

IIHMR UNIVERSITY, JAIPUR
EVENT OUTCOME REPORT
Master Class Episode 26

“Master Class Episode 26”
Topic: - Intellectual Property Rights for Startups
Date: 6 th March 2021 from 04.00 PM to 05:00 PM
Venue: - IIHMR University, Jaipur
Speaker: - Dr. Prachi Gupta, Delhi Innovative Council Women's India Chamber of Commerce & industry
Number of participants: - 39
Introduction: - This session featured: Dr. Prachi Gupta, Delhi Innovative Council Women's India Chamber of Commerce & industry, Delhi, India. The event was moderated by Dr. Sheenu Jain, Associate Professor, IIHMR University, Jaipur and the Session was welcomed by Dr. P.R. Sodani, President, IIHMR University, Jaipur.
Objective: The primary objective of Intellectual Property Rights (IPR) for startups is to protect innovation, establish competitive advantages, and support sustainable business growth by legally securing the ownership of unique products, services, ideas, and brand identity.
Salient Novel Points Covered: Foundation of Competitive Differentiation <ul style="list-style-type: none">• IPR gives startups a unique identity in the market by legally protecting innovations, branding, and designs, offering a strategic edge over competitors. IP as an Intangible Business Asset <ul style="list-style-type: none">• Intellectual property becomes a valuable business asset that contributes to the company's valuation and can be used for fundraising or leveraged in mergers and acquisitions. IPR-Driven Investor Confidence <ul style="list-style-type: none">• Startups with protected IP are more likely to attract investors, as it shows originality, reduces risk of imitation, and indicates long-term commercial potential. IP Licensing as a Revenue Stream <ul style="list-style-type: none">• Startups can generate income through licensing or franchising their IP to other businesses, creating new revenue without heavy operational costs.
Role: Intellectual Property Rights (IPR) play a strategic and foundational role in the growth and success of startups by protecting their innovations, enhancing business value, and enabling long-term competitive advantage.

Challenges and Opportunities:

Challenges

1. Lack of Awareness and Knowledge
 - Many startups are unaware of the types of IP (patents, trademarks, copyrights, designs) and how to protect them effectively.
2. High Costs of IP Protection
 - Filing, maintaining, and enforcing IP—especially patents—can be expensive, posing a financial burden for early-stage startups.
3. Complex Legal and Procedural Barriers
 - Navigating national and international IPR laws, documentation, and timelines is complex and time-consuming, especially without legal support.
4. Risk of Infringement
 - Startups may unknowingly infringe on existing IP, leading to legal disputes, financial loss, and reputational damage.

Opportunities

1. Value Creation and Competitive Edge
 - IP assets differentiate startups in the market and enhance brand and product credibility, fostering consumer trust.
2. Attracting Funding and Investment
 - A strong IP portfolio is a key factor for investor confidence, especially in tech, biotech, and design-intensive sectors.
3. Government Support and Incentives
 - Many countries offer IPR facilitation programs, subsidies, and fast-track filings specifically tailored for startups (e.g., Startup India, SME IP schemes).
4. Monetization Through Licensing
 - Startups can generate revenue by licensing their IP to other firms or entering strategic partnerships.

Q &A and Interactive Discussion:

An interactive session on Intellectual Property Rights for Startups was engaging, informative, and participatory to keep the audience involved while delivering valuable insights.

Future Scope:

As the global economy increasingly values innovation and knowledge-based assets, Intellectual Property Rights (IPR) will play a pivotal role in shaping the future of startups. The future scope includes legal, technological, strategic, and financial dimensions.



LIHMR UNIVERSITY

Master Class
Episode 26



Intellectual Property Rights for Startups

Saturday, March 06, 2021

04:00 PM Onwards (INDIA)



SPEAKER

Dr. Prachi Chopra
IPR Expert
President, Public Information Council
Women's Indian Chapter of
Commerce & Industry



WELCOME

Dr. P.R. Sodhani
President
IIMB University, Jaipur



MODERATOR

Dr. Sheemu Jain
Assistant Professor
IIMB University, Jaipur

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