Celebration of World Intellectual Property Day

Date: 26th April 2025

Timing: 03:00 PM to 04:00 PM

Venue:

Conference Hall,
Swarrnim Startup and Innovation University

Supported by:

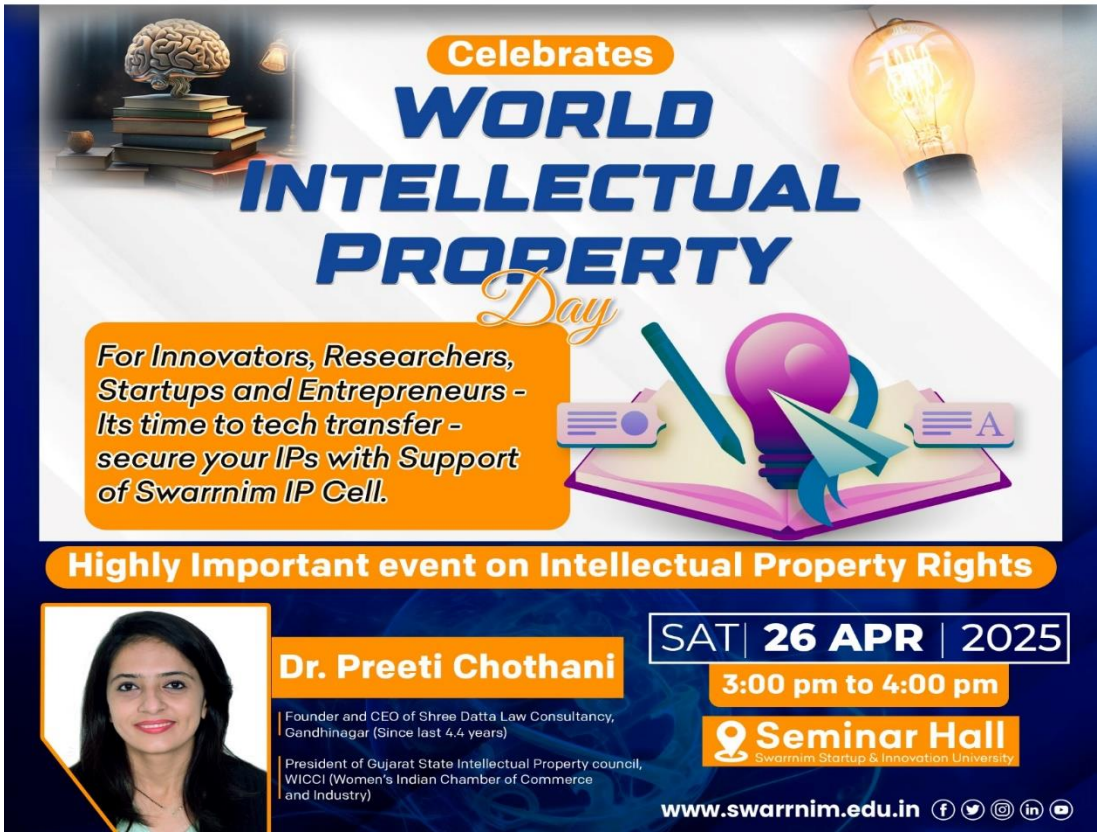
Institutions' Innovation Council (IIC),
Startup Gujarat Cell, Govt. of Gujarat,
SSIP, Govt. of Gujarat, All India
Council for Technical Education (AICTE)
and
Swarnnim Incubation Center

About Swarrnim Startup and Innovation University (SSIU) :-

Swarrnim Startup and Innovation University, established in 2017, is a pioneering institution offering programs in Engineering, Architecture, Design, Management, and more. As India's first university dedicated to promoting startups, Swarrnim integrates innovation, entrepreneurship, and startup culture into its curriculum to inspire creativity and build business acumen in its students. With a strong focus on practical learning, research, and skill development, we aim to prepare future leaders who will drive progress and innovation in the nation.

About Event: -

As a Part of IP Week Celebration, Swarrnim Startup and Innovation University has celebrated World Intellectual Property Day on 26th April 2025. We have invited Dr. Preeti Chothani, Founder and CEO of Shree Datta Law Consultancy, Gandhinagar, Gujarat. She holds the charge of President of Gujarat State Intellectual Property Council, WICCI (Women's Indian Chamber of Commerce and Industry).



Duration of Event: 1 Hour

No. of Participants: 45 Participants

Glimpse of the Event:

Dr.Preeti Chothani is the President of Gujarat State Intellectual Property Council, WICCI (Women's Indian Chamber of Commerce and Industry). Also, She is founder and CEO of Shree Datta Consultancy ,Gandhinagar, Gujarat.

The major Objective of the event was to understanding and creating awareness about Intellectual Property Rights (IPR) for academicians of Swarrnim Startup and Innovation University.

Dr. Preeti Chothani has explained in detailed about below topics:

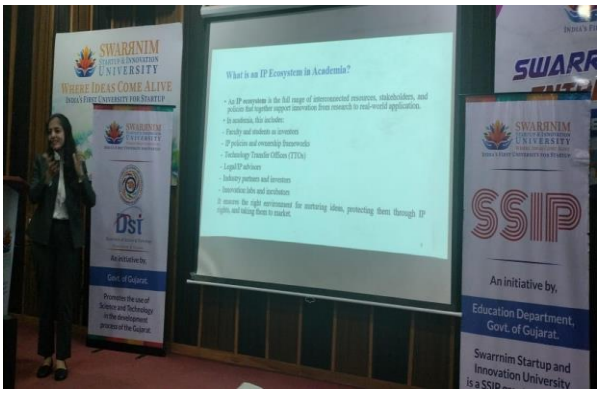
- What is IP?,
- Types of Intellectual Property Rights,
- Why IP Protection Needed?,
- What is an IP Ecosystem in India?,
- Benefits of IP for Institutions,
- Benefits of IP for Individuals,
- IP Filing: A Growth Catalyst for Faculty,
- Challenges in IP Management,
- Strategies for leveraging IP etc.

She has explained about Intellectual Property Rights. There are two types of properties : Tangible Property and Intangible Property. Intellectual Property (IP) is an intangible property which includes creations of human intellect. IP in secure hands by the way of IPR. Intellectual property rights (IPR) provides protection over IP. IPR are rights given to persons over the creations of their mind and they are exclusive rights given for certain specific period of time

She has explained about types of Intellectual Property Rights like Patents, Industrial designs, Trademark, Copyrights, Trade Secret, Geographical Indication, Semiconductor Integrated Circuit s layout designs, Plant varieties and breeder's rights. She has explained about each IPR in detail with example.

She explained about need of IP Protection in current era for protecting your R&D, Block Competitions, Safeguard of Innovation, Ensure Quality of Product etc.

She given emphasis on need of IP Ecosystem in Academia. Academica Includes Faculty and Students as Inventors, IP Policies and Ownership Framework, Technology Transfer Offices (TTOs), Legal/IP Advisors, Industry Partners and Investors, Innovation labs and Incubators. It ensures the right environment for nurturing ideas, protecting them through IP rights, and taking them to market. Benefits of IP for Institutions include Revenue Generation, Enhanced Reputation, Industry Collaboration and Economic impact.



Major Highlighting points of the session are a below:

- **PR is a Strategic Asset** – It safeguards innovation, enhances valuation, and prevents misuse.
- **Start Early** – Filing for IP protection at the ideation stage prevents future legal risks.
- **University Support** – Utilize institutional support (IPR cells, incubators) for patent filings and commercialization.
- **Stay Informed** – Keep up with changing IP laws and global best practices.
- **Action Step** – Participants are encouraged to consult IP experts or university IPR cells for their projects.

Dr. Amita Peters, Principal, Arihant Homeopathic Medical College & Research Institute has presented memento to Dr.Preeti Chothani from Swarrnim Startup and Innovation University.

Mr. Jiten Thakkar, Incubation Manager has thanks to all the faculty members for their active involvement and Dr. Preeti Chothani for their valuable time for expert session.

Outcome: The event has created awareness of Intellectual Property among academicians and entrepreneurs. In current knowledge driven economy, protecting your idea is as important as creating them. Whether you are an entrepreneur, researcher or student, understanding IPR Can be key to success for long term.