

Report pertaining to conduct of Webinar on Intellectual Property Rights

Title: Innovative Ideas Protection and Commercialization

Date: 16.03.2024

No. of Participants – 50

Mode: Online (Teams)

**Speakers: Dr. M.A Bhagyaveni, Director, CIPR
Dr. G. Geetha, Deputy Director, CIPR
Mrs. N. Priyadarrshini, IP Analyst, CIPR
Mr. C. Vignesh, Technology Commercialization Office,
Technology Enabling Centre, Anna University, Chennai**

Report:

Innovative Ideas Protection and Commercialization was conducted by Centre for Intellectual Property Rights (CIPR), Anna University, Chennai

The webinar highlighted the introduction to IPR, Patent Filing Procedures, Industrial Design, Trademark and Copyrights, importance of commercialization, key factors to be considered for commercialization and elaborated the technical points such as freedom to operate search, assignee, licensee, key terms in agreement, payment details on basis of lump sum or royalty, dispute between parties and licence.

Further discussion was made on developing minimum viable product, product development based on expertise, sales barrier identification and the challenges faced while commercializing the new technologies such as market size, supply chain, technology validation, infrastructure, time criteria, product sales and customer relationship were also discussed.

Finally, the Director thanked all the members involved in organising the webinar.

The brochure and photographs are given below:



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**CENTRE FOR INTELLECTUAL PROPERTY RIGHTS (CIPR)
ANNA UNIVERSITY, CHENNAI**

Cordially invites you to the

NATIONAL LEVEL WEBINAR

*Innovative Ideas Protection and
Commercialization*

CHIEF GUEST

INAUGURAL ADDRESS

**SHRI. S. THANGAPANDIAN
DEPUTY CONTROLLER, CHENNAI
PATENT OFFICE**

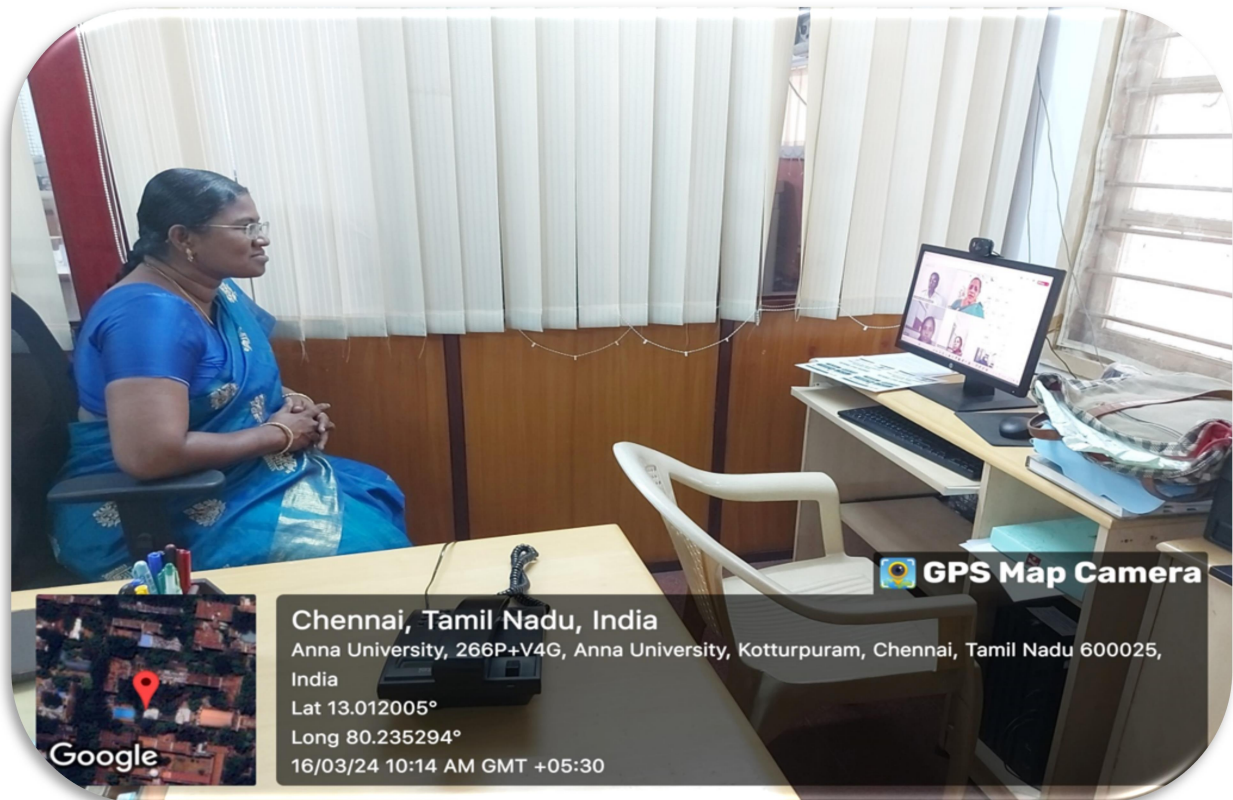
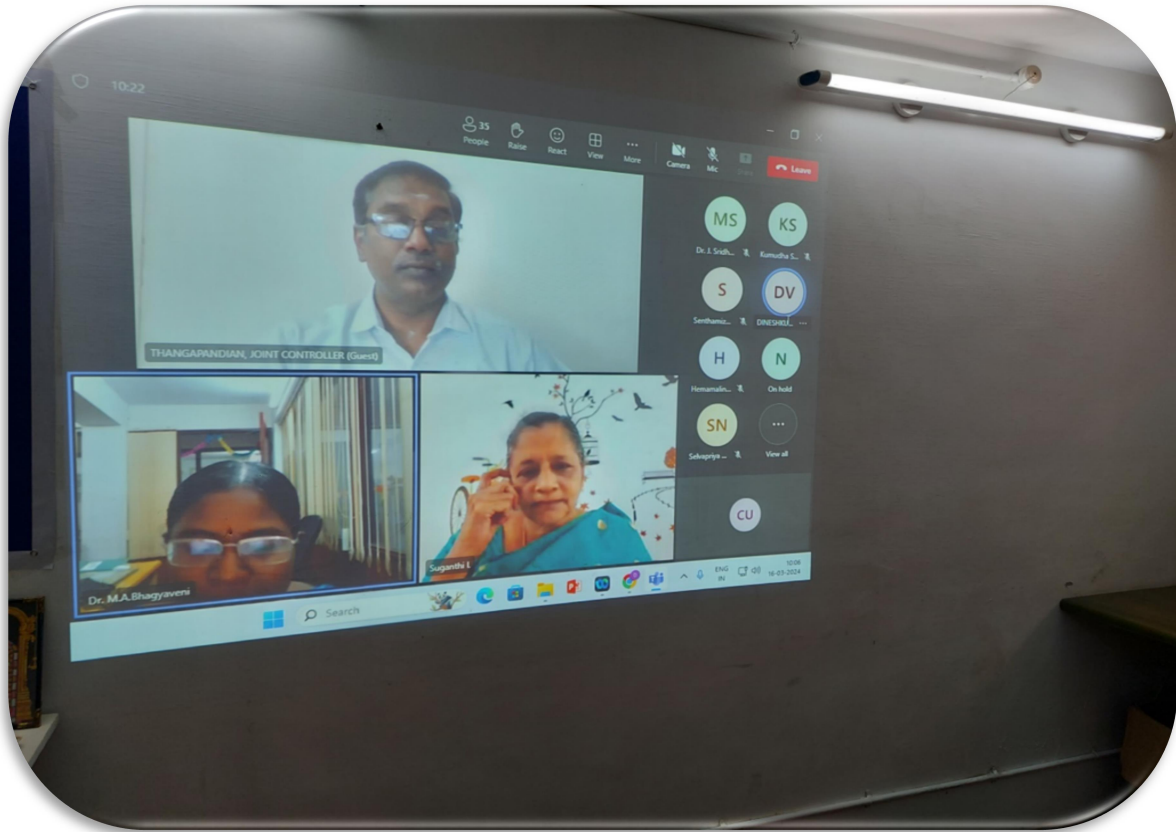
**DR. L. SUGANTHI
DEAN, CEG,
ANNA UNIVERSITY, CHENNAI**

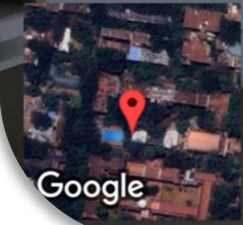
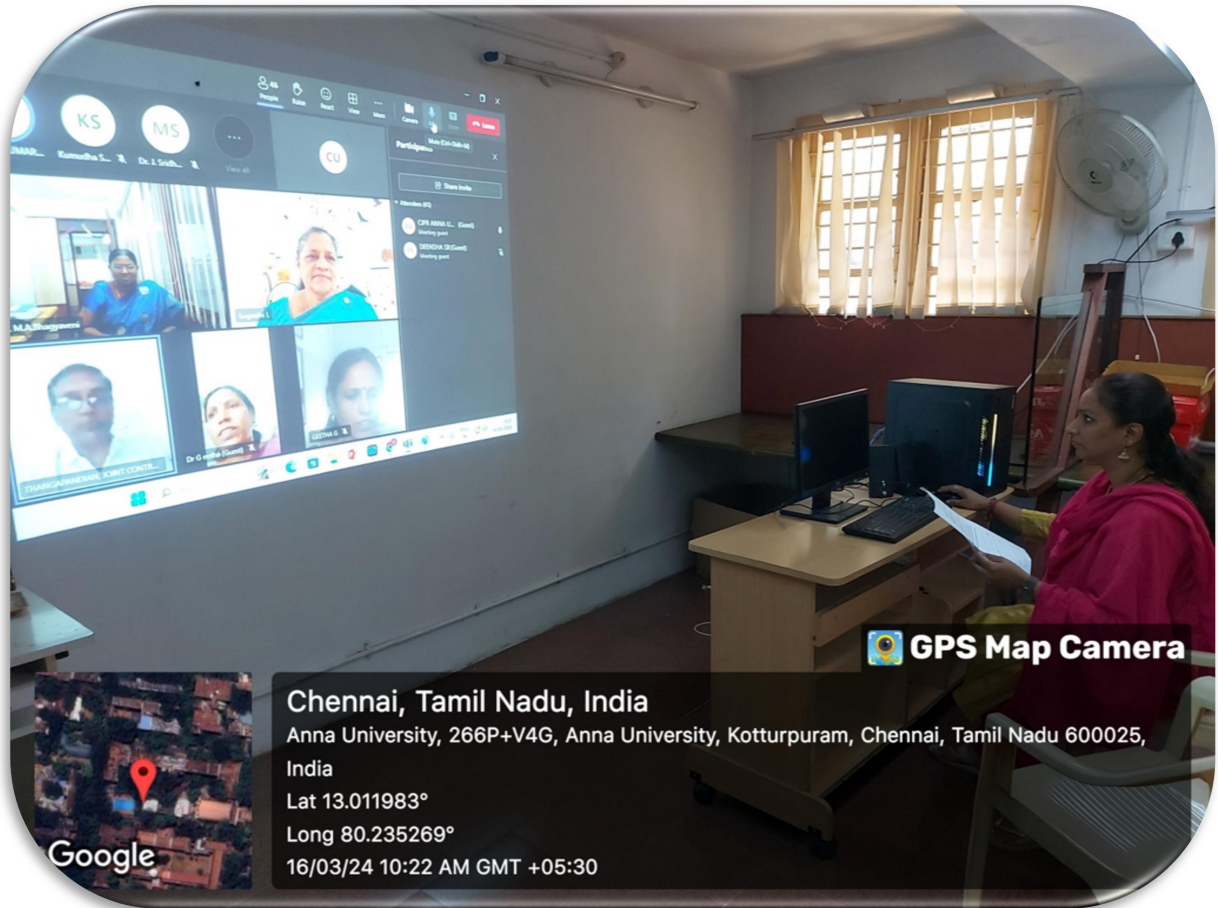


**16 MARCH, 2024
SATURDAY**



10.00 AM TO 04.00 PM





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