



MARATHWADA MITRA MANDAL'S COLLEGE OF COMMERCE

Affiliated to Savitribai Phule Pune University,
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REPORT ON ONE DAY WORKSHOP ON IMPORTANCE OF IPR FOR START UPS

Date:11/06/2023

One-day workshop on "Importance of IPR for Start Ups" was conducted by Department of Business Administration on 10th June, 2023. Total 50 students attended the session. All the faculties graced the occasion with their presence.

The program commenced with the introduction of the day's resource person, Adv. Smita Koppal. Asst. Prof. Snehal Borkar delivered the welcome address, following which Adv. Smita Koppal proceeded with the session.

The workshop aimed to educate students about startup entrepreneurs and the significance of protecting their intellectual property assets and leveraging them to foster innovation, growth, and competitiveness in the market.

The workshop commenced with an overview of intellectual property rights and their importance for startups. Students were introduced to the various forms of intellectual property, including patents, trademarks, copyrights, and trade secrets. Case studies and examples were presented to illustrate how startups can protect their inventions, brands, creative works, and confidential information.

The workshop wrapped up with a question and answer session during which students had the opportunity to address their queries. Prof. Gurmeet Kaur Rajpal delivered a vote of thanks, marking the conclusion of the workshop.

Dr. Ashwini Kulkarni
HOD

Dr. Devidas Golhar
Principal

