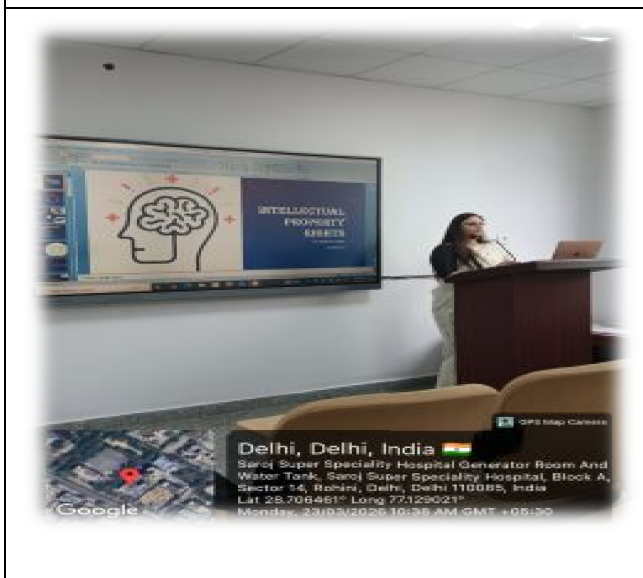


“PROTECTING INTELLECTUAL PROPERTY RIGHTS (IPR) AND IP MANAGEMENT FOR START-UPS”

23RD FEBRUARY 2026 (MONDAY)



The Institution's Innovation Council (IIC) of Gitarattan International Business School (GIBS), Delhi, organized a skill-oriented workshop on **“Protecting Intellectual Property Rights (IPR) and IP Management for Start-ups”** with the objective of creating awareness and providing practical knowledge about intellectual property rights and their strategic importance in today's innovation-driven economy.

The workshop aimed to sensitize students and faculty members about the significance of protecting intellectual assets such as inventions, brands, creative works, and business ideas. It also focused on bridging the gap between innovation and legal protection by guiding participants towards practical aspects of IP identification, search, and application filing.

The session was conducted by the esteemed resource person, _____, a distinguished Intellectual Property expert and renowned IP attorney with vast experience in both prosecution and litigation. Her professional journey, including her role as a Hearing Officer at the Office of the Controller General of Patents, Designs and Trade Marks (CGPDTM), added immense value and credibility to the session.

During the workshop, Ms. Mehra provided a comprehensive understanding of Intellectual Property Rights, including patents, trademarks, copyrights, designs, and trade secrets. She elaborated on the legal framework governing IP in India and highlighted the importance of protecting innovation for achieving competitive advantage and business growth.

The session was divided into two parts. In the first part, the resource person explained the fundamentals of IPR, types of intellectual property, and the rights and duties of IP holders. Real-life examples and practical insights were shared to enhance understanding. In the second part, the focus shifted to the application of IP as a business strategy tool. Activities such as trademark search and startup IP strategy design enabled participants to understand how IP contributes to valuation, branding, and investment readiness.

The workshop witnessed active participation from students and faculty members, who engaged in discussions, asked insightful questions, and demonstrated keen interest in understanding IP protection mechanisms. The interactive nature of the session ensured effective learning and practical exposure.

The workshop successfully achieved its objective of creating awareness and promoting a culture of innovation and intellectual property protection within the institution. It also encouraged participants to view intellectual property not merely as a legal concept but as a valuable business asset essential for long-term growth and success.

The programme was efficiently coordinated by the organizing team, ensuring smooth execution and active engagement throughout the session.

The workshop concluded with a vote of thanks to the resource person for her valuable contribution and to all participants for their enthusiastic involvement.

FLYER OF THE EVENT



| | |
|--------------------------------|---|
| TYPE OF EVENT | IIC |
| VENUE | GIBS, Seminar Hall, 1 st Floor |
| TIME & DURATION | 10:00 AM – 12:30 PM |
| CONDUCTED BY | IIC-GIBS |
| ORGANISED FOR | MBA & BBA–MBA Integrated Students II & IV SEM |
| NAME OF THE COORDINATOR | Dr. Ankita Tandon |
| ATTENDANCE | 45 Students |
| RESOURCE PERSON | Ms. Swati Mehra |
| OBJECTIVES OF THE EVENT | <ul style="list-style-type: none"> • To introduce participants to the concept and types of Intellectual Property Rights • To create awareness about IP laws and filing procedures in India • To provide practical guidance on patent, trademark, and copyright registration • To sensitize participants on IP management and commercialization strategies • To encourage filing of intellectual property applications. |
| LEARNING OUTCOMES | <ul style="list-style-type: none"> • Participants gained practical knowledge of Intellectual Property Rights • Enhanced understanding of IP as a business and strategic asset • Awareness regarding IP protection and management increased |

| | |
|-------------------------------|---|
| | <ul style="list-style-type: none"> • Participants learned about trademark search and IP strategy design. • Encouraged innovation and protection of ideas among students • Some participants also proposed innovative startup ideas and demonstrated the ability to identify potential IP components such as trademarks and patents within their concepts |
| SHORTFALL DURING EVENT | None |
| LINK OF ONLINE VIDEO | https://youtu.be/cR3K-BK1mcs |

PREPARED & SUBMITTED BY: DR. ANKITA TANDON ASSISTANT PROFESSOR, CLS-GIBS