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INTELLECTUAL PROPERTY RIGHTS INFRINGEMENTS AND THEIR IMPACT OVER BUSINESS STRATEGIES: PERSPECTIVE OF IT INDUSTRY IN INDIA.

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ABSTRACT

IT sector is the fastest growing segment in India. IPR issues in IT sector are already well practiced globally but in case of India, it is still a new concept. India lacks to deal with IPR issues because till date Indian courts have not faced more Intellectual Property Rights Disputes in comparison to other countries like United States, UK and China etc. Though Intellectual Property Rights Laws exists from long time but the revolutionary amendments which turns the scenario of beneficiaries by this law is not that old. Therefore, IT sector need to be very careful in dealing such issues.

Few companies (big & small scale firms) who are operating in developed countries might have face such issues earlier and dealt according to their respective country' legislative system but in India, it will be new for them too. In case of Small Scale Industries (SSI), IT firms are still unfamiliar with Patent Infringement as how to deal in such situation & what are the potential steps to reduce the scope of infringement. Hence, the part of learning and awareness about IPR Law is major issue in India .Only then the strategies formed by the companies will be effective and profitable for all. This present article is an attempt to contribute a bit of awareness to IT industry for this law.

KEYWORDS: *Intellectual Property Rights, Intellectual Property Strategy, IT Industry, Patent Infringement.*