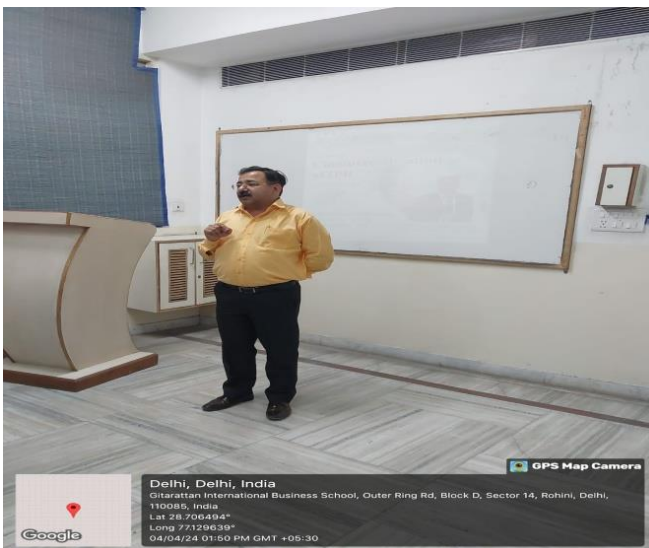
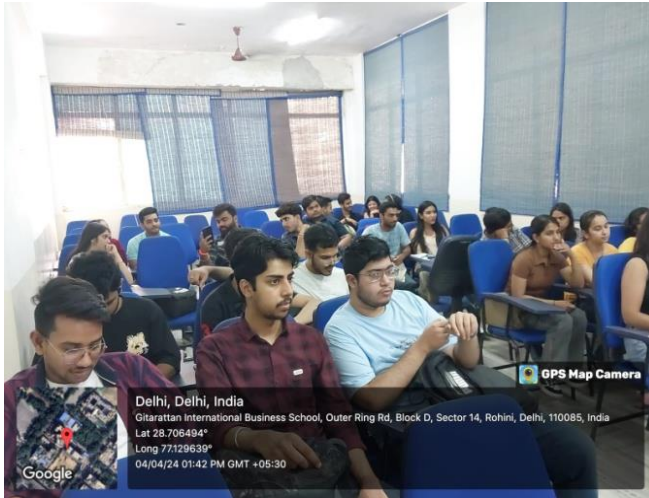


IIC – “COMMERCIALIZATION OF INTELLECTUAL PROPERTY RIGHT”

4TH APRIL, 2024



IIC- GIBS held a session on "Commercialization of Intellectual Property Rights" on April 4, 2024 for BBA M4B. The main objective was to raise awareness among students about the commercialization of Intellectual Property Rights (IPRs). Dr Jatin Kumar Lamba, Innovation Ambassador, GIBS highlighted how IP commercialization can turn ideas or innovations into profitable products or services. He emphasized the role of IPRs in preventing illegal exploitation by competitors and discussed various methods of IP commercialization such as assignment, joint ventures, licensing, collaborations, and

partnerships. He shared successful case studies and best practices for monetizing intellectual property. These included licensing agreements, strategic partnerships, mergers and acquisitions, and direct commercialization through product development and marketing. He discussed the role of technology in facilitating the commercialization of intellectual property was highlighted. Discussions revolved around the use of block-chain for IP rights management, AI-driven tools for patent analysis, and digital platforms for IP trading. The session concluded with the vote of thanks by Ms. Shipra Bhutani, Assistant Professor at GIBS.

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

FLYER OF THE EVENT



 **giBS**
Gitarattan International Business School
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 **INSTITUTE INNOVATION & ENTREPRENEURSHIP CELL (IIC-GIBS)**

IIC Seminar

Commercialization of IPR

In Collaboration With

 **INTERNET QUALITY ASSURANCE CELL (IQAC)**
GITARATTAN INTERNATIONAL BUSINESS SCHOOL, DELHI

DATE: 4th April 2024(Thursday)
TIME: 1:30 pm - 2:30 pm
VENUE: Room No :-502

Dr. Jatin Kumar Lamba
Gibs Innovation Ambassador

 www.gitarattan.edu.in  iic@gitarattan.edu.in  [iic_club_gibs](https://www.instagram.com/iic_club_gibs)

TYPE OF EVENT	IIC-SESSION
VENUE	GIBS - ROOM NO. 502
TIME & DURATION	01:30 PM - 02:30 PM
CONDUCTED BY	(IIC)-GIBS
ORGANISED FOR	BBA-M4B
NAME OF THE COORDINATOR	Ms. Shipra B. Uppal
RESOURCE PERSON	Dr. Jatin Kumar Lamba, Innovation Ambassador, GIBS
ATTENDANCE	42 Students
OBJECTIVES OF THE EVENT	<ol style="list-style-type: none">1. Address common challenges and barriers to commercialization.2. Develop practical skills essential for effective commercialization of IPR.3. Contribute to economic growth by driving innovation and entrepreneurship.
LEARNING OUTCOME	The session's learning outcomes included enhancing students' understanding of IP commercialization, familiarizing them with agreements used for commercializing IP assets, cross-licensing, and joint ventures. Students learned about different types of intellectual property, existing IP rights and protections, and how to leverage IP for commercial purposes.
SHORTFALL DURING THE EVENT	None
LINK TO ONLINE VIDEO	https://youtu.be/Cgh25YQnghs



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