

**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

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

**1. Title: IP Commercialization – Its Importance, Challenges and  
Wayforward**

**Date: 10.01.2022**

**No. of Participants 145**

**Mode: Online (Webex)**

**Speakers: N. Subramanian, Assitant Manager, CIPAM**

**C. Vignesh, Technology Commercialization Office,**

**TechnologyEnabling 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

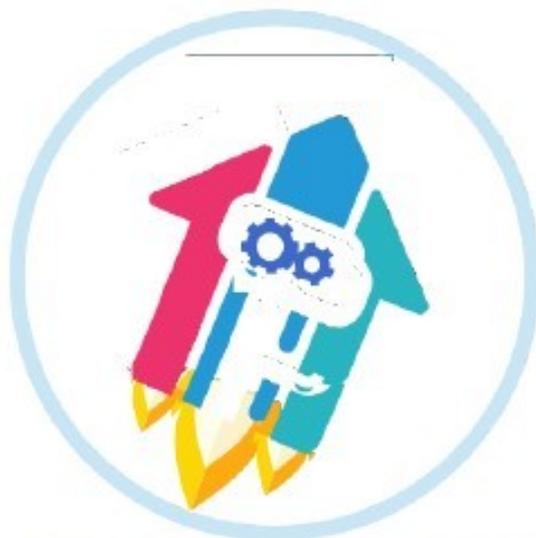
The webinar highlighted the different types of IP, importance of commercialization, key factors to be considered for commercialization and elaborated the technical points such as freedom to operate search, assignee, licensee, key terms in agreement, payment details on basis of lump sum or royalty, dispute 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:

# BROCHURE



## 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

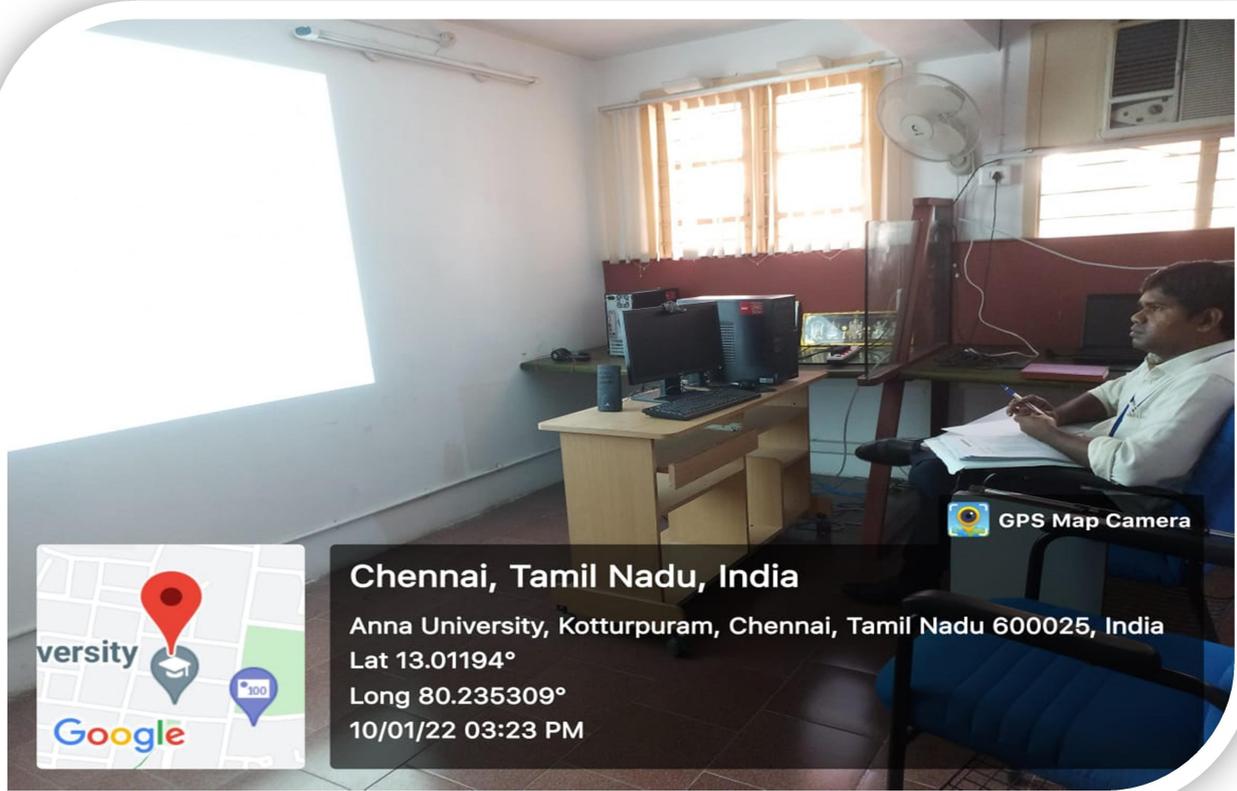
**IP commercialization -  
its importance**



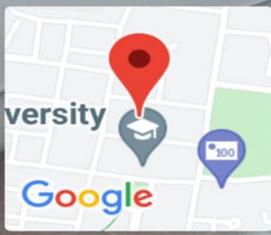
**N. Subramanian,**  
Assistant Manager, CIPAM

**Mode of Platform: Online**

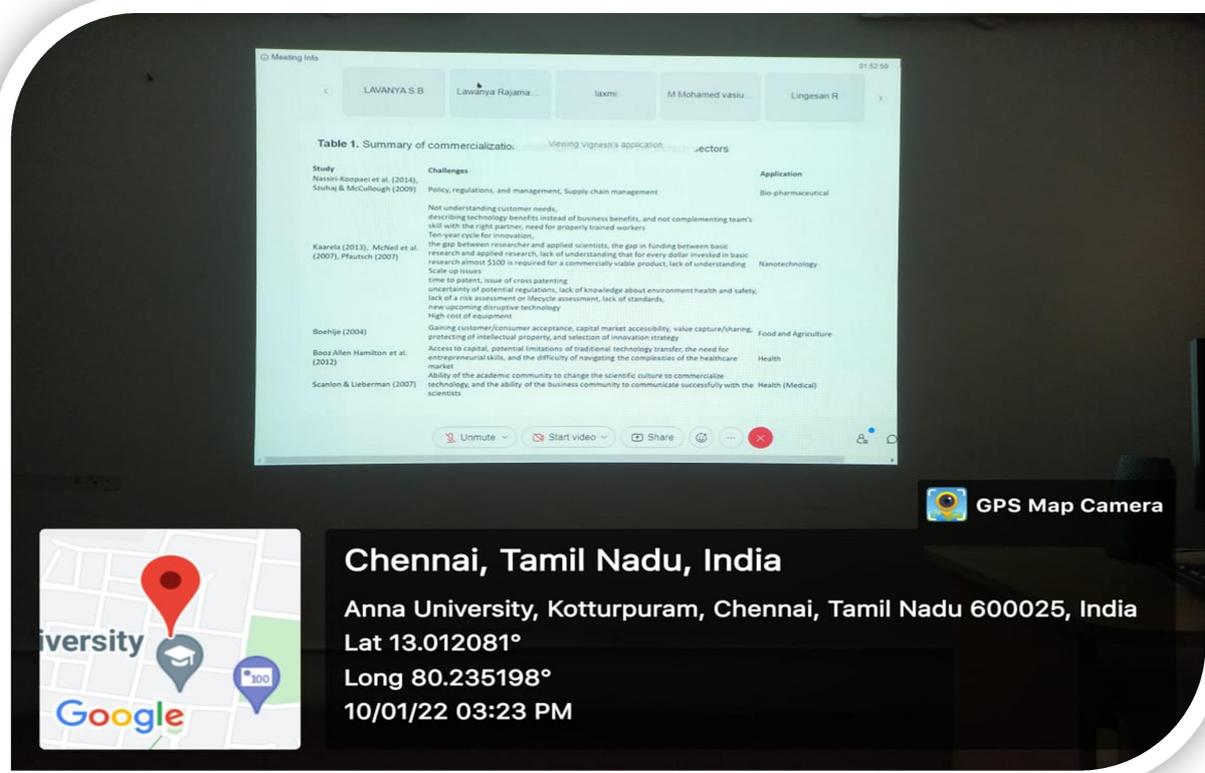
**Date & Time: 10th January & 2pm-4pm**



GPS Map Camera



**Chennai, Tamil Nadu, India**  
 Anna University, Kotturpuram, Chennai, Tamil Nadu 600025, India  
 Lat 13.01194°  
 Long 80.235309°  
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