

A Report on Workshop on role of Intellectual Property in Startup Success

ACTIVITY TYPE	Work shop on role of Intellectual Property in Startup Success.		
DATE & TIME	14/07/2023 10:45 AM to 2:00 PM	Duration	1 Day
SEMESTER	5	No. of participants	70
EXPERT NAME WITH DESIGNATION	Mr. Maulesh Parikh, IPR facilitator		
NAME OF EXPERT'S ORGANIZATION	CR 4 D , Parul University		
EXPERT CONTACT DETAILS	cr4d@paruluniversity.ac.in		
FACULTY COORDINATOR	Prof. Barot Kaushal K		
FACULTY CONTACT DETAILS	9428755439		
SPONSORING AUTHORITY	-NA-	SPONSORING AMOUNT	-NA-

The session was organized by the Institution's Innovation Council (IIC) of Parul University in association with the Entrepreneurship Development Centre (EDC) as a part One Day **“Workshop on role of Intellectual Property in Startup Success” on 14th July, 2023** for the students of Parul University. The session was taken by Maulesh Parikh, IPR facilitator, CR4D, Parul University.

Objective:

1. How startups can leverage different forms of IP, such as patents, trademarks, copyrights, and trade secrets, to protect their innovations, create competitive advantages, attract investors, and foster long-term sustainability.
2. How IPR protects inventions, designs, logos, artistic or literary or dramatic works and also confidential information of any business that enables it to succeed.
3. Solve real world problems.

Outcomes:

1. Students were inspired by understanding the role of IPR in the real world.
2. They were motivated and taught how to use copyrights, trademarks, and patents. Safeguarding IP is much easier in the beginning phases of your business than after those ideas have become successful.

Activity Details:

There was a Workshop on “Role of Intellectual Property in Startup Success.” by Mr. Maulesh Parikh Patel on 14th July 2023 at Parul Institute of Technology, Room no 246 Parul University. Seventy students of Mechatronics Engineering, Robotics and Automation Engineering, Biomedical Engineering, y Departments had attended the Workshop. Mr. Maulesh had also given an introductory knowledge about IPR that startup ecosystem has witnessed rapid growth, fueled by innovative ideas and technologies. Intellectual property serves as a crucial asset for startups, offering protection, market differentiation, and enhanced opportunities for profitability. This report explores how startups can strategically utilize various forms of IP to achieve sustainable success.

He then briefs about summary outline of the workshop. The overall process steps by securing IP rights, startups can differentiate their products or services from competitors. This differentiation enhances their market position and attracts customers seeking unique offerings. He had explained step wise in-depth case study examine the case of a tech startup that secured a patent for a groundbreaking software algorithm. The patent protection allowed the startup to establish a dominant position in the market, attracting significant investment and eventual acquisition by a tech giant. Mr. Maulesh Parikh is IPR facilitator at CR4D. He guided how Startups should continually monitor the market for potential IP infringements and adapt their IP strategy accordingly. There was one Question-

Answering session also & students seemed to be very much interested. He is a IPR facilitator. In that session, students Gain a lot of new insights of how approach of IPR will value addition in the Start-up growth. It's really going to help to resolve students doubt in further work in Start-up. We are grateful and with utmost gratitude, and would like to thanks Mr. Maulesh Parikh for executed a Workshop.

Benefits in terms of learning/Skill/Knowledge obtained:

- Gives the opportunity to view a problem from a different perspective
- Allows delving into a problem to determine its root cause.
- Ensures that the use of Copyrights, Trademark and Patent.
- Results in an experience that is more effective and informative for learners.
- Enables to continually expand your knowledge.
- Brainstorming and development
- Encourage Creativity among students for exploiting creation benefit the creator.
- Student grasp idea about how strategically protecting their innovations through patents, trademarks, copyrights, and trade secrets, startups can differentiate themselves in the market, attract investors, and achieve sustainable growth.
- Develop and Embracing an IP-focused mindset among students for early on and collaborating with IP experts are essential steps for startups aiming to thrive in today's competitive business landscape.

Glimpses of activity







THANK YOU