/1976 & 37

MARRIED TO: PVS Giridhar, Senior Partner, PVS Giridhar & Sai Associates, Advocates, Chennai

ADDRESS FOR COMMUNICATION OFFICIAL:

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 #809, Poonamallee High Road,
 Kilpauk, Chennai - 600010 email: Swapna@ipdome.in
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HOBBIES: Reading, writing, painting in oils, trekking, yoga and dancing