

10. Workshop on Intellectual Property Rights (IPRs) and IP management for Start up

Date : 27-7-2023

Resource Person: Dr. Ajit Prabhu. V, Chief Scientist (SCI –G) & Nodal Officer, PIC- Technology Development & Project management Division (TDPMD), KSCSTE, Govt of India.

Outcome: The Institution Innovation Council of Sree Ayyappa College for Women organised a Workshop on Intellectual Property Rights (IPRs) and IP management for Start up on 27-7-2023. Dr. Ajit Prabhu. V, Chief Scientist (SCI –G) & Nodal Officer, PIC- Technology Development & Project management Division (TDPMD), KSCSTE, Govt of India was the resource person. He stressed that Intellectual Property Rights (IPR) and IP management are crucial considerations for startups. Protecting the innovative ideas and creations is essential to maintain a competitive edge and prevent unauthorized use. He explained about types of Intellectual Property such as patents, trademarks, copy rights, trade secrets etc. Effective IP management can provide startups with multiple benefits such as Competitive Advantage, Attracting Investors, Licensing and Revenue Generation, Market Expansion and Litigation Prevention. He also explained the various steps for effective IP Management. He concluded the talk by stating that Intellectual Property Rights and effective IP management are crucial for start-ups to safeguard their innovative ideas, establish a competitive advantage, and attract investors. By understanding the different types of IPR, developing a solid IP strategy, and following proper registration and enforcement procedures, start-ups can navigate the complex landscape of intellectual property and position themselves for long-term success. The session was very interesting and informative and provided valuable insights about IPR to the participants.



Sree Ayyappa College For Women Chunkankadai

Re-accredited by NAAC with B grade (3rd cycle)

**Workshop on
Intellectual
Property Rights
(IPRs) and IP
Management for
Start up**



DR. AJIT PRABHU.V

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27th July 2023



11am



Seminar hall

Dr. K.V.Jayashree
Principal

Organising committee
IIC TEAM



