Institution's Innovation Council
Saurashtra University Rajkot

IPR Securing Patents, Trademarks and Copyrights for long-term value

13th January 2026, Tuesday

At

Marwadi University, 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

12:30	**Welcome**
12:35	Awareness session on IPR Securing Patents, Trademarks and copyrights for long-term value by Mr. Parth Sejpal
01:25	Interactive Discussion and Q&A
01:30	Closing Ceremony

Event Registration Link

bit.ly/SPRIHA-MBAC

Brief about Event

A session titled **"IPR: Securing Patents, Trademarks and Copyrights for Long-Term Value"** was organized as part of the Vibrant Gujarat Regional Summit–2026 on 13th January 2026 at Marwadi University, Rajkot. The session aimed to create awareness among innovators, startups, students, and entrepreneurs about the strategic importance of Intellectual Property Rights (IPR) in building sustainable and valuable enterprises.

The session was delivered by Mr. Parth Sejpal, IPR Chair Professor, SPRIHA, Saurashtra University. He provided detailed insights into how patents, trademarks, and copyrights play a crucial role in protecting innovation and strengthening brand identity. The speaker emphasized that intellectual property is not just a legal safeguard but a strategic business asset that contributes to long-term growth and competitive advantage.

Mr. Sejpal explained the fundamentals of patent protection for technological inventions, trademark registration for brand identity, and copyright protection for creative works. He also discussed the importance of early filing, documentation, and proper IP management in attracting investors and securing funding. Real-world examples were shared to illustrate how effective IP strategies enhance business valuation and market positioning.

The session concluded with an interactive discussion where participants raised queries related to IP filing procedures, commercialization strategies, and enforcement mechanisms. The programme successfully highlighted the significance of intellectual property in transforming innovative ideas into long-term economic value.

Key Points

During the session, below mentioned points were discussed:

- Patent Protection
- Trademark Registration
- Copyright Security
- IP Strategy
- Brand Value
- Business Assets
- Investor Attraction
- Commercialization

Outcome

The session enhanced participants' understanding of intellectual property as a strategic tool for long-term value creation. Attendees gained clarity on securing patents, trademarks, and copyrights to protect innovations and creative works effectively. The Programme encouraged startups and entrepreneurs to integrate IP planning into their business strategies from the initial stages. It also strengthened awareness about leveraging intellectual property to attract investors, improve business valuation, ensure competitive advantage, and achieve sustainable growth in the innovation-driven economy.

About the Speaker/Chief Guest

Mr. Parth Sejpal

IPR Chair Professor
SPRIHA
Saurashtra University

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