

IIC- COMMERCIALIZATION OF INTELLECTUAL PROPERTY RIGHT

On

15th March, 2023

The IIC Unit of Gitarattan international Business School organized a Session on “Commercialization of Intellectual Property Rights” on 15th March, 2023 for BBA II Semester Evening Shift. The major objective of this session was to generate awareness among students with respect to Commercialization of Intellectual Property Rights. The session was conducted by Ms. Swarna Srivastava (Founder, Zeya IP, Consultant (Scientific), Indian Council of Medical Research, New Delhi). The session began by Presenting a Sapling to our Guest Speaker from Program Coordinator Dr. Sheetal Chadda.

In her session, she discussed how IP commercialization transforms an idea or innovation into a product or service which is profitable in nature. The sale of such a product or service is the most prevalent practice used for monetization of creativity. IPRs play a very significant role in such circumstances. It prevents the illegal exploitation of protected features by the competitors. There are a lot of ways to commercialize IP like assignment, joint ventures, licensing, collaborations, partnerships, etc. she discussed all the ways through which monetization of creativity can be done.

She discussed about 2 most famous case studies of Tropical Botanical Garden & Research Institute and Council of Scientific and Industrial Research which were conducted in accordance to Commercialization of IPR



Learning Outcomes: - The session was informative and students gained knowledge of Commercialization in IPR. They become familiar with agreements preferred for commercializing IP Assets, Cross Licensing, and Joint venture. The Session helps them to identify various types of intellectual property (IP) and what IP rights and protections exist, as well as how to use and leverage IP for commercial purposes

The session concluded by presenting a memento and vote of thanks by Ms. Shipra Bhutani (Asstt. Professor)

PREPARED & SUBMITTED BY: MS. SHIPRA BHUTANI UPPAL, ASSISTANT PROFESSOR, GIBS

FLYER OF THE EVENT



INSTITUTE INNOVATION &
ENTREPRENEURSHIP CELL
(IIC-GIBS)



Gitarattan International Business School
Grade 'A' Accredited by NAAC

IIC WORKSHOP

Commercialization of Intellectual Property Rights



WEDNESDAY
15TH MARCH, 2023
12:00 - 1:00 PM



Venue: Seminar Hall
(Ground Floor)



Ms. Swarna Srivastava
Founder, Zeya IP, Consultant
(Scientific), Indian Council of
Medical Research,
New Delhi

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| TYPE OF EVENT (PDW/ Seminar /Jurist Day /Annual Event/ ALS/ PLS / Co-curricular etc.) | IIC |
| VENUE | Seminar Hall(Ground Floor) |
| TIME & DURATION | 12:00 PM TO 01:00 PM |
| CONDUCTED BY (eg. CLS-GIBS, IIC, Club, IIPC etc.) | IIC |
| ORGANISED FOR (Course Name & Semester) | Students of BBA 2 nd Semester |
| NAME OF THE COORDINATOR | Ms. Shipra Bhutani Uppal |

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| ATTENDANCE | 76 |
| RESOURCE PERSON <i>(Name of the Resource Person, Designation, Organization)</i> | Ms. Swarna Srivastava Founder, Zeya IP, Consultant (Scientific), Indian Council of Medical Research, New Delhi |
| OBJECTIVES OF THE EVENT | The major objective of this session was to generate awareness among students with respect to Commercialization of Intellectual Property Rights. To help the students to acquire knowledge about the process of commercialization in intellectual property rights. |
| LEARNING OUTCOME | Students understand the concept of commercialization in Intellectual Property Rights and its applicability in today's world. |