Detailed Report pertaining to conduct of

Workshop/Seminar

on

Intellectual Property Rights

2022

Conducted by

Centre for Intellectual Property Rights (CIPR),

Anna University, Chennai – 600 025
## Abstract

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<tr>
<th>No. of Workshop/Seminar Conducted</th>
<th>Title of the Workshop</th>
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<td>1</td>
<td>IP Commercialization – Its Importance, Challenges and Way forward</td>
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<tr>
<td>2</td>
<td>One day Awareness Workshop on Intellectual Property Rights and Innovation 2022 (IPR 2022)</td>
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<td>3</td>
<td>Effective Patent Search and Drafting-2022 (PAT DRAFT 2022)</td>
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<td>4</td>
<td>One-day Awareness Workshop on Intellectual Property Rights and Innovation 2022 (IPR 2022) – AC Tech Campus</td>
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<td>5</td>
<td>One-day Awareness Workshop on Intellectual Property Rights and Innovation 2022 (IPR 2022) – MIT Campus</td>
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</table>
1. Title: IP Commercialization – Its Importance, Challenges and Wayforward

Date: 10.01.2022

No. of Participants 145

Mode: Online (Webex)

Speakers: N. Subramanian, Assistant Manager, CIPAM

C. Vignesh, Technology Commercialization Office,

Technology Enabling Centre, Anna University, Chennai
Report:

IP Commercialization – Its Importance, Challenges and Way forward was conducted by Centre for Intellectual Property Rights (CIPR), Anna University, Chennai jointly with Cell for IP Promotion and Management (CIPAM). Department for Promotion of Industry and Internal Trade, Ministry of Commerce and Industry, New Delhi – 110011

The webinar highlighted the different types of IP, 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:
INNOVATION WEEK
January 10 - 16, 2022

IPR session jointly organized by CIPR and CIPAM

Entrepreneurial Insights on Technology Commercialization

C Vignesh
Technology Commercialization Officer, Technology Enabling Centre, Anna University

IP commercialization - its importance

N. Subramanian, Assistant Manager, CIPAM

Mode of Platform: Online
Date & Time: 10th January & 2pm-4pm