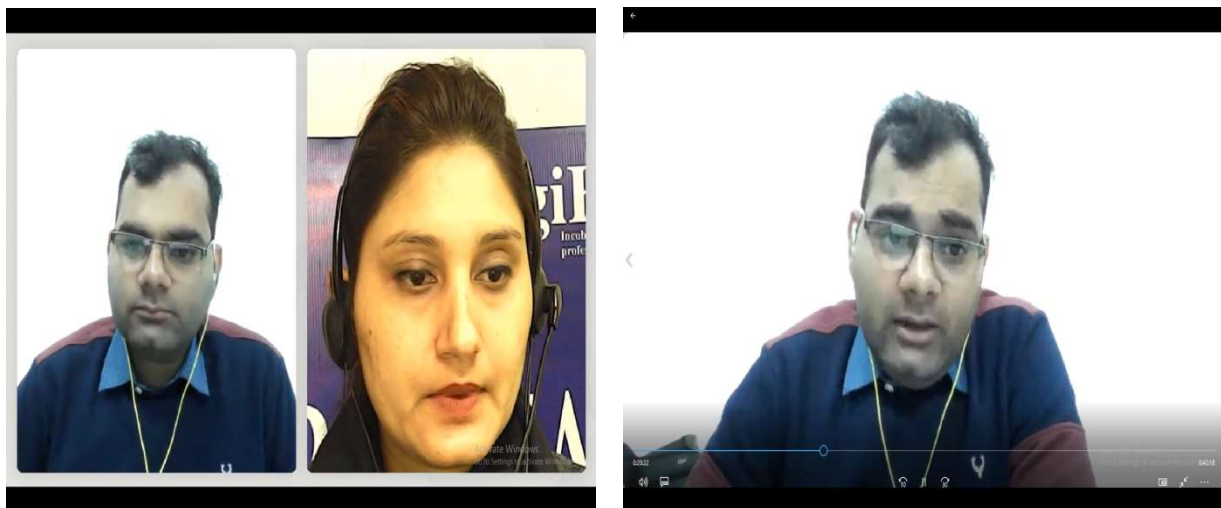


Webinar
on
Intellectual Property Rights & IP Start Up
16th JANUARY 2021

The Innovation & Entrepreneurship cell of Gitarattan International Business School (GIBS) organized a Webinar on **Intellectual property rights & IP Start Up, 16th January, 2021** for the students of MBA & BBA. The resource person for the webinar was Mr. Naveen Kumar, CEO Navshali Private Ltd.



Mr. Kumar started the conversation with the introduction and importance of Intellectual property Rights in a start up and also told the students that start up ventures should be proactive in developing and protecting their intellectual property for many reasons like improving the valuation of its business, to generate better goodwill, to protect its competitive advantage, to use intellectual property as a marketing edge and to use the IP Rights as a potential revenue stream through licensing.

The session ended with the vote of thanks by Dr. Sheetal Chadda to our Guest Speaker.

Prepared by: Dr. Ashu Dhiman (Assitant Professor)

