

# COMMERCIALIZATION OF IPR

23<sup>RD</sup> APRIL 2025 (WEDNESDAY)



The IIC session titled "Commercialization of IPR" was conducted at Gitarattan International Business School (GIBS), Rohini, on 23<sup>rd</sup> April 2025 for BBA E4A students. The session aimed to equip management students with the mindset, skills, and strategies to understand and commercialize Intellectual Property Rights (IPR). The resource person for the session was Ms. Vandana Rastogi, Innovation Ambassador, who brought her vast experience and knowledge to the classroom. Through her expert insights, students gained clarity on: Types of Intellectual Property Rights and their relevance in various business contexts, the step-by-step process of protecting and commercializing IP, Real-life case studies that illustrated how innovation can be turned into a marketable product or service.

The session proved to be exceptionally informative and impactful, providing students with a comprehensive understanding of the commercial dimensions of Intellectual Property Rights (IPR) and their relevance to career development. It not only illuminated the strategic importance of IPR in the modern business landscape but also emphasized its role as a key driver of innovation and economic value. The session fostered a spirit of innovative thinking among students, encouraging them to view intellectual property as a vital asset in entrepreneurial ventures and corporate environments.

Moreover, the session contributed significantly to students' career readiness by highlighting the legal, commercial, and strategic aspects of IPR that are increasingly sought after in various industries. By linking IPR to tangible business outcomes and professional opportunities, it successfully prepared students to face real-world challenges with a more informed and forward-thinking mindset.

## FLYER OF THE EVENT




**giBS**  
 Gitarattan International Business School  
Estd. 2004 • Grade 'A' Accredited by NAAC • Affiliated with GGSIPU


**IQAC**  
INTERNATIONAL QUALITY ASSURANCE CELL  
 GITARATTAN INTERNATIONAL BUSINESS SCHOOL, DELHI


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

# Commercialization of IPR

**23<sup>th</sup> April 2025**

Time : 12 Noon Onwards  
 Venue : Room No 601  
 Class : BBA E4A

  
**Ms. Vandana Rastogi**  
 Innovation Ambassador, GIBS

#iic\_cell\_gibs  
 www.gitarattan.edu.in  
 iic.gibs@gitarattan.edu.in

<b>TYPE OF EVENT</b>	IIC
<b>VENUE</b>	Room No. 601
<b>TIME &amp; DURATION</b>	12.00PM-1.00PM
<b>CONDUCTED BY</b>	IIC, GIBS
<b>ORGANISED FOR</b>	BBA E4A
<b>NAME OF THE COORDINATOR</b>	Ms. Bhawna Sharma
<b>ATTENDANCE</b>	40
<b>RESOURCEPERSON</b>	Ms. Vandana Rastogi, Assistant Professor, GIBS

<b>OBJECTIVES OF THE EVENT</b>	<ol style="list-style-type: none"> <li>1. To equip students with the knowledge of IPR and its commercial applications.</li> <li>2. To develop students' skills in identifying, protecting, and leveraging intellectual property for business success.</li> <li>3. <input type="checkbox"/> To foster entrepreneurial thinking by showcasing real-world examples of IPR commercialization.</li> </ol>
<b>LEARNING OUTCOME</b>	<ol style="list-style-type: none"> <li>1. Students gained a strong understanding of IPR and its commercialization, which will enhance their ability to make informed strategic decisions in their future careers</li> <li>2. Students gained practical knowledge that can be directly applied to entrepreneurial ventures, business management, or consultancy roles.</li> </ol>
<b>SHORTFALL DURING EVENT</b>	None
<b>LINK OF ONLINE VIDEO</b>	<a href="https://youtu.be/UDlrjQIOil">https://youtu.be/UDlrjQIOil</a>

**PREPARED & SUBMITTED BY: BHAWNA SHARMA, ASSISTANT PROFESSOR, CMS-GIBS**