



## Institution's Innovation Council Saurashtra University Rajkot

### Significance of IP Protection and Commercialization

**25<sup>th</sup> April 2025**

**at**

**Virtually on YouTube**

**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

<b>11:00 – 11:05 AM</b>	Welcome Address by the Host/Anchor
<b>11:15 – 12:00 PM</b>	Expert Talk 1: Mechanisms of IP Protection: Patents, Trademarks & Copyrights
<b>12:00 – 12:30 PM</b>	Expert Talk 2: IP Commercialization: Licensing, Technology Transfer & Startups
<b>12:30 – 12:45 PM</b>	Success Stories: Local Innovations and Their IP Journey
<b>12:45 – 01:15 PM</b>	Q&A Session with Experts
<b>01:15 – 1:30 PM</b>	Vote of Thanks and Concluding Remarks

## Event Link

Live on YouTube

<https://www.youtube.com/watch?v=8ls1ucvmAeo>

## Brief about Event

In celebration of **World Intellectual Property Day 2025**, the Ministry of Education's Innovation Cell (MIC) organized a week-long awareness campaign titled "**IP Utsav**" across higher education institutions in India. On **Day 5**, the focus was on "**The Significance of IP Protection and Commercialization**," highlighting the role of intellectual property in promoting innovation, protecting creativity, and enhancing the commercialization potential of academic and startup innovations.

The event aimed to raise awareness about the importance of protecting intellectual property and its strategic commercialization in fostering innovation, entrepreneurship, and economic growth. The session was attended by innovators, startups, faculty members, students, researchers, IP professionals, and legal experts from across the country.

As part of the IP Utsav celebration, Day 5 focused on the theme "Significance of IP Protection and Commercialization." The event aimed to raise awareness about the importance of safeguarding intellectual property (IP) and how it can be effectively commercialized to drive innovation, entrepreneurship, and economic growth. Experts from the fields of law, academia, and industry shared insights into IP rights, legal frameworks, licensing mechanisms, and success stories of IP-based ventures. The session encouraged researchers, students, and startups to view IP not just as protection, but as a valuable business asset.

The event featured discussions on various aspects of IP, including patents, trademarks, copyrights, and design registrations. Participants engaged in dialogues about the commercialization of IP and its impact on economic development. Several educational institutions, such as the Aditya Institute of Management Studies & Research, organized seminars and workshops to delve deeper into the significance of IP protection and commercialization.

The event underscored the necessity of IP protection as a catalyst for innovation, encouraging creators and entrepreneurs to safeguard their ideas and contribute to the nation's economic advancement.

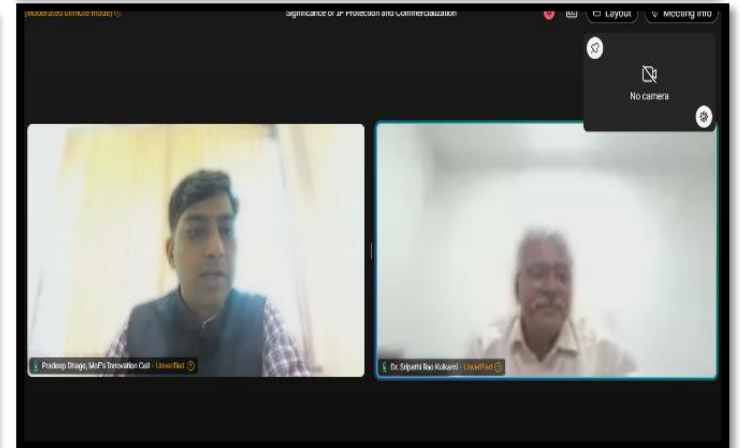
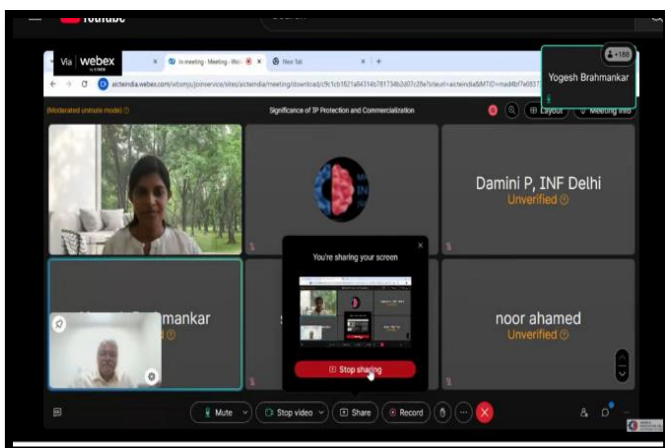
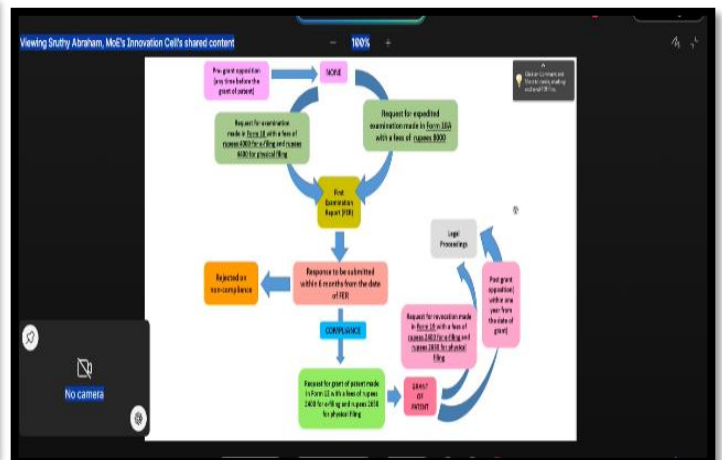
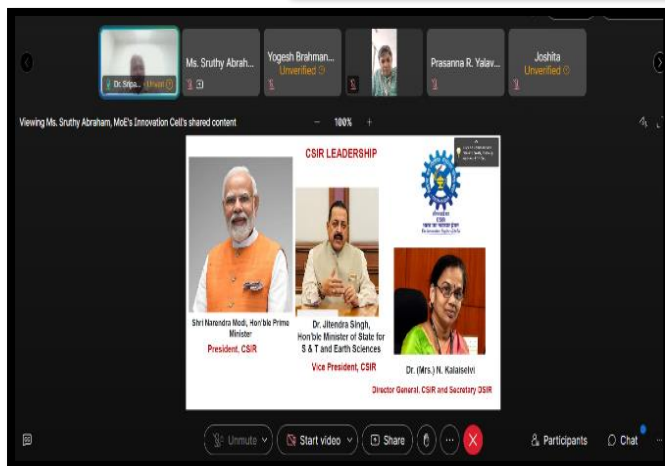
To create awareness among students and faculty members about the importance of Intellectual Property (IP) protection and strategies for successful commercialization, thereby encouraging innovation, safeguarding ideas, and fostering entrepreneurial opportunities.

## Key Points

During the session, below mentioned points were discussed:

- Understanding patents, copyrights, trademarks, and design registrations
- Learning how to safeguard innovative projects, research, and startups.
- Pathway from idea generation to IP protection and commercialization.
- Exposure to IP-related careers and entrepreneurship
- How IP enhances startup valuation and attracts investors.
- Importance of securing IP for academic research and publications.

“IP Utsav – Day 5” proved to be an insightful platform that emphasized not only the theoretical importance of IP but also its practical application in commercialization and economic growth. The virtual mode made the session accessible to a wide audience and served as a catalyst for strengthening the culture of innovation and IP in India.



## Contact Us



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