

Celebration of World Intellectual Property Day by Expert Lecture on 'IP as Business Strategy: Lessons for Future Managers and Entrepreneurs'

24TH APRIL 2026 (FRIDAY)



The Celebration of World Intellectual Property Day through an expert lecture on ‘IP as Business Strategy: Lessons for Future Managers and Entrepreneurs’ was successfully organized on April 24, 2024, at the Seminar Hall on the Third Floor of GIBS, under the coordination of Dr. Seema Modi. This event, aligned with the Institution's Innovation Council (IIC) activities, brought together targeted participants from BBA E4A and Integrated BBA MBA 4, fostering a vibrant discussion on the pivotal role of intellectual property in driving innovation and economic growth. Mr. Lalit Ambastha, an IP Attorney and Strategist with over 20 years of experience and Founder of Patentwire Consultants Pvt. Ltd., delivered an engaging session that unpacked the strategic integration of IP rights such as patents, trademarks, and copyrights into business frameworks.

The event commenced promptly as per the meticulously followed implementation plan outlined in the concept note. 68 students and faculty members attended, creating an interactive atmosphere in the well-equipped seminar hall, where technical requisitions for audio-visual aids were seamlessly managed. Mr. Ambastha, recognized as a thought leader empanelled with the Ministry of MSME, Government of India, and guest faculty at institutions like IIT-Guwahati and Jamia Hamdard, began with an insightful introduction to World Intellectual Property Day's global significance in celebrating creativity and legal protections for innovations.

Drawing from his extensive expertise in IP prosecution, licensing, valuation, and technology transfer, Mr. Ambastha elucidated how IP serves as a cornerstone for future managers and entrepreneurs, sharing real-world case studies on transforming ideas into commercially viable assets through platforms like Patentwire and IPBazaar. He emphasized practical lessons, including navigating patent intricacies, negotiating licensing agreements, and leveraging IP for competitive advantage, while addressing common pitfalls like inadequate protection that stifles innovation in the knowledge economy. Participants actively engaged through Q&A sessions, posing queries on IP valuation models, industry-academia collaborations, and ethical balancing of protection with public access, which Mr. Ambastha addressed with nuanced examples from his work across technology, electronics, and sustainability sectors.

The lecture adeptly met the event's core objectives: educating attendees on diverse IP rights, raising awareness about sustainable innovation challenges, and inspiring ethical creativity among

budding professionals. Key takeaways included the need for IP literacy to bridge ideation and commercialization gaps, strategies for portfolio management aligned with business goals, and the role of IP in fostering socio-economic empowerment, as highlighted in the concept note's expected outcomes. Feedback from participants was overwhelmingly positive, with many expressing heightened motivation to protect their original works and integrate IP strategies into entrepreneurial ventures, evidenced by post-event interactions and informal surveys.

Mr. Lalit Ambastha delved deeply into the strategic deployment of patents as defensive tools against market competitors, illustrating with examples from technology sectors where early filing prevented costly litigations. He explained trademark registration processes under the Indian Trademarks Act, 1999, stressing brand equity building through distinctive logos and slogans that enhance consumer loyalty and valuation. Copyrights were highlighted for creative works like software code and designs, with tips on automatic protection versus registration benefits for enforcement. A key segment covered IP valuation methodologies, including cost, market, and income approaches, using Patentwire's real client cases to demonstrate monetization via licensing deals. He shared lessons from technology transfer offices, advocating academia-industry partnerships modeled after IITs for commercializing research outputs. Common pitfalls like prior art searches were addressed, with advice on using tools like Google Patents to avoid rejections by IPO examiners. Mr. Ambastha emphasized IP audits for startups, outlining checklists to identify assets early in the business lifecycle for investor pitches. International IP strategies were discussed, including PCT filings for global expansion and navigating TRIPS agreements for emerging markets. Ethical dilemmas in IP, such as evergreening versus genuine innovation, were explored through pharma case studies, promoting open innovation models. The lecture concluded with actionable steps for entrepreneurs: conduct freedom-to-operate analyses, build IP portfolios aligned with business plans, and leverage government schemes like SIPP for cost-effective filings.

Overall, the event not only commemorated World Intellectual Property Day but also empowered the next generation with actionable insights, reinforcing GIBS's commitment to innovation-

driven education and leaving a lasting impact on attendees' understanding of IP as a business imperative.

FLYER OF THE EVENT



TYPE OF EVENT	IIC Event
VENUE	Seminar Hall, Third Floor, GIBS
TIME & DURATION	10:00 AM onwards
CONDUCTED BY	IIC GIBS
ORGANISED FOR	BBA E4A and BBA MBA 4
NAME OF THE COORDINATOR	Dr. Seema Modi
ATTENDANCE	64
RESOURCEPERSON	Name – Mr. Lalit Ambasta

DETAIL	IP Attorney & Strategist, Founder, Patentwire
OBJECTIVES OF THE EVENT	<ol style="list-style-type: none"> 1. To engage and educate the participants about the different aspects of Intellectual Property rights. 2. Raise awareness to the challenges regarding the well-being of the planet and all the life it supports.
LEARNING OUTCOME	<ul style="list-style-type: none"> • Participants learned how patents protect inventions and drive business growth. • Students understood trademarks' role in building strong brand value. • Attendees gained skills to value and license IP for entrepreneurial success.
SHORTFALL DURING EVENT	N/A
LINK OF ONLINE VIDEO	https://youtu.be/cfhfFeCSCR4

PREPARED & SUBMITTED BY: DR. SEEMA MODI, ASSISTANT PROFESSOR, CLS, GIBS