



**NAVRACHANA  
UNIVERSITY**  
a UGC recognized University



*School of Business & Law supported by SSIP,  
Navrachana University*

## **3<sup>rd</sup>** National Symposium

# **INTELLECTUAL PROPERTY RIGHTS**

*Strategies & Approaches For Startups & MSMEs Growth*



**15<sup>th</sup> May 2021**

**10:30 AM - 4:30 PM**

**Live on ZOOM / Navrachana University**



# ABOUT THE SYMPOSIUM

In celebration of World IP Day 2021 with the theme of WIPO “IP & SMEs, School of Business and Law is organising one day Symposium with the theme **“Intellectual Property Rights: Strategies & Approaches for Startups & MSMEs Growth”**

Intellectual Property Rights play an important role in the development of country by protecting the ideas and inventions of innovative entrepreneurs. IPR acts as an advantage for present innovators as well as potential enterprises, MSMEs etc. Effective IP system in a country helps in attracting more technology collaborations between companies. Hence, it is very important for the National IPR environment to address the issues to help new projects and endeavours as well sustain the existing entrepreneurs.

Start-ups and Entrepreneurs need to understand the implications of IPR as their rights can be usurped by other richer entities. It is very important for entrepreneurs to understand about IP Commercialisation, Filing Procedures as well as the enforcement of IPR. Hence, in furtherance of this year theme by WIPO: IP & SMEs: Taking your ideas to market, we at Navrachana University have invited academicians, industry experts and practicing IP attorneys to deliver and discuss on IP strategies & approaches for start-ups & MSME growth.



## OBJECTIVE

The present symposium is an effort to study the innate relationship between IPR and Startups and MSMEs. It undertakes to make a serious enquiry as to which strategies and approaches must be adopted by existing and potential innovators/entrepreneurs under the present Intellectual Property Laws in India. For this purpose, the symposium contains a series of talks dedicated towards understanding the interrelationship as well as the context of IP in commercialization, government initiatives, enforcement and registration etc.

## TARGET AUDIENCE

The conference is open to academicians, entrepreneurs, researchers, students, industry professionals, IP practitioners, IP lawyers, MSME and Startup owners, inventors, and anyone interested in the subject.



# KEYNOTE ADDRESS



**Dr. T. Ramakrishna**

*Professor of Law, Chair Professor (IPR),  
Chairperson, Post-Graduate and Doctoral Council,  
NLSIU, Bengaluru*

## Session - I

***Intellectual Property Issues involved in IP Management:  
An overview***

11:00 am to 12:00 pm



**Dr. Amit Kumar Tiwari**

Professor & Head of Intellectual Property,  
Symbiosis Center for Research and Innovation,  
Symbiosis International (Deemed University) Pune

***IP components & Filing Procedures: Patents, Trade Marks,  
Copyrights, GI & Industrial Designs***

12:00 pm to 1:00 pm

**Ms. Bindu Sharma**

Founder & CEO,  
Origin IP Solutions LLP, Bengaluru



# Session - II

## *IP Commercialization and Deployment*

1:30 pm to 2:30 pm



**Mr. Arshad Jamil**

Chief IP Counsel-Global Head IPR, Biocon, Bengaluru

## *Government initiatives on IP Promotion for Start-ups & MSMEs*

2:30 pm to 3:30 pm

**Dr. Sujatha Patil**

Principal & Associate Professor,  
SBL, Navrachana University,  
Vadodara



## *Enforcement of IPR*

3:30 pm to 4:30 pm



**Dr. Nidhi Hriday Buch**

Head of Centre for IPR & Assistant Professor,  
Gujarat National Law University,  
Gandhinagar

**To Register**

**CLICK HERE**

**For More Information**

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