

## **Intellectual Property Rights for Innovative Entrepreneurship**

**(25-27 November 2020)**

Entrepreneurship goes hand-in-hand with innovation — the ability to produce new ideas; provide better solutions; and pioneer new products. Intellectual Property rights (IPR) is the key driver for the new ventures helping them to transform their innovation potential and creativity into market value and competitiveness. IPR helps innovative entrepreneurs to protect their inventions. IP is not just legal instrument but also as dominant and powerful financial assets and useful arsenal, that can boost the business of innovative companies. IP also provide incentives to invest in R&D and innovation, and can encourage technology co-operation with firms, universities and public research institutions. IP systems particularly patents provide useful insights to the companies about the technology trends and helps in developing the new products. So, IP systems need to adapt by the new ventures for successful introduction of their products in the marketplace and also to enhance their competitiveness in the market. Government of India initiated several schemes like National IPR Policy, Scheme of Facilitating Start-Ups Intellectual Property Protection, Scheme for Building Awareness on Intellectual Property Rights" (IPR) for the MSMEs to promote and encourage innovations by the startups & MSMEs.

IPFC, ni-msme proposes this programme to raise the awareness among innovative entrepreneurs about the role of intellectual property & its importance in our daily life and business. It also highlights the role played by IP in generating and driving innovations and its support to ambitious **MAKE IN INDIA** campaign

### **Objectives**

- To significantly raise the level of awareness and interest / knowledge about IPR among Start-ups, MSMEs, Clusters and other enterprises
- To develop a broad understanding of the need to integrate IP in their innovation strategies business planning
- To understand as to how the benefits of IPR portfolio could enhance MSME competitiveness
- To familiarize on various types of IPR, Viz., Patents, Trade Marks, Copyrights, Geographical indications (GIs), Industrial Designs, Utility Models, Collective marks, Certification Marks; Trade secrets

**Contents:**

- IP and Innovation
- Important forms of IP , Registration procedures & Prosecution
- Importance of IP Knowledge in New Product development and competitive advantage
- Brand protection & Guidelines for Successful branding of MSME products
- IP Management & Strategy with relevant case studies
- Government initiatives for IP promotion among Startups & SMEs

**Methodology:**

- Training is delivered online mode.
- Programme will adopt a practical and interactive approach including discussions, self-learning exercises & case studies.
- Sessions will be handled by eminent experts connected with the topics of proven track record

**Expected outcomes:**

The programme helps the participants to acquire the necessary skills to protect their innovations and creativity and also helps in disseminating the information among Startups/MSMEs/innovators regarding the importance of IP for wealth creation, generating employment opportunities and business development which in turn leads to the economic development of the country

**Target audience:**

Enterprises, Research institutes, MSMEs, Academic institutions & Universities, MSME Development Institutes, Technical Consultancy Organizations, Incubators, IP professionals, Industry Associations, Business development cells, Entrepreneurship Cells, Technology Transfer Cells, IP-owning entities, Policy makers, Inventors, Engineers, R&D Heads, Subject Matter Specialist and others engaged in technical endeavors.

**How to Apply:** Kindly register your details in the online registration form in ni-msme website

**Duration & Timings:** 6 hrs. (2 hrs. session daily)

**Fees:** Rs. 6000/- (inclusive of GST)

Fee shall be paid through online / cheque/ demand draft (give copy after payment)

Bank details

State Bank of India  
Balkampet branch,  
Hyderabad – 500 038  
Tel. No. 040-23706975  
A/C No: 30760656383  
IFSC CODE : SBIN0003607

Or

The payment of fee, in the form of Demand Draft in favour of “**National Institute for Micro Small and Medium Enterprises**” payable at Hyderabad.

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