



KINGS
COLLEGE OF ENGINEERING
Recognised under 2(f) & 12(B) of UGC
Approved by AICTE, New Delhi
Affiliated to Anna University, Chennai



ACADEMIC YEAR 2023-24 (EVEN SEMESTER)



WORKSHOP
On

**"INTELLECTUAL PROPERTY RIGHTS (IPRs) AND IP MANAGEMENT FOR
STARTUP"**

20.05.2024

REPORT

Institution's Innovation Council (IIC) of Kings College of Engineering organized workshop on "Intellectual Property Rights (IPRs) and I.P. Management For Startup" on 20.05.2024.

OBJECTIVE:

- To provide the attendees a broad idea about IPR and IP Management for start-up and its importance.
- To give idea about process, the useful steps for getting IPR approval for any start-up with useful links and information.

Resource person:

Dr. M. Satthiyaraju

Associate Professor,

Department of Mechanical Engineering

Kathir College of Engineering,

Coimbatore.

President:

Dr. J. Arputha vijaya selvi, Principal, KCE

Vice- President

Mr. R. Sundaramoorthi, Associate Professor / EEE

IIC member & Coordinator

Dr.R.Shankar, Associate Professor / MECH

Quarter series-III

Programme Type: Workshop

Promotion in social media: Facebook

Workshop summary

This report provides a brief summary of the lecture on “**Intellectual Property Rights (IPRs) and IP Management For Startup**” organized by Institutions Innovation Cell on **20.05.2024** at Smart class, ground floor, Block II. There were about 61 students of B.E. and 15 faculty members attended the workshop. The session was started by 11.10 am. Introduction about the resource person was delivered by IIC Vice president **Mr.R.Sundaramoorthi**, Associate Professor/EEE. The lecture was delivered by **Dr.M.Satthiyaraju**, Associate Professor, Department of Mechanical Engineering, Kathir College of Engineering, Coimbatore.

Resource person focuses on how to equip startup entrepreneurs with essential knowledge and tools to navigate the intricacies of intellectual property. Through interactive sessions and practical examples, students gain insights into different types of IP rights and learn how to develop a strategic approach to IP management. From understanding the basics of patents, trademarks, copyrights, and trade secrets to devising effective IP protection and commercialization strategies, the workshop covers a wide range of topics crucial for startup success.

Most of the participants who attended the workshop were students and faculty. By attending this workshop, students interested in startups will be better prepared to leverage their intellectual property assets for growth, innovation, and competitive advantage in the marketplace. The lecture provided an interactive atmosphere between the resource person and the participants.

In the valedictory function, participants expressed their feedback about the workshop. **Dr.R.Shankar**, coordinator of the workshop expressed the vote of thanks and the programme ended with a National Anthem.

Benefits Interm of Learning/Skills/Knowledge obtained:

- Student got detailed information about IPR and IP Management. They also got knowledge about the patenting process, its stages and time taken for the selection procedure. They also acquainted the use of IPR and IP Management for Startup.

Brochure-Sample copy



INSTITUTION'S INNOVATION COUNCIL

**Workshop
ON
Intellectual Property Rights (IPRs)
and IP Management for startup**

Resource Person



Dr. M. Satthiyaraju,
Associate Professor,
Department of Mechanical Engineering,
Kathir College of Engineering,
Coimbatore.

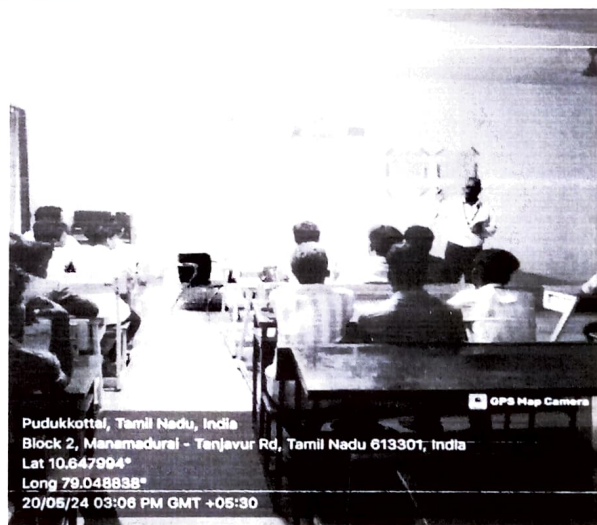
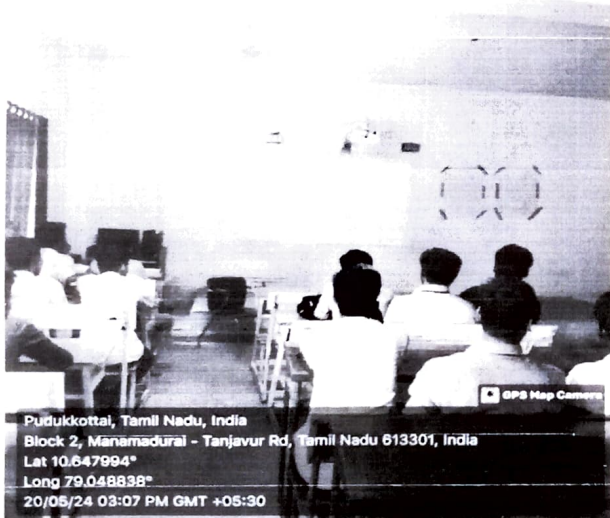
Date: 20/05/2024

Time: 11:30 am

Venue: Smart Class, Ground floor, Block II

Dr. R. Shankar, Member IIC Mr. R. Sundaramoorthi, Vice President IIC Dr. J. Arputha Vijaya Selva, Principal

Event Photographs



Resource person Dr. M. Satthiyaraju delivering the lecture on Intellectual Property Rights (IPRs) and IP Management for Startup

Member - IIC & Coordinator

President-IIC & Principal