

What is product?

- Anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need.

Components of the Market Offering

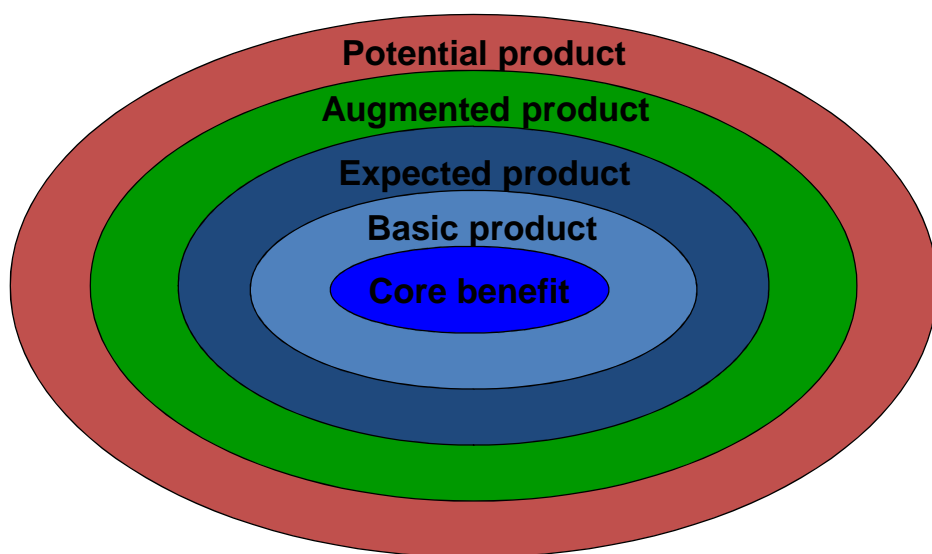


**Attractiveness of
the market offering**

Service and Experience

- Service—Any activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything.

Five Product Levels



Levels of Product

- Core product
- Actual product
- Augmented product

Core product

- Core benefit represents the fundamental service or benefits and is derived from the consumers need or want.

Actual product

- Quality level
- Features
- Design
- Package
- Brand name

Augmented product

It is one that includes additional services and benefits that distinguish the company's offering from competitors offerings.

- Installation
- After-sale service
- Warranty
- Delivery and credit
- Attached benefit

Product classifications

- Consumer products
- Industrial product
- Organizations, persons, places, and ideas

Consumer product

- Convenience products
- Shopping products
- Specialty
- unsought

Consumer-Goods Classification

Convenience Products

- Buy frequently & immediately
- > Low priced
- > Many purchase locations
- > Includes:
 - Staple goods
 - Impulse goods
 - Emergency goods

Shopping Products

- Buy less frequently
- > Gather product information
- > Fewer purchase locations
- > Compare for:
 - Suitability & Quality
 - Price & Style

Specialty Products

- Special purchase efforts
- > Unique characteristics
- > Brand identification
- > Few purchase locations

Unsought Products

- New innovations
- > Products consumers don't want to think about.
- > Require much advertising & personal selling

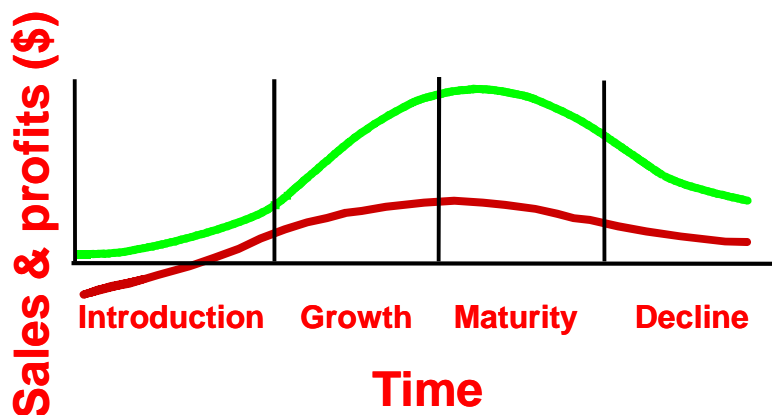
Industrial Product

- Material and parts
- Capital items
- Supplies and services

Product Life Cycles (PLC)

- The course of a product's sale and profit over its lifetime. It involves five distinct stages: product development, introduction, growth, maturity, and decline.

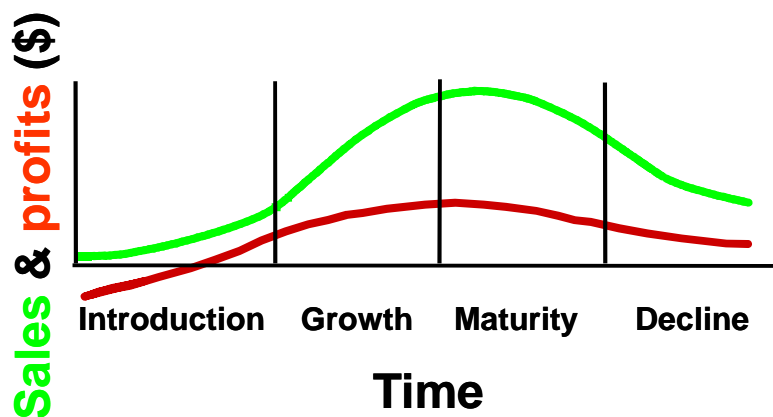
Sales & Profit Life Cycles



Introduction stage

- The product life-cycle stage in which the new product is first distributed and made available for purchase.

Sales & Profit Life Cycles



Growth stage

- The product life-cycle stage in which a product's sales start climbing quickly.

Maturity stage

- The stage in the product life cycle in which sales growth slows or levels off.
- Modify the market, the product, and the marketing mix.

Decline Stage

- The product life cycle stage in which a product's sales decline

New-product development

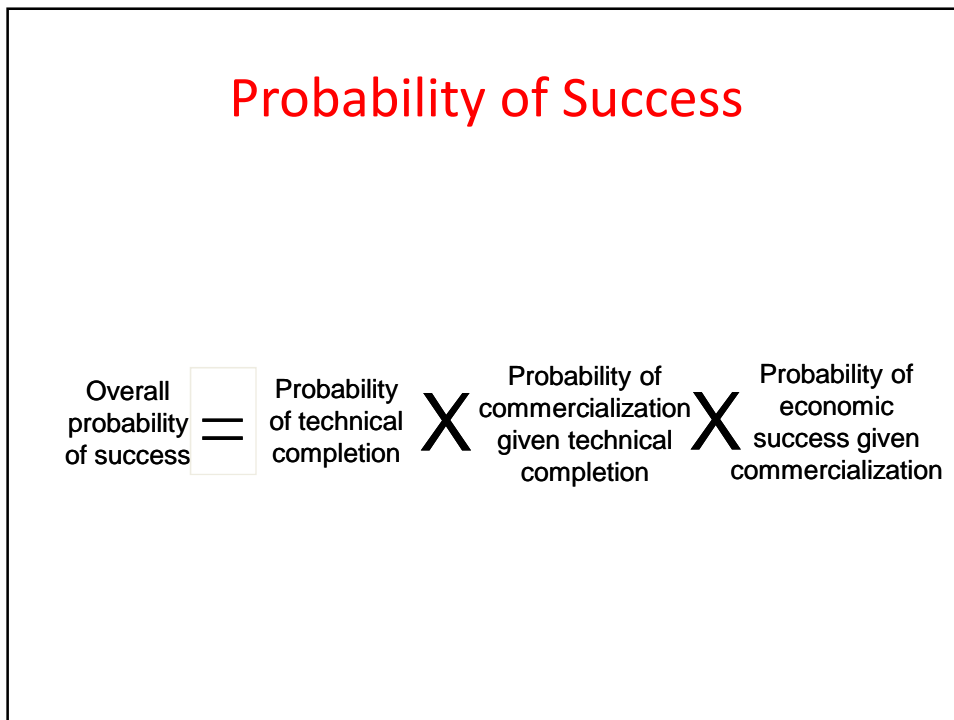
- What is new product?
- Major stages in new product development

What is new product?

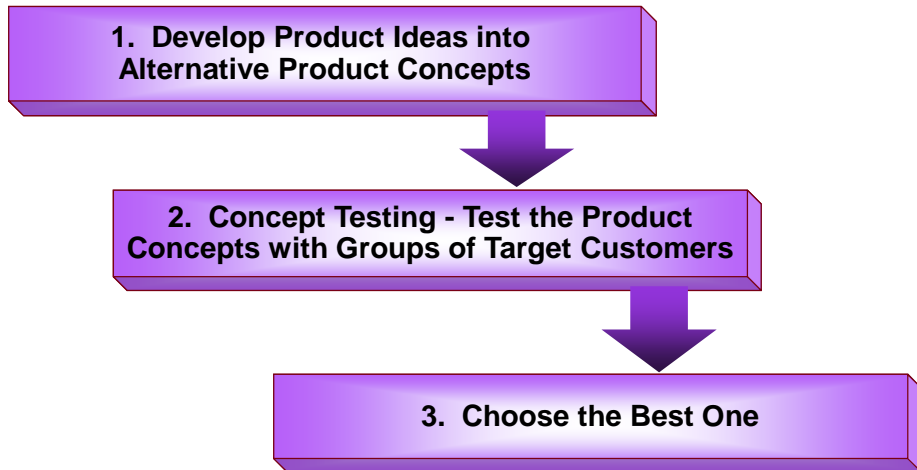
- Original products
- Product improvements
- Product modifications
- New brands that the firm develops through its own research and development efforts

Major stages in new product development

- Idea generation
- Idea screening
- Concept development and testing
- Marketing strategies
- Business analysis
- Product development
- Test marketing
- Commercialization

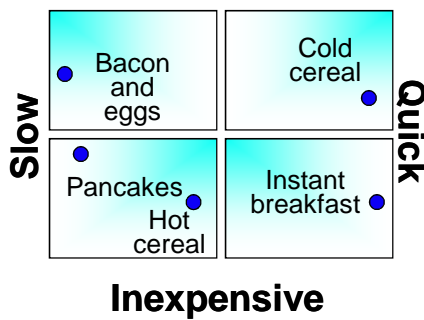


Concept Development & Testing

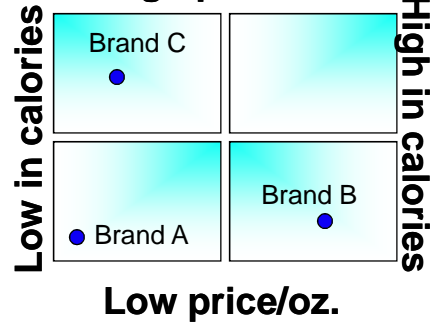


Product & Brand Positioning

(a) Product-positioning map
(breakfast market)
Expensive



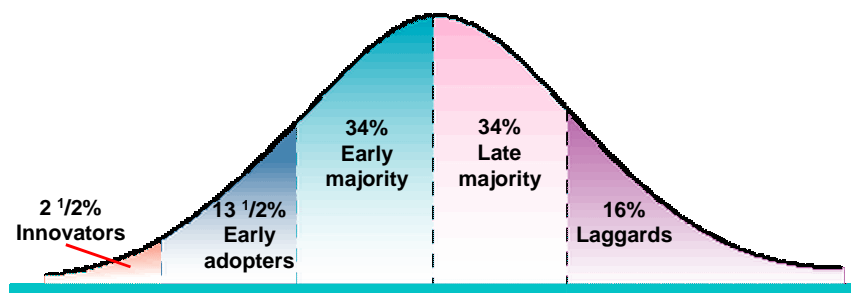
(b) Brand-positioning map
(instant breakfast market)
High price/oz.



Consumer-Goods Market Testing



Adopter Categorization of the Basis of Relative Time of Adoption of Innovations



Product-line decision

- Product mix
- Product-line analysis
- Product –line length

Product mix

- The set of all products and items that a particular seller offers for sale.
- A company's product mix has a certain width,length,depth, and consistency.

- Width:how many different product lines.
- Length:the total number of items.
- Depth:how many variants are offered of each product in the line.
- Consistency:how closely related the various product lines are in end use,production requirement,distribution channels, or some other way.

Product-line analysis

- Sales and profit
- Market profile

Product-Line Length

- Line Stretching
 - Downmarket
 - Upmarket
 - Two-way
- Line Filling
- Line Modernization
- Line Featuring & Line Pruning

Line stretching

- Downmarket stretch
- Upmarket stretch
- Two-way stretch

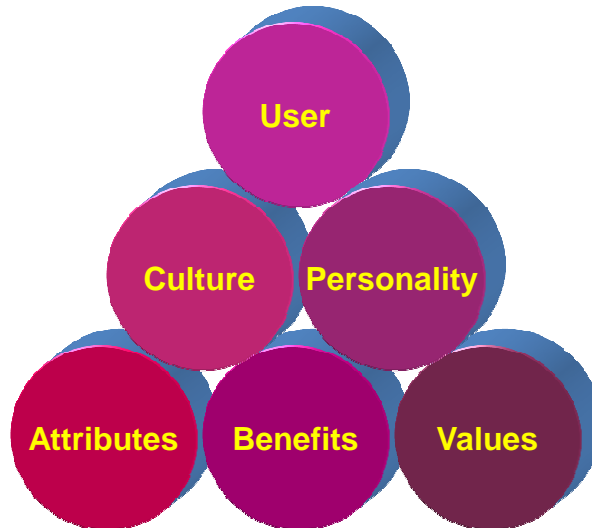
Line filling

- Quality—price analysis

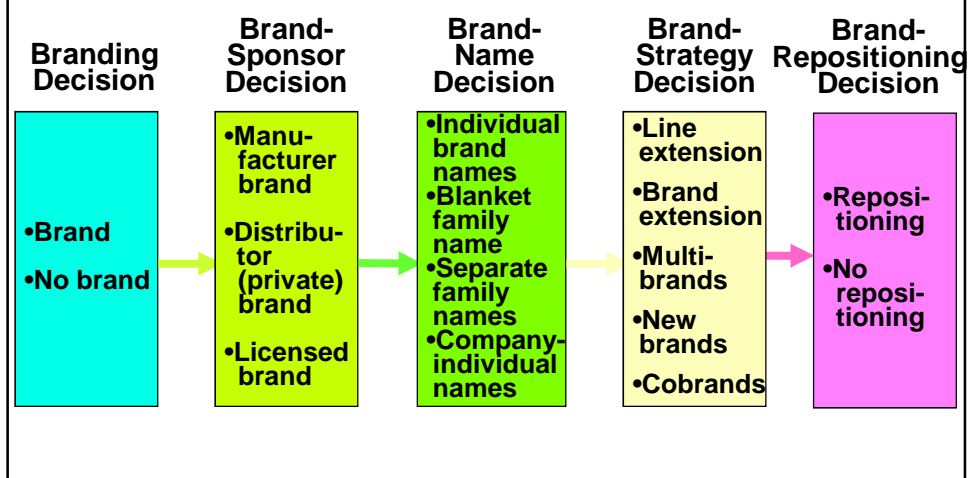
What is brand?

- Brand is a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and differentiate them from those of competitors.

What is a Brand?



An Overview of Branding Decisions



Brand decision

- 1.to brand or not to brand?
- 2.brand-sponsor decision
- 3.Brand-name decision
- 4.brand-strategy decision
- 5.brand-reposition decision

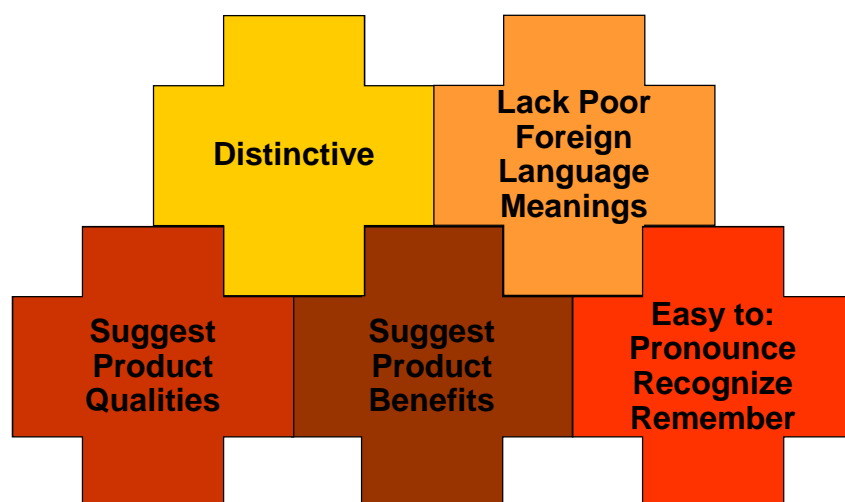
brand-sponsor decision

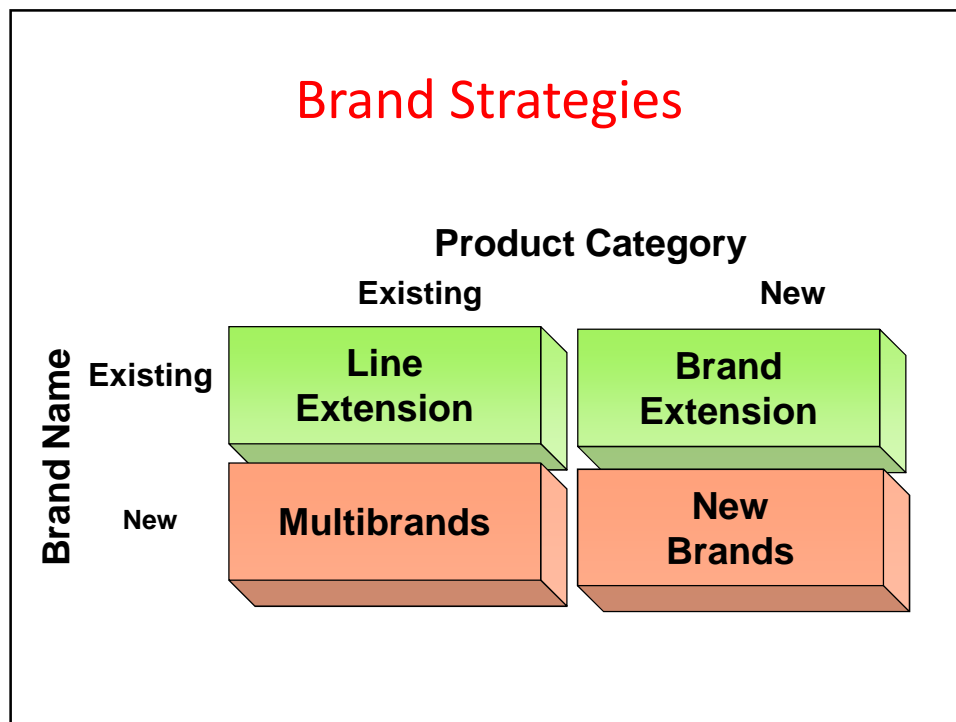
- Manufacturer brand
- Distributor brand
- Licensed brand

Brand-name decision

- Individual
- Blanket family
- Separated family
- Company-individual family

Good Brand Names:





brand-strategy decision

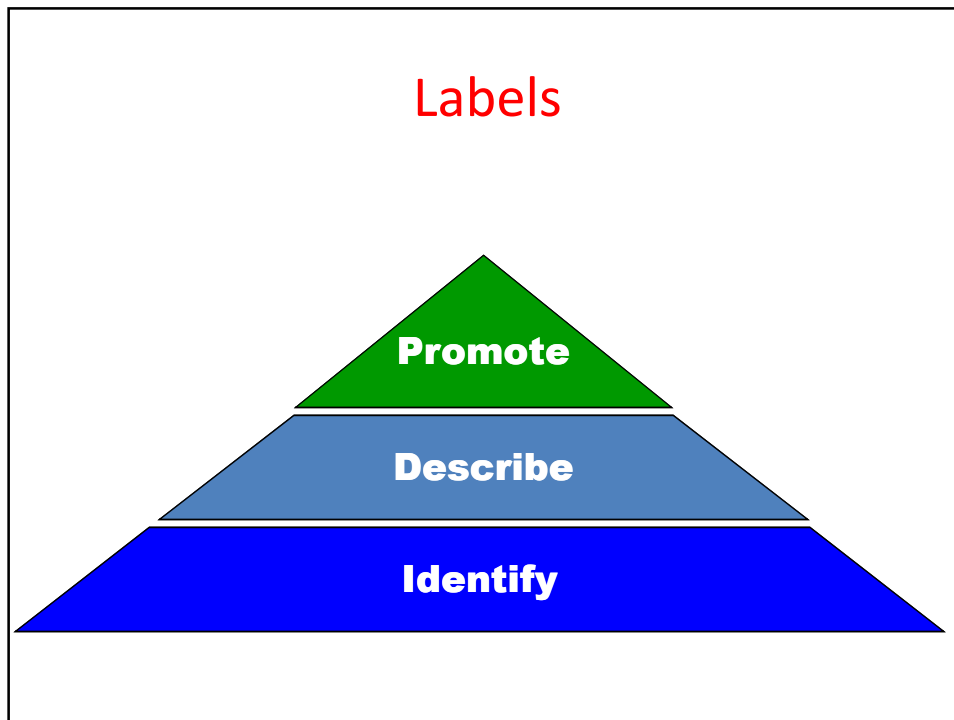
- Line extensions
- Brand extensions
- New brands
- cobrands

brand-reposition decision

- Reposition
- No reposition

Why Package Crucial as a Marketing Tool

- Self-service
- Consumer affluence
- Company & brand image
- Opportunity for innovation



Intellectual Property Right (IPR)

- Intellectual Property Rights are legal rights, which result from intellectual activity in industrial, scientific, literary & artistic fields.
- These rights Safeguard creators and other producers of intellectual goods & services by granting them certain time-limited rights to control their use.
- Protected IP rights like other property can be a matter of trade, which can be owned, sold or bought. These are intangible and non - exhausted consumption.

Types of IPR

- Patents.
- Trademarks.
- Copyrights and related rights.
- Geographical Indications.
- Industrial Designs.
- Trade Secrets.

Patent

- A patent is an exclusive right granted for an invention, which is a product or a process that provides a new way of doing something, or offers a new technical solution to a problem.
- It provides protection for the invention to the owner of the patent. The protection is granted for a limited period, i.e 20 years.
- Patent protection means that the invention cannot be commercially made, used, distributed or sold without the patent owner's consent.

- A patent owner has the right to decide who may - or may not - use the patented invention for the period in which the invention is protected. The patent owner may give permission to, or license, other parties to use the invention on mutually agreed terms.
- The owner may also sell the right to the invention to someone else, who will then become the new owner of the patent.
- Once a patent expires, the protection ends, and an invention enters the public domain, that is, the owner no longer holds exclusive rights to the invention, which becomes available to commercial exploitation by others.

CLASSES OF PATENTS

		Life from date of issuance	Fee
1	Patents	17 years, Patent term may be <u>extended</u> only by special act of Congress.	\$65 plus \$10 for each claim in independent form which is in excess of one plus \$2 for <u>each</u> claim (dependent or independent) in excess of 10. Issuance fee \$100 and \$10 for each page of specifications as printed.
2	Design patents	31/2, 7, 14 years.	\$20 plus issuing fee of \$10 for <u>31/2</u> years; \$20 for 7 years; \$30 for 14 years.
3	Trademarks	20 years – may be renewed <u>for</u> 20 years.	\$35
4	Copyrights	28 years – may be renewed for 28 years.	\$2

Trademark

- A trademark is a distinctive sign that identifies certain goods or services as those produced or provided by a specific person or enterprise. It may be one or a combination of words, letters, and numerals.
- They may consist of drawings, symbols, three-dimensional signs such as the shape and packaging of goods, audible signs such as music or vocal sounds, fragrances, or colours used as distinguishing features.

- **Federal registration**
 - ® TM _(SM) **Demonstrates registration of TM with U.S. Patent and Trademark Office**
- **State registration**
 - □ **symbol next to distinctive use of term**



- It provides protection to the owner of the mark by ensuring the exclusive right to use it to identify goods or services, or to authorize another to use it in return for payment.
- It helps consumers identify and purchase a product or service because its nature and quality, indicated by its unique trademark, meets their needs. Registration of trademark is prima facie proof of its ownership giving statutory right to the proprietor.
- Trademark rights may be held in perpetuity. The initial term of registration is for 10 years; thereafter it may be renewed from time to time.

Copyrights © and related rights

- Copyright is a legal term describing rights given to creators for their literary and artistic works. The kinds of works covered by copyright include: literary works such as novels, poems, plays, reference works, newspapers and computer programs; databases; films, musical compositions, and choreography; artistic works such as paintings, drawings, photographs and sculpture; architecture; and advertisements, maps and technical drawings.

- Copyright subsists in a work by virtue of creation; hence it's not mandatory to register. However, registering a copyright provides evidence that copyright subsists in the work & creator is the owner of the work.
- Creators often sell the rights to their works to individuals or companies best able to market the works in return for payment.
- These payments are often made dependent on the actual use of the work, and are then referred to as royalties. These economic rights have a time limit, (other than photographs) is for life of author plus sixty years after creator's death.

Geographical Indications

- GI are signs used on goods that have a specific geographical origin and possess qualities or a reputation that are due to that place of origin.
- Agricultural products typically have qualities that derive from their place of production and are influenced by specific local factors, such as climate and soil.
- They may also highlight specific qualities of a product, which are due to human factors that can be found in the place of origin of the products, such as specific manufacturing skills and traditions.

DARJEELING TEA	
Applicant Name	: TEA BOARD, a statutory authority of the Government of India established in 1953 under the Tea Act, 1953 for the purpose of controlling Indian tea industry.
Address	: 14, B.T.M. Sarani (Brabourne Road), P.O.Box No.2172, Kolkata – 700 001, India.
Geographical Indication	: DARJEELING TEA
	
	
	<ul style="list-style-type: none"> ▶ The rare flavour of Darjeeling tea is a result of combination of plant genes, soil chemistry, elevations, temperature and rainfall unique to the Darjeeling hills. ▶ A Darjeeling tea bush yields only 100 gms of made tea in a year. Each kilogram of fine tea consists of more than 20,000 individual hand picked shoots. This gives an idea of the extent of human effort involved in its production. ▶ The tea gardens are situated at elevations from 610 to 2134 meters on steep slopes which provide ideal natural drainage for the generous rainfall the district receives. ▶ Coupled with this, the intermittent cloud and sunshine combine to impart the unique character of Darjeeling tea which has the distinctive and naturally occurring organoleptic characteristics of taste, aroma and mouth feel which have won the patronage and recognition of discerning consumers all over the world.

- A geographical indication points to a specific place or region of production that determines the characteristic qualities of the product that originates therein. It is important that the product derives its qualities and reputation from that place. Place of origin may be a village or town, a region or a country.

Industrial Designs

- Industrial designs refer to creative activity, which result in the ornamental or formal appearance of a product, and design right refers to a novel or original design that is accorded to the proprietor of a validly registered design.
- Industrial designs are an element of intellectual property. Under the TRIPS Agreement, minimum standards of protection of industrial designs have been provided for.
- As a developing country, India has already amended its national legislation to provide for these minimal standards.

- The essential purpose of design law is to promote and protect the design element of industrial production. It is also intended to promote innovative activity in the field of industries. The existing legislation on industrial designs in India is contained in the New Designs Act, 2000 and this Act will serve its purpose well in the rapid changes in technology and international developments.

Trade Secrets

- It may be confidential business information that provides an enterprise a competitive edge may be considered a trade secret. Usually these are manufacturing or industrial secrets and commercial secrets.
- These include sales methods, distribution methods, consumer profiles, advertising strategies, lists of suppliers and clients, and manufacturing processes. Contrary to patents, trade secrets are protected without registration.

- A trade secret can be protected for an unlimited period of time but a substantial element of secrecy must exist, so that, except by the use of improper means, there would be difficulty in acquiring the information.
- Considering the vast availability of traditional knowledge in the country the protection under this will be very crucial in reaping benefits from such type of knowledge. The Trades secret, traditional knowledge are also interlinked / associated with the geographical indications.

THE PATENT DISCLOSURE

- A patent disclosure is the information given to the attorney and patent office in order to obtain a patent. It is initiated by the inventor and is of vital important to the engineer.

The disclosure should include

- Petition or request for a patent
- Specifications:
 - Title of the invention
 - Brief summary of the invention, indication its nature, substance, and object
 - Detailed description of the invention, indicating its nature, substance, and object
 - A claim or claims particularly pointing out and distinctly claiming the subject matter which the application regards as his invention
- Drawings whenever the nature of the invention admits of drawings, which includes practically all inventions.
- Oath wherein applicant states or affirms that he believes himself to be the original or first inventor of the process, machine, manufacture, composition of matter, or improvement thereof, for which he solicits a patent.

- The responsibility of the engineer is to have all facts recorded and available for patent litigation. Changes, improvements, and information concerning existing patents and equipment should be transmitted to the patent attorney.

For full protection of an invention it is essential to:

- Preserve the evidence of conception
- Be diligent in reducing to practice, by drawings or working model
- Apply for a patent at the earliest possible moment
- Label the invented device with the patent number and date
- Assert the patent against infringers with reasonable promptness

Patent Search

- A search of all existing or publicly available information to determine whether an invention is new (novel) and whether persons with ordinary skill in the field could have deduced it .
- A patent search usually begins with a review of previously issued patents, and progresses to other types of documents, such as journal articles and scientific papers describing unpatented inventions. The most thorough patent searches are performed by professional patent searchers at the U.S. Patent and Trademark Office.

Prior Art

- In patent law, all technology and publications available before the date of invention or anything available about the invention more than one year prior to filing the application.
- A patent will not issue if prior art is uncovered by a patent examiner that demonstrates somebody already came up with the same idea -- that is, all of the significant elements in the applicant's innovation were embodied in an existing innovation.

Novelty

- A requirement for obtaining a patent. To be novel, all material elements of an invention cannot have been disclosed in any previous technology or publication.

Patent Law

- The law of patents is a legal framework that establishes a patent system which supports and encourages technological innovation and promotes economic development.
- In a challenging environment, where patent law is under increasing public attention, WIPO provides a platform for member States and intergovernmental and non-governmental organizations to coordinate efforts in discussing international norms, and it addresses various issues relating to the international aspects of the patent system, including current and emerging issues of patent law.

International Patent Code

- Patent classification codes indicate the technical field or fields to which the patent application relates. The most used classification is the International Patent Classification (IPC). There are also other classifications, such as the European Patent Classification (ECLA) provided by the European Patent Office (EPO) that is based on the IPC but is more detailed.
- It is in fact an extension of the IPC that has been developed because it is considered that the IPC classification entries are too broad (thereby retrieving too many documents); ECLA splits them up into more sub - groups than the IPC.

- Classification codes are given to patents following the examination of their content by the IP office, and consider the elements protected according to the patent's claims. The IPC consists in a hierarchical classification system comprising:

Sections;

Classes;

Subclasses;

Groups (main groups and subgroups).

International Patent Country Codes			
Code	Country Name	Code	Country Name
AE	United Arab Emirates	KR	Republic of Korea
AG	Antigua and Barbuda	KZ	Kazakhstan
AI	Anguilla	LC	Saint Lucia
AM	Armenia	LJ	Liechtenstein
AR	Argentina	LK	Sri Lanka
AT	Austria	LR	Liberia
AU	Australia	LS	Lesotho
AZ	Azerbaijan	LT	Lithuania
BA	Bosnia and Herzegovina	LU	Luxembourg
BB	Barbados	LV	Latvia
BE	Belgium	LY	Libyan Arab Jamahiriya
BF	Burkina Faso	MA	Morocco
BG	Bulgaria	MC	Monaco
BJ	Benin	MD	Republic of Moldova
BR	Brazil	MG	Madagascar
BW	Botswana	MK	The former Yugoslav Republic of Macedonia
BY	Belarus	ML	Mali
BZ	Belize	MN	Mongolia
CA	Canada	MR	Mauritania
CF	Central African Republic	MW	Malawi
CG	Congo	MX	Mexico
CH	Switzerland	MZ	Mozambique
CI	Côte d'Ivoire	NA	Namibia
CM	Cameroon	NE	Niger
CN	China	NG	Nigeria
CO	Colombia	NI	Nicaragua
CR	Costa Rica	NL	Netherlands
CS	Czechoslovakia	NO	Norway
CU	Cuba	NZ	New Zealand
CY	Cyprus	OM	Oman
CZ	Czech Republic	PG	Papua New Guinea
DD	German Democratic Republic	PH	Philippines
DE	Germany	PL	Poland
DK	Denmark	PT	Portugal
DM	Dominica	RO	Romania
DZ	Algeria	RU	Russian Federation
EC	Ecuador	SC	Seychelles
EE	Estonia	SD	Sudan
EG	Egypt	SE	Sweden
EP	European Patent Office	SG	Singapore
ES	Spain	SK	Slovakia
FI	Finland	SL	Sierra Leone
FR	France	SM	San Marino
GA	Gabon	SN	Senegal
GB	United Kingdom	SU	USSR
GD	Grenada	SY	Syrian Arab Republic
GE	Georgia	SZ	Swaziland
GH	Ghana	TD	Chad
GM	Gambia	TG	Togo
GN	Guinea	TJ	Tajikistan
GQ	Equatorial Guinea	TM	Turkmenistan
GR	Greece	TN	Tunisia
GW	Guinea-Bissau	TR	Turkey
HR	Croatia	TT	Trinidad and Tobago
HU	Hungary	TW	Taiwan, Province of China
ID	Indonesia	TZ	United Republic of Tanzania
IE	Ireland	UA	Ukraine
IL	Israel	UG	Uganda
IN	India	US	United States of America
IS	Iceland	UZ	Uzbekistan
IT	Italy	VC	Saint Vincent and the Grenadines
JP	Japan	VN	Viet Nam
KE	Kenya	WO	World Intellectual Property Organization (WIPO)
KG	Kyrgyzstan	YU	Serbia and Montenegro
KM	Comoros	ZA	South Africa
KN	Saint Kitts and Nevis	ZM	Zambia
KP	Democratic People's Republic of Korea	ZW	Zimbabwe

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