



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

Contents

Saurashtra University – IIC.....	3
Event Schedule	3
Event Registration Link.....	3
Brief about Event.....	4
Key Points.....	4
Outcome	4
About the Speaker / Chief Guest.....	5
Connect Us:	7

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 Sejjal
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 Sejpai

IPR Chair Professor

SPRIHA, Saurashtra University, Rajkot



Online Webinar

PROTECTING INTELLECTUAL PROPERTY RIGHTS (IPRS) AND IP MANAGEMENT FOR STARTUPS

 **SPEAKER :**

MR. PARTH SEJPAL
IPR CHAIR PROFESSOR
SPRIHA
SAURASHTRA UNIVERSITY



Organized by
Scheme for Pedagogy & Research in IPRs for Holistic Education & Academia (SPRIHA), Saurashtra University in collaboration with IIC, Saurashtra University

 **31st May 2025**

 **11:30 am to 12:30 pm**

Register Now 

bit.ly/SUSEC-SPIIC

PROTECTING INTELLECTUAL PROPERTY RIGHTS (IPRS) AND IP MANAGEMENT FOR STARTUPS

PARTH SEJAL
REGISTERED INDIAN
PATENT AGENT (IN/PA-3256)

IPR CHAIR PROFESSOR,
SAURASHTRA UNIVERSITY

DIFFERENCE BETWEEN TANGIBLE AND INTANGIBLE PROPERTY

Tangible

- That which can be measured, touched & have physical forms
- E.g. Currency, Gold, House, land, industry etc.

Intangible

- That which cannot be measured, touched not having any physical forms
- Creation of the human mind/intellect
- E.g. Ideas

TYPES OF INTELLECTUAL PROPERTIES

Patent, Trade Mark, Copyright, Industrial Design, Geographical Indication, Trade Secret

Parth Sejal stopped using Companion mode

CRITERIA AND VALIDITY OF IPR PROTECTION

IPR	Criteria	Protection Period	Renewal	Duration
I. Patent	Novelty Non Obvious Useful	20 years (from filing)	Every Year (Annually)	The Patent Act, 1970 Amended in 2005
II. Trademark	Distinguish Goods and Services	Life Long	Every 10 years	The Trademark Act, 1999 Amended in 2010
III. Design	Novel Creativity or Aesthetic appearance of an article	15 years	After 10 years for next 5 years	The Design Act, 2000 Amended in 2014
IV. Copyright	Original and Creative	40 years	Not Required	The Copyright Act, 1957 Amended in 2012
V. Geographical Indication	Distinguish Products/Services due to geographical or reputation from specific region	Life Long	After 10 years	The Geographical Indications of Goods (Registration and Protection) Act, 1999

*Patents will be ceased and be transferred to public domain if Patents are not renewed within 6 month of expiry of concerned year by paying renewal fees.

NOVELTY, NON OBVIOUS, INDUSTRIAL APPLICATION

- Novelty**
 - A new way of doing something, offering a new technical solution to a problem.
 - Invention should not be publicly known in any way, anywhere in the world
 - Invention must be so new - it must be different from what has come before
- Non Obvious**
 - It means a feature of an invention that involves technical advancement as compared to the existing knowledge or having economic significance or both and that makes the invention not obvious to a person skilled in the art.
 - Invention must be something that represents an improvement over any existing product or process that is already available
 - It must be not obvious to a person of ordinary skill in the field
- Industrial Application**
 - In relation to an invention, it means that the invention is capable of being made or used in an industry

GEOGRAPHICAL INDICATION

Geographical indication (GI) is a sign used on products that have a specific geographical origin and possess qualities or a reputation that are due to that origin

ASSAM TEA, GIR KESAR, PATAN PATOLA

WHAT CANNOT BE PATENTED

- Opposing to well established natural laws
- Opposing to morality or injurious to public health (inventions/plants) or to environment
- Scientific principle or abstract theory
- New property or use of a known substance
- Mere admixtures (as opposed in synergistic mixtures) and processes thereof
- Mere arrangement or rearrangement of known devices each functioning independently of one another in a known way
- Method of agriculture or horticulture
- Treatment of human being, animals including diagnostic methods
- Plants and animals in whole or any part thereof
- Essentially biological processes
- Mathematical or business methods, computer program per se or algorithm
- Literary, dramatic, musical or artistic work
- Method of playing games
- Presentation of information

SECTION 3 (C)

- Mere Discovery of a **Scientific Principle** or formulation of an **Abstract Theory** or discovery of any **living thing** or **discovery of non-living substance** occurring in nature.
- Examples
 - Newton's law
 - Discovery of micro-organism
 - Discovery of natural gas

Connect Us:



<https://www.linkedin.com/company/susec>



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