

Report on the webinar conducted on 19th July 2021

A Webinar on **Role of IP- Protection in Technology Start ups** was conducted by IPR Cell, BVC in collaboration with the ICC, BVC on 19th July 2021 on Zoom platform.

The session started with the warm and educative welcome note by the convenor of the webinar and coordinator of IPR Cell, BVC, Dr. Kavitha Lal. It was followed by an address by Principal, BVC, Prof.Y. Ashok. His warm words created the ambience for the speakers to begin their sessions. Mrs.S.Anju , Assistant Professor, Department of Microbiology and Mrs. Sreemathi Raghunandan, Assistant Professor, Department of Commerce, gave informative lectures on Intellectual Property (IP) and the need for its protection in this digital world of innovation. Right from the difference between invention and innovation to case studies and relevant examples, the lectures enlightened the gathering adequately on the topic.

120 participants eagerly attended the webinar and participated in the question answer session. The session duly ended by the vote of thanks by Mrs. Manali Bose from Department of languages.



BHAVAN'S VIVEKANANDA COLLEGE

OF SCIENCE, HUMANITIES AND COMMERCE

ACCREDITED WITH 'A' GRADE BY NAAC
AUTONOMOUS COLLEGE, AFFILIATED TO O.U.
SAINIKPURI, SECUNDERABAD-500094



WEBINAR ON ROLE OF IP - PROTECTION IN TECHNOLOGY START UPS

Monday, 19 July 2021 @ 11:00 am
PLATFORM-ZOOM



Speaker

Mrs. S. Anju

ASSISTANT PROFESSOR
DEPARTMENT OF MICROBIOLOGY
BHAVAN'S VIVEKANANDA COLLEGE

Speaker

Mrs. Sreemathi Raghunandhan

ASSISTANT PROFESSOR
DEPARTMENT OF COMMERCE
BHAVAN'S VIVEKANANDA COLLEGE



Convenor

Dr. Kavitha Lal, Coordinator IPR Cell

Committee members:

Mr. N Chandan Babu
Mrs. Manali Bose
Mrs. Sharon Rosy

*Organized
by*

Intellectual Property Rights Cell

For any queries contact:
Dr. Kavitha Lal-9966651720
Mr. N Chandan Babu-9392252883

Zoom Meeting

Dr. Kavitha Lal | N. CHANDAN B... | Shruti Avadhan...

Recording

Understanding Technology Readiness Level (TRL)

Assessing how close a technology or product is to commercialization

Activity	TRL	Description
Basic Technology Research	TRL 1	Basic principles observed and reported
Research to Prove Feasibility	TRL 2	Technology concept and/or application formulated
Technology Development	TRL 3	Analytical and experimental critical function and/or characteristic proof-of-concept
Technology Demonstration	TRL 4	Component and/or breadboard validation in laboratory environment
Technology Demonstration	TRL 5	Component and/or breadboard validation in relevant environment
System/Subsystem Development	TRL 6	System/subsystem model or prototype demonstration in a relevant environment
System/Subsystem Development	TRL 7	System prototype demonstration in an operational environment
System Test, Launch & Operations	TRL 8	Actual system completed and "flight qualified" through test and demonstration
System Test, Launch & Operations	TRL 9	Actual System "flight proven" through successful mission operations

Participants (112)

Find a participant

- 090 - Sri Harsha
- 091 - SWETHA
- 096 - Sai Kumar
- 098 - Chendri Narsimlu Anzha - ...
- 099 - Damodar reddy Dimpala
- 100 S.Sumanth

Chat

From N. CHANDAN BABU to Everyone: Good morning mam

From Anja S Hair to Everyone: Thank u Anuradha mam

11:52 19-07-2021

Zoom Meeting

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Transition Commitment Level

TCL		Technology Readiness Level (TRL)								
		1	2	3	4	5	6	7	8	9
Operational	9	Start Up	Start Up	Start Up	Start Up	Start Up	Start Up	Start Up	Start Up	Launch
	8	Start Up	Start Up	Start Up	Start Up	Start Up	Start Up	Start Up	Start Up	Launch
	7	Start Up	Start Up	Start Up	Start Up	Start Up	Start Up	Start Up	Start Up	Launch
Operational Plan	6	Start Up	Start Up	Start Up	Start Up	Start Up	Start Up	Start Up	Start Up	Launch
	5	Start Up	Start Up	Start Up	Start Up	Start Up	Start Up	Start Up	Start Up	Launch
Special Commitment	4	Start Up	Start Up	Start Up	Start Up	Start Up	Start Up	Start Up	Start Up	Launch
	3	Start Up	Start Up	Start Up	Start Up	Start Up	Start Up	Start Up	Start Up	Launch
Discover	2	Start Up	Start Up	Start Up	Start Up	Start Up	Start Up	Start Up	Start Up	Launch
	1	Start Up	Start Up	Start Up	Start Up	Start Up	Start Up	Start Up	Start Up	Launch

Transition Commitment Level (TCL)

Start Up | Over Hyped | Launch

Ideal Path

No Market

Participants (112)

Find a participant

- 096 - Sai Kumar
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- 099 - Damodar reddy Dimpala
- 100 S.Sumanth
- 101 - Vachrawi MSA-1
- 102 Pooji Subar

Chat

From N. CHANDAN BABU to Everyone: Good morning mam

From Anja S Hair to Everyone: Thank u Anuradha mam

11:52 19-07-2021

Zoom Meeting | You are viewing Aja's Share's screen | View Options

Dr. Kavitha Lal | N. CHANDAN B... | Shruti Avadhan...

Trends of IP in India

Company	Number of Applications
QUALCOMM	349
GENERAL MOTOR	203
PHILIPS	157
LG	143
SAMSUNG	111
BAIP	99
HONDA MOTOR	87
ERICSSON	71
MICROSOFT	66
SEAGANG	64
ABB	54
NISSAN STEEL	52
HUMBLE	51
TOYOTA MOTOR	50
PSA	49
CSB	40
DOV BUNAL	40
SUNSH	39
GABLER	39
INCOUSTAL	37

IP Filings and Economic Growth (Set first available year to 1)

Legend: Patent (blue), Trademark (orange), Industrial Design (green), GDP (red)

Source: WIPO statistics database, last updated: 03/2021

23 July 2018
by Anuradha Sharma (New Delhi)

Participants (113)

Find a participant

- 096 - Sai Kumar
- 098 Chendi Narasimha Anzoha - ...
- 099 Damodar reddy Dumpala
- 100 S.Sunandh
- 100 Phani Saha
- 104 Merry L.

Invite | More All

Chat

committee

From N. CHANDAN BABU to Everyone: Good morning mam

From Aja's Pair to Everyone: Thank u Anuradha mam

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IP Applications in India

Since 2016, 450 Startups, filed expedited startups among which 120 startups were granted patents

IP Applications

Source: The CGPDTM Annual Report (2016-17)²¹

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Innovation Technology Transfer Office

Facilitate research, development, collaborations and technology commercialization & provide requisite services to incubation centers, innovators, entrepreneurs, start-ups, industries and academia.

Mission Statement of I-TTO:

- To support and promote the technology transfer ecosystem in India
- To enhance academia-industry collaboration.
- To protect and manage the Intellectual Property Rights resulting from R & D efforts.
- To create mechanisms for commercialization of IP through different modes.

Services offered by I-TTO:

- Developing linkages with R&D organizations, incubators, industries and others.
- Outreach towards technology transfer partnerships.
- Provide assistance for acquisition and adaptation of technologies.
- Conducting IP awareness and technology transfer capacity building and skill training programme.
- Mentoring Start-ups/ innovators/ entrepreneur's/ innovation set-ups to provide them with the required support for IP protection and technology commercialization.
- R&D projects among Industry, start-ups and academic institutions.

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From Anuja S Nair to Everyone: Thank u Anuradha mam

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Need of the Hour...

Education pertaining to filing patents and trademarks to protect the startup's intellectual property.

Brands have to actively participate in discussions with IP law firms at every phase of development of the service or product, be it ideation, production, execution or growth phase.

Despite all the challenges, the future, however, seems promising as more and more companies realize the importance of IPR and pitfalls of trademark violation.

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Stephen Key, an inventor coach and author of two excellent books:

- One Simple Idea: Turn Your Ideas Into a Licensing Goldmine***
- One Simple Idea for Startups and Entrepreneurs: Live Your Dreams and Create Your Own Profitable Company.***

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Thank You

"Ethics is knowing the difference between what you have a right to do and what is right to do"

-Potter Stewart

24

Participants (11/Annand)

Find a participant

- 001-SWETHA
- 006 - Sai Kumar
- 008 Chendri Narasimlu Anuska
- 009-Damsodhar reddy Dampala
- 100 S.Samarth
- 101 Phani Suban

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COMMERCE & IPR - MEANING



- COMMERCE MEANS AIDS TO TRADE
- Location, Organization, Finance, Transportation, Logistics, Warehousing etc.
- IPR IN COMMERCE – Gives protection, sustainability, growth, diversification, multi-nationality etc.
- Access to all areas of business

Participants (108)

Find a participant

- 008 Chendri Narasimlu Anuska
- 009-Damsodhar reddy Dampala
- 100 S.Samarth
- 101 Phani Suban
- 104 Mercy L
- 106 - Prasen Gupta

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Dr. Kavitha Lal Anju S Nair Sreemathi Ragh... Vartiya saritha...

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E-COMMERCE TRADEMARKS – TRANSFORMATION OF COMMERCE

Participants (Maximized)

Find a participant

- 098 Chendri Narasimlu Anzoha - ...
- 098-Demothar reddy Dampala
- 100 S.Samarth
- 102 Phani Sujan
- 104 Mercy L.
- 106 - Prasen Gupta

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Chat

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From N. CHANDAN BABU to Everyone:
Good morning mam

From Anju S Nair to Everyone:
Thank u Anuradha mam

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Dr. Kavitha Lal Anju S Nair Sreemathi Ragh... N. Ch. Chandan Babu

Participants (106)

Find a participant

- 098 - Sai Kumar
- 098 Chendri Narasimlu Anzoha - ...
- 098-Demothar reddy Dampala
- 100 S.Samarth
- 102 Phani Sujan
- 104 Mercy L.

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Chat

committee

From N. CHANDAN BABU to Everyone:
Good morning mam

From Anju S Nair to Everyone:
Thank u Anuradha mam

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To: Everyone

Type message here...



- 096 - Sai Kumar
- 098 Cheroti Narasim Anzha - ...
- 099 Damodhar reddy Dampala
- 100 S.Sunamth
- 102 Phani Subas
- 104 Mercy L.

Chat

committee
from N. CHANDAN B... to Everyone 11:04 AM
Good morning mam
from Anju S Nair to Everyone 11:04 AM
Thank u Anuradha mam
Who can see your message? Recording On
to: Everyone
Type message here...

Examples of copyrights



Works that Can be Copyrighted



Literary



Artistic



Dramatic



Musical



Recording



The top screenshot shows a Zoom meeting with a slide that says "Thanks for joining us!". The participant list on the right shows 82 participants. The chat window displays a message from N. CHANDAN BABU to Everyone with a feedback form link: <https://forms.gle/Ans2T5C7ZkyEG8B6>. The bottom screenshot shows a Zoom meeting with a different slide and a participant list with 101 participants. The chat window displays a message from N. CHANDAN BABU to Everyone with the text "Good morning mam" and a message from Anju S Nair to Everyone with the text "Thank u Anuradha mam".

INSPIRING QUOTES ON STARTUPS

- Make mistakes faster – Andrew Grove, Intel co-founder
- We are our choices. Build yourself a great story- Jeff Bezos, Amazon Founder
- Anything that is measured and watched, improves-Bob Parsons, GoDaddy founder
- See things in the present, even if they are in the future-Larry Ellison, Oracle co-founder
- If you're going to put your product in beta – put your business model in beta with it – Jeo Kraus, Google Ventures partner

<https://www.youtube.com/watch?v=tGwABXrq6uo>

Boucher URL :

<https://www.facebook.com/bhavansvivekanandacollege/>