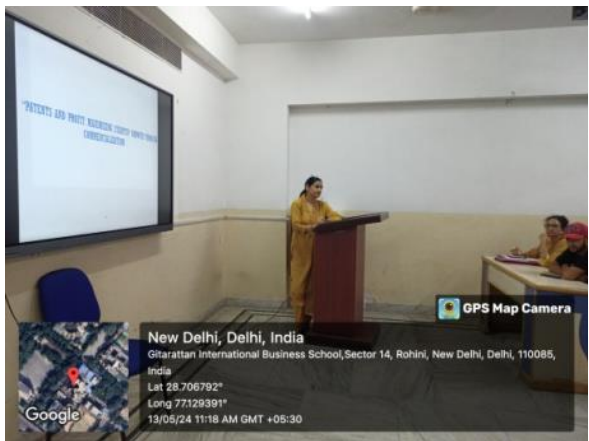


IIC SESSION ON IPR AND IP MANAGEMENT FOR START-UPS 13TH MAY 2024, MONDAY



On May 13th, 2024, an insightful online session titled "**IPR and IP Management for Start-ups**" took place for BBA Semester VI students (morning shift), featuring Dr Uchit Kapoor, Regional Director, Arthkalp as the distinguished speaker. Dr Kapoor shared insights on IPR for start-ups, emphasizing how owning an exclusive right to unique designs and proprietary methods gives firms a competitive edge.

The session aimed to equip aspiring entrepreneurs with essential skills and knowledge for success in the competitive business world. Dr Kapoor's presentation emphasized safeguarding valuable innovations and creations. He focused on the importance of preserving ideas through intellectual property rights.

Dr Kapoor delivered a thought-provoking presentation that delved into the intricacies of intellectual planning for start-ups. He guided students through the essential steps of obtaining IPR through real-world examples and practical insights. He instilled in attendees a deeper understanding of the critical elements required to lay a robust foundation for their entrepreneurial venture's protection.

His presentation focused on the importance of protecting intellectual property and how it can help startups to gain a competitive edge in the industry and the process of documentation related to it. He also gave an insight into various types of IPR including patents, trademarks, copyrights, and trade secrets and explained how each one can benefit startups in different ways.

Importance of IPR is growing hugely as owning an exclusive right to unique designs and proprietary methods gives firms a competitive edge. The government of India is emphasizing a lot on Start-ups in India with high number of supportive policies and if these Start-ups can get opportunity to enhance their knowledge in IPR then at a very initial stage they will be able to gain competitive advantage over others. So, the session was of immense importance for the students of Business Studies.

FLYER OF THE EVENT

 **giBS**
Gitarattan International Business School
Grade 'A' Accredited by NAAC

IPR AND IP MANAGEMENT

FOR START-UPS

IIC ONLINE SESSION

 **INSTITUTE INNOVATION &
ENTREPRENEURSHIP CELL
(IIC-GIBS)**



DR. UCHIT KAPOOR

Regional Director, Research and New Initiatives,
Arthkalp-A leading Research Support Company

-  **13TH MAY 2024**
-  **11 AM ONWARDS**
-  **ROOM NO. 303 (ONLINE MODE)**
-  **BBA M6B, BBA M6C**

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TYPE OF EVENT	Co-curricular
VENUE	Room – 303
TIME & DURATION	11: 00 AM – 1 Noon
CONDUCTED BY	IIC
ORGANISED FOR	BBA 6 th Sem - Morning Shift (M6B, M6C)
NAME OF THE COORDINATOR	Ms. Geeta Khari

ATTENDANCE	Students: 51
RESOURCE PERSON	Dr. Uchit Kapoor Regional Director, Research and New Initiatives, Arthkalp - a leading research support co.
OBJECTIVES OF THE EVENT	<ul style="list-style-type: none"> ➤ To help the students understand and appreciate importance of IPR. ➤ To gain an understanding of documentation work and monetization of IPR and legalities associated with it.
LEARNING OUTCOME	<ul style="list-style-type: none"> ➤ Students understood the types of documents required for filing IPR ➤ Students developed a greater understanding of the legalities related to IPR
SHORT FALL DURING EVENT	A technical glitch for 4 min
LINK TO ONLINE VIDEO	https://youtu.be/b6bKstzMx-c

PREPARED & SUBMITTED BY: MS. GEETA KHARI ASSISTANT PROFESSOR, GIBS