

INTELLECTUAL PROPERTY AND ENTREPRENEURSHIP



Speaker: **Dr. Lipika Sahoo**

WORKSHOP AT NSRCEL OPEN HOUSE

VENUE

NS Raghavan Centre for Entrepreneurial Learning (NSRCEL), IIM Bangalore
24th Aug, 2016, From 3:30 pm to 5:30 pm

Why Intellectual Property is important for entrepreneurs?

Protection of Intellectual property (IP) is a valuable business asset for a start-up. Irrespective of nature of business, IP provides both business value and competitive advantage for a company.

Bigger companies have the resources to address IP issues with relative ease, but what about start-up company? Are the filing strategies for start-ups different from that of established enterprises?

IP rights are important because they create a legal barrier to competition, important drivers of risk reduction, adding value to business and for raising seed or venture funding by licensing or transferring IP rights. A start-up needs to manage its own IP rights while avoiding the IP rights of others.

Topics for talk and discussion:

- *Why IP is important for start-ups?*
- *What are the different types of IP protection available?*
- *How can entrepreneurs protect their ideas?*
- *How can entrepreneurs use IP as a tool to excel in market place?*
- *What are the existing norms, procedures and formalities required for IP filing?*

Speaker:

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