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

Cordially invites you to the

NATIONAL LEVEL WEBINAR
Innovative Ideas Protection and Commercialization

CHIEF GUEST

SHRI. S. THANGAPANDIAN
DEPUTY CONTROLLER, CHENNAI PATENT OFFICE

INAUGURAL ADDRESS

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

16 MARCH, 2024
SATURDAY

10.00 AM TO 04.00 PM