



ADITYA COLLEGE OF ENGINEERING

(Approved by AICTE, New Delhi, Affiliated to JNTUA, Anantapur)

Valasapalli Post, Madanapalle – 517325, Annamaya (Dt), A.P



Program Name: Workshop on “Intellectual Property Rights & IP Management for Startup”

This workshop empowered the students with the necessary awareness, knowledge and tools to protect their ideas and their business. They got to know how intellectual property rights can help their business to build a market value and that having an IPR is an asset for the company and that it can be bought, sold, licensed and exchange like any other property.

Objective: To provide broad idea about Intellectual Property Rights and IP Management for start-up and its importance. The session provided practical insights and tools for effective IP management tailored to the needs of startup ventures.

Outcome: students learnt about the important factors to protect one’s business or product from being copied. Students also gained a deeper understanding of various forms of IPRs such as patents, trademarks, copyrights, and trade secrets, along with their applications in startup ecosystems.

No. of Faculty Attended: 60

No. of Students Attended: 2

Duration: 120 Minutes

Venue: mini seminar hall

Date: 22.04.2024

Program theme: Intellectual Property Rights(IPRs)

URL: <https://twitter.com/saivenu06626198/status/1782636482500727270/photo/1>
<https://twitter.com/saivenu06626198/status/1782636482500727270/photo/3>

The poster is enclosed in a rounded rectangle and contains the following information:

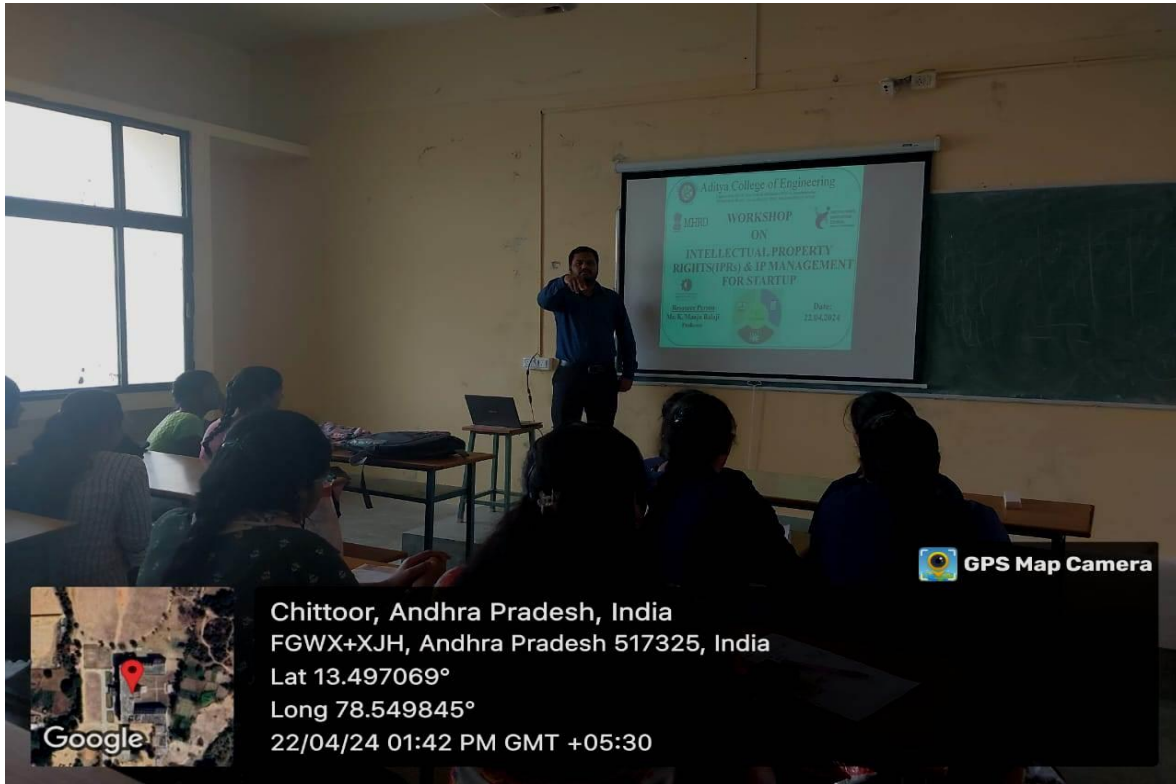
- Top Left:** Aditya College of Engineering logo.
- Top Center:** Aditya College of Engineering (Approved by AICTE, New Delhi & Affiliated to JNTUA, Ananthapuramu) PUNGANUR ROAD, VALASAPALLE POST, MADANAPALLE-517325
- Top Right:** Institution's Innovation Council logo.
- Center:** **WORKSHOP ON INTELLECTUAL PROPERTY RIGHTS(IPRs) & IP MANAGEMENT FOR STARTUP** in large red letters.
- Bottom Left:** MHRD logo and Ministry of Education's Innovation Cell logo.
- Bottom Left (Text):** **Resource Person**
Mr. K. Manju Balaji
Professor
- Bottom Center:** A circular diagram with 'IP Management' in the center, surrounded by icons for a bar chart, a document, and a person.
- Bottom Right:** **Date:**
22.04.2024



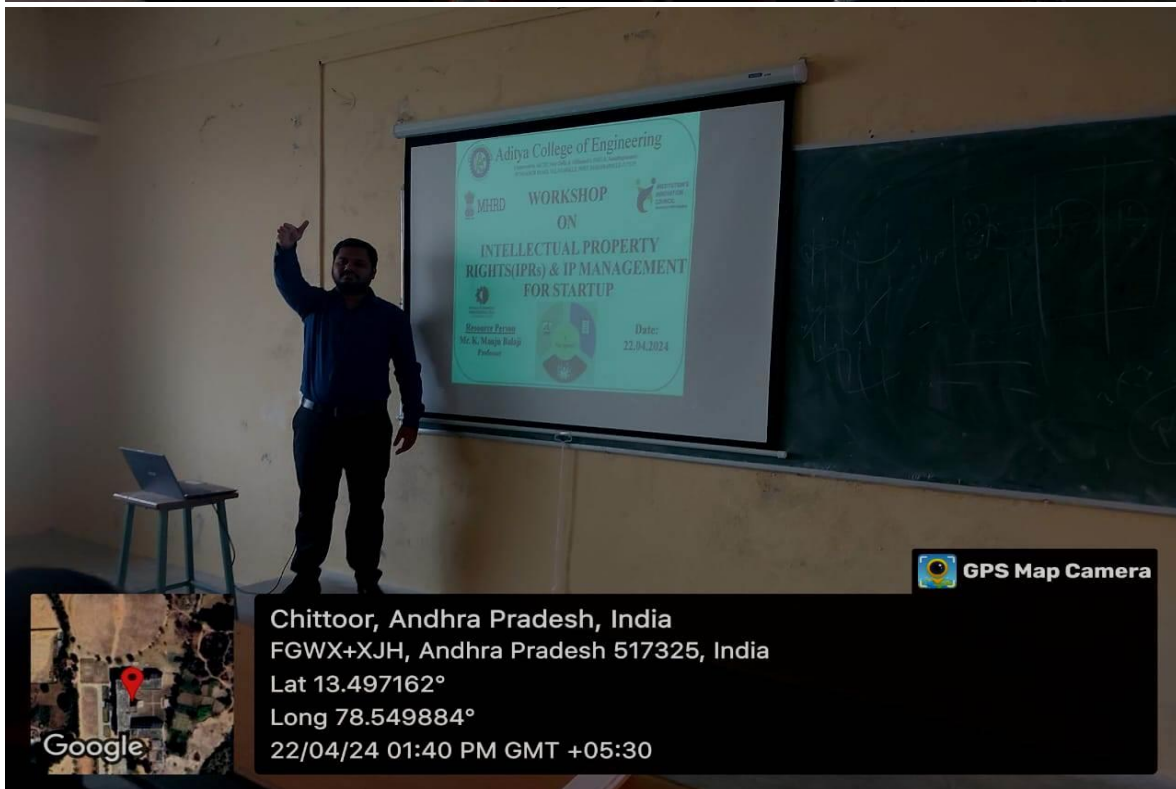
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FGWX+XJH, Andhra Pradesh 517325, India
Lat 13.497069°
Long 78.549845°
22/04/24 01:42 PM GMT +05:30



Chittoor, Andhra Pradesh, India
FGWX+XJH, Andhra Pradesh 517325, India
Lat 13.497162°
Long 78.549884°
22/04/24 01:40 PM GMT +05:30



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