









# Institution's Innovation Council Saurashtra University Rajkot

# Protecting Intellectual Property Rights (IPRs) and IP Management for Startups

31st May, 2025

Online on Google meet
At
Incubation Centre
Dr. A P J Abdul Kalam Science Laboratory
Saurashtra University Campus, Rajkot

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## Saurashtra University - IIC

The university is dedicated to instruction, research, and extending knowledge to the public (public service). Ministry of Education (MoE), Govt. of India has established 'MoE's Innovation Cell (MIC)' to systematically foster the culture of Innovation among all Higher Education Institutions (HEIs). The primary mandate of MIC is to encourage, inspire and nurture young students by supporting them to work with new ideas and transform them into prototypes while they are informative years. Saurashtra University is one the Organization that have constituted the IIC to foster the vision of MoE and be a part for the promotion and development of innovation ecosystem.

#### **Event Schedule**

| 11:30 | Welcome                               |
|-------|---------------------------------------|
|       |                                       |
| 11:35 | Awareness session by Mr. Parth Sejpal |
|       |                                       |
| 12:20 | Feedback - Conclusion                 |
|       |                                       |
| 12:30 | Closing Ceremony                      |
|       |                                       |

# **Event Registration Link**

bit.ly/SUSEC-SPIIC

#### **Brief about Event**

The Scheme for Pedagogy & Research in IPRs for Holistic Education & Academia (SPRIHA), Saurashtra University, in collaboration with the Institution's Innovation Council (IIC), Saurashtra University, organized an online webinar on "Protecting Intellectual Property Rights (IPRs) and IP Management for Startups" on 31st May 2025 from 11:30 am to 12:30 pm.

The session was delivered by Mr. Parth Sejpal, IPR Chair Professor, SPRIHA, Saurashtra University, who shared valuable insights into the significance of Intellectual Property Rights in fostering innovation and entrepreneurship. He explained how protecting IPRs is essential for startups to safeguard their ideas, gain a competitive edge, and build credibility in the market.

The webinar highlighted the fundamentals of IP management, including patents, trademarks, copyrights, and designs, and their role in strengthening a startup ecosystem. Special emphasis was placed on how startups can strategically manage their IP assets to attract investors, enable licensing opportunities, and ensure sustainable growth.

The event provided participants with practical knowledge of the legal and strategic aspects of IPRs, empowering them to protect and leverage their innovations effectively. It also reinforced the vision of IIC and SUSEC to nurture an innovation-driven ecosystem and guide budding entrepreneurs in their journey from ideation to commercialization.

## **Key Points**

During the session, below mentioned points were discussed:

- Importance of IPRs in protecting innovation
- Types of IPRs: Patents, Trademarks, Copyrights, Designs
- Role of IPRs in startups and entrepreneurship
- IP management strategies for business growth
- Leveraging IP for funding, licensing, and market credibility
- Legal and ethical considerations in IPR
- Case examples of IP-led startup success

#### **Outcome**

The webinar enabled participants to understand the critical role of IPRs in protecting and managing innovations. Students and entrepreneurs learned how strategic IP management can provide competitive advantages, attract investors, and support long-term growth. The session also motivated participants to integrate IPR awareness into their entrepreneurial journey, aligning with the broader vision of fostering innovation and startup culture at Saurashtra University.

# About the Speaker / Chief Guest



Mr. Parth Sejpal

IPR Chair Professor

SPRIHA, Saurashtra University, Rajkot



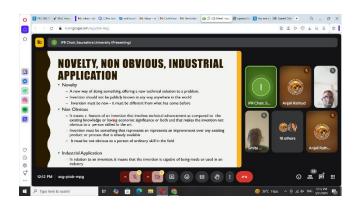








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