



Malla Reddy College of Engineering & Technology

(Autonomous Institution-UGC, Govt of India)

Department of Computer Science & Engineering



Report of the IIC Program

1. Title of the event : Intellectual property rights for startups
-Safeguarding Innovation
2. Quarter in which activity conducted : Q4
3. Category of the activity : Self Driven
4. Program Type (Level and event type-
refer Level Description Sheet) :Seminar
5. Program Theme : Entrepreneurship & Startups
6. Date & Time : 25-07-2024
7. Duration (in hours) : 2 Hours
8. No of Student Participants : 109
9. No of Faculty Participants : 3
- 10.No of External Participants (if any) :
11. Expenditure incurred (if any) :
12. Mode of Delivery : Offline
13. Any other remarks :

14. Objectives of the Activity :

Department of Computer Science and Engineering has organized a seminar on “25-07-2024 .Professor T.Satish kumar of M.B.A Dept is the resource person for the session and he addressed the students about the importance of the Intellectual property rights and he continued with why it is needed and benefits of it.

The main objective of the activity is to get awareness on how Inteclectual property rights for statups can be safeguarded . Here are some key objectives:

- **Protection of Unique Ideas:** IP rights help startups protect their unique products, services, and technologies from being copied or stolen by competitors.
- **Competitive Advantage:** By securing IP rights, startups can establish a strong market position and differentiate themselves from competitors, which is crucial for growth and survival in competitive markets.
- **Attracting Investment:** A robust IP portfolio can make a startup more attractive to investors, as it indicates the startup's potential for sustainable competitive advantage and growth.
- **Monetization Opportunities:** IP rights can create additional revenue streams through licensing, franchising, or selling IP assets.

- **Legal Security:** IP rights provide a legal framework for addressing infringement issues, helping startups enforce their rights and seek remedies if their IP is violated.
- **Encouraging Innovation:** By providing protection and potential financial rewards, IP rights encourage startups to invest in research and development, fostering continuous innovation.
- **Brand Building:** Trademarks and service marks help startups build brand identity and customer loyalty by protecting brand names, logos, and slogans.

15. Benefits in terms of learning/Skill/Knowledge obtained:

This session offers numerous benefits to students, equipping them with valuable skills and knowledge that can enhance their academic and professional development. Here are some key benefits:

1. Protecting Ideas

- **Keeps Ideas Safe:** IP rights stop others from copying or using your inventions without permission, ensuring your ideas stay yours.

2. Staying Ahead

- **Gives a Competitive Edge:** Having IP rights helps startups stand out in the market, making it easier to attract customers and investors.

3. Getting Investment

- **Boosts Credibility:** **A strong IP portfolio shows investors that your startup has unique, valuable ideas,** making them more willing to invest.

4. Making Money

- **Earning Through Licensing:** You can earn money by letting others use your inventions for a fee.
- **Selling Your IP:** You can also sell your patents, trademarks, or designs, turning them into cash.

5. Legal Protection

- **Enforces Your Rights:** IP rights give you the power to take legal action if someone uses your ideas without permission, protecting your business.

6. Encouraging Innovation

- **Fosters Creativity:** Knowing your ideas are protected, you're more likely to keep developing new and innovative products.

7. Building Your Brand

- **Creates a Strong Identity:** Trademarks help you build a recognizable brand, making it easier for customers to identify and trust your products.

8. Expanding Globally

- **Secures International Protection:** IP rights allow you to protect your inventions and brand in different countries, helping you expand your business worldwide.

16. Web Links:

- Video link
- X-https://x.com/MRCET_official/status/1816746489336713294?t=y0Oq-20mpcbqlhrpn9YUFg&s=08
- Facebook—<https://www.facebook.com/share/p/9ydh6GXaCBgCm2fD/?mibextid=WUal2a>
- Instagram—<https://www.instagram.com/p/C92BATSPdGN/?igsh=MWo3eGJiMGJ5N3NmbA==>

Photos



MALLA REDDY COLLEGE OF ENGINEERING AND TECHNOLOGY

DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING



Organising a Seminar on

Intellectual Property Rights for Startups: Safeguarding Innovations

Venue : CSE Seminar Hall

THURSDAY 25-07-2024

Time: 01:30PM-03:30PM

RESOURCE PERSON
PROF T.SATISH KUMAR
DEPT OF MBA

Dr. VSK Reddy Director	Dr. S. Srinivasa Rao Principal	Dr. T. Venugopal Dean Student Welfare	Dr. PHV Sesha Talpa Sai R&D Director	Dr. S. Shanthi HOD-CSE
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Signature of IIC Co-Ordinator

Signature of HoD

Signature of IIC President