

# “PROTECTING INTELLECTUAL PROPERTY AND IP MANAGEMENT FOR STARTUP”

## 28<sup>th</sup> APRIL 2025 (MONDAY)



On April 28<sup>th</sup>, 2025, GIBS hosted an exclusive IIC session titled “PROTECTING INTELLECTUAL PROPERTY AND IP MANAGEMENT FOR STARTUP” aimed at understanding and educating the fourth semester BBA students. The session aimed to safeguard their innovations, maintain a competitive edge, and prevent unauthorized use. Effective IP management involves securing legal rights through patents, trademarks, copyrights, and trade secrets while implementing strategies to monitor and enforce these protections. The highlight of the session was a keynote address by Mr. Divyanshu Yadav, Partner at sr4ipr Partners, a reputed IPR law firm, and Director at Snapping Turtles Pvt. Ltd., a creative legal-tech and digital agency who shared his journey, challenges faced, and strategies to overcome obstacles in the IP ecosystem.

The session commenced with a brief introduction by the event moderator, who welcomed the students and introduced the guest. Mr. Divyanshu Yadav was given a warm green welcome by Ms. Perna Jain Sharma. The moderator encouraged students to protect and manage their ideas effectively can truly succeed in turning them into impactful ventures. Whether you're building an app, designing a product, writing code, or starting a brand, your creativity and innovation deserve protection and also enhanced students' understanding of IP management with a brief introduction on the day's topic.

Mr. Yadav took the stage with Intellectual Property (IP), highlighting that IP is one of the most critical assets for startups. Whether it's a unique product design, proprietary software, a brand identity, or confidential business methods, protecting these assets is essential to gaining competitive advantage and ensuring long-term business success. For startups, which often operate with limited resources and high uncertainty, the effective management and safeguarding of IP can be the difference between thriving in the market and losing valuable innovations to competitors. The speaker motivated attendees to begin brainstorming potential business ideas. Mr. Yadav emphasized the students about the importance of IP and how the IP management involves securing legal rights through patents, trademarks, copyrights, and trade secrets. He also

informed the audience about the Intellectual Property (IP) plays a vital role in fostering innovation, protecting creative assets, and ensuring business sustainability.

One of the most engaging parts of the event was the interactive Q&A session. Students were encouraged to ask questions about startup as career, seeking advice on business planning, take advantage in the competitive world through IP, IP thief pose, unauthorized use, etc. Mr. Yadav answered each question thoughtfully, providing practical advice and real-world examples. The event ended with applause by the audience and token of thanks was given to the guest by presenting memento by Dr. Suruchi Satsangi.

### FLYER OF THE EVENT



The flyer features the following content:

- Logos:** giBS (Gitarattan International Business School), INSTITUTE INNOVATION & ENTREPRENEURSHIP CELL (IIC-GIBS), and IQAC (Internal Quality Assurance Cell).
- Event Title:** IIC Session on **Protecting Intellectual Property and IP Management for start up**
- Date and Time:** 28th April, 2025, 11:00 AM Onwards
- Guest:** Mr. Divyanshu Yadav, Partner at sr4ipr Partners and Director at Snapping Turtles Pvt. Ltd.
- Background:** A hand holding a glowing lightbulb with a graph and data points in the background.
- Contact Information:** @gibs.gitarattan, www.gitarattan.edu.in, gibs@gitarattan.edu.in



**giBS**

Gitarattan International Business School

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<b>TYPE OF EVENT</b>	IIC event
<b>VENUE</b>	R00M No. 506
<b>TIME &amp; DURATION</b>	11:00 AM onwards
<b>CONDUCTED BY</b>	IIC
<b>ORGANISED FOR</b>	BBA E4A
<b>NAME OF THE COORDINATOR</b>	Dr. Suruchi Satsangi
<b>ATTENDANCE</b>	43
<b>RESOURCEPERSON</b>	Mr. Divyanshu Yadav, Partner at sr4ipr Partners and Director at Snapping Turtles Pvt. Ltd.

<b>OBJECTIVES OF THE EVENT</b>	<p>The following are the objectives:</p> <ul style="list-style-type: none"><li>• To explore patents, trademarks, copyrights, and trade secrets and their significance in various industries.</li><li>• To examine legal mechanisms, enforcement methods, and risk mitigation techniques.</li><li>• To highlight the benefits of effective IP management .</li><li>• To explore challenges in IP protection – Analyzing common threats, such as infringement, counterfeiting, and digital piracy.</li><li>• To provide best practices for IP commercialization and enforcement.</li></ul>
<b>LEARNING OUTCOME</b>	<ol style="list-style-type: none"><li>1. Students were able to identify and differentiate between patents, trademarks, copyrights, and trade secrets, and understand their relevance to different types of startups.</li><li>2. Students appreciated the strategic importance of IP as a business asset, especially in building brand value, gaining competitive advantage, and attracting investors.</li><li>3. Students understood how strong IP management can enhance investor confidence and contribute to valuation during fundraising or acquisition.</li></ol>

	4. Students were able to implement internal policies and training that foster a culture of IP awareness among employees and collaborators.
<b>SHORTFALL DURING EVENT</b>	NA
<b>LINK OF ONLINE VIDEO</b>	<a href="https://youtu.be/StFgkO1mJ7s">https://youtu.be/StFgkO1mJ7s</a>

**PREPARED & SUBMITTED BY: DR. SURUCHI SATSANGI, ASSISTANT PROFESSOR, (CMS)**