



DADI INSTITUTE OF ENGINEERING & TECHNOLOGY (AUTONOMOUS)

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NH-16, Anakapalle - 531002, Visakhapatnam, A.P.

Website: www.diet.edu.in, 9963993229 E-mail: principal@diet.edu.in



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Anakapalle,
25-10-2024.

To,

The Principal,
Dadi Institute of Engineering & Technology, Anakapalle
Visakhapatnam-531002

Sub: Request for permission to organize one day seminar on "Navigating IPR in the Startup World: Essential Knowledge for Entrepreneurs": Regarding

Respected sir,

I am herewith requesting you to give permission to organize a one-day seminar for the students of B. Tech EEE Branch IV year on "Navigating IPR in the Startup World: Essential Knowledge for Entrepreneurs" to create awareness and knowledge on the concern topic in the meantime on 1-11-2024, please extend your kind cooperation in this regard.

OK. Permitted
Principal
27/10/24

Organizing Team
(Dr. SRU Joga)
25/10/24

Head of the Department
Electrical & Electronic Engineering
Dadi Institute of Engineering & Technology
Anakapalle - 531002



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Date: 25-10-2024.

CIRCULAR

This is to inform to all the B. Tech IV year EEE students that Department of Electrical and Electronics of Dadi Institute of Engineering and Technology is going to organize one day seminar on the theme "Navigating IPR in the Startup World: Essential Knowledge for Entrepreneurs" from 1-11-2024. So the B. Tech IV Year EEE students are informed to attend the Programme.

Head of the Department
Electrical & Electronics Engg.
Dadi Institute of Engg. Tech.
Anakapalle - 531002



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A report on “Seminar on “Navigating IPR in the Startup World: Essential Knowledge for Entrepreneurs”

The Department of Electrical and Electronics Engineering of Dadi Institute of Engineering & Technology- Autonomous in association with DIET ISTE Student Chapter and Institute Innovation Council (IIC) conducted the one day seminar on Navigating IPR in the Startup World: Essential Knowledge for Entrepreneurs on 1st November 2024 at Lecture Hall-32 in the institute premises. Intellectual Property Rights (IPR) are crucial for startups, providing legal protection for innovative ideas and creations that differentiate a startup’s products or services from competitors. This report covers the importance of IPR for entrepreneurs, the types of IP protection available, and the strategic considerations startups should make to protect and leverage their intellectual assets effectively.

The poster features a green background with a circuit-like pattern on the left. It includes the Diet logo, NAAC 'A' Accredited logo, and logos for ISTE and the Institution's Innovation Council. The text is centered and provides details about the seminar's date, time, venue, and organizers.

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Department of Electrical and Electronics Engineering
In association with
Institute Innovation Council (IIC)
and
Indian Society for Technical Education (ISTE)
ORGANIZING

**Seminar on “Navigating IPR in the Startup World:
Essential Knowledge for Entrepreneurs”**

On 01-11-2024 and From 10 AM onwards
Venue: LH-32 4th Floor (DIET)
IIC Co-ordinator:
Dr. S. Ramana Kumar Joga, Asst. Prof.

Dr. A.S.L.K.Gopalamma
HOD-EEE

Dr. R. Vaikunta Rao
Principal, DIET

Sri Dadi Ratnakar
Chairman, DIET

Poster of the IPR Seminar



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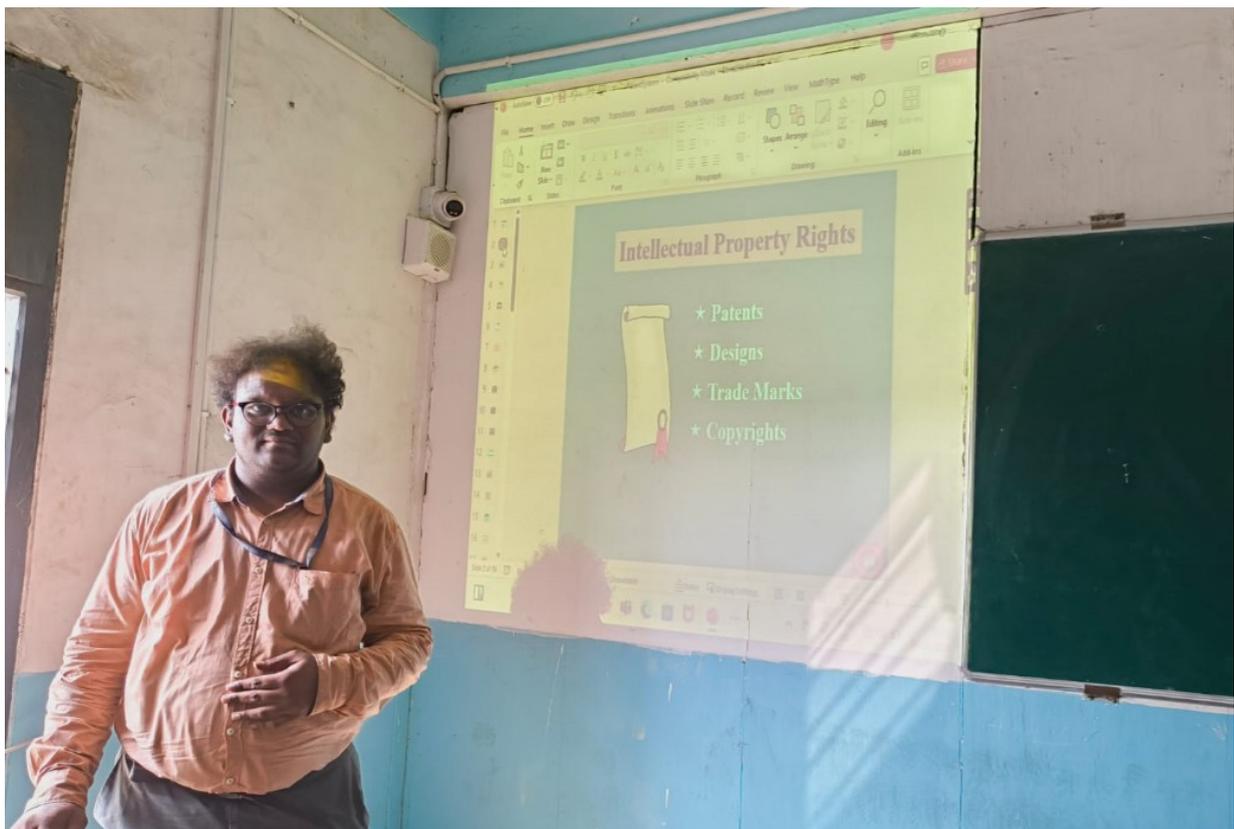
In a competitive landscape, startups often rely on their innovative edge to gain traction. As such, understanding and navigating the world of IPR can help founders protect their core ideas, avoid costly legal issues, and maximize their value in the market.

1. Understanding Intellectual Property (IP) and Its Importance for Startups

For startups, IP can represent a significant portion of the company's value, especially in tech-driven or creative sectors. A solid IP strategy provides a startup with a competitive advantage by:

- **Protecting Innovations:** Safeguarding unique products, designs, or services from imitation.
- **Building Brand Recognition:** Creating legal exclusivity around trademarks or brand identities.
- **Attracting Investors:** Showing a well-protected IP portfolio can enhance a startup's valuation and appeal to investors.
- **Facilitating Market Expansion:** IP rights can ease entry into new markets, providing protection even outside the startup's home country.

Effective IP management can reduce the risk of legal disputes, protect revenue streams, and establish the startup's market position.



Dr. S Ramana Kumar Joga Seminar Talk on “Understanding Intellectual Property (IP) and Its Importance for Startups”

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2. Types of Intellectual Property Protection for Startups

2.1 Patents

Patents protect new inventions, granting the holder exclusive rights to manufacture, use, and sell the invention for a specified period (typically 20 years). Patents can be a critical asset for startups that develop unique products or technologies, especially in industries like tech, biotech, and engineering.

- **Utility Patents:** Cover functional aspects of a product or process.
- **Design Patents:** Protect the ornamental design of a product.
- **Provisional Patents:** Allow startups to establish an early filing date and mark their invention as “patent pending” while they prepare a full patent application.

Patents provide significant leverage against competitors, as infringement can lead to substantial penalties. However, patents can be costly and time-consuming to obtain, so startups should carefully assess if patenting is a worthwhile investment.

2.2 Trademarks

A trademark protects brand elements like logos, slogans, or names that distinguish a product or service from others. Trademarks are crucial for brand identity, helping startups build customer recognition and loyalty.

- **Registered Trademarks:** Offer stronger, more extensive protections and can be renewed indefinitely.
- **Unregistered Trademarks:** Provide limited common-law protection but do not offer the same level of security as registered marks.

Securing trademarks early can prevent potential branding conflicts and litigation, allowing startups to build a strong market presence with unique identifiers that customers recognize.

2.3 Copyrights

Copyrights protect original works of authorship, such as written content, software code, music, and artwork, providing exclusive rights to reproduce and distribute the work. Unlike patents, copyrights arise automatically upon creation of the work, though registration is advised for added protection.

For startups involved in content creation, media, or software development, copyright offers a straightforward and low-cost way to secure legal rights over their creative outputs.

2.4 Trade Secrets

Trade secrets protect confidential business information that provides a competitive edge, like formulas, processes, or business strategies. Unlike patents, trade secrets have no expiration as long as they remain undisclosed and confidential.

Maintaining trade secrets can be advantageous for startups that cannot afford patenting costs or that rely on business know-how that may not meet patent eligibility criteria. To protect trade secrets, startups should implement strong confidentiality agreements and data protection measures.

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Glimpses of IPR Seminar

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3. IPR Strategies for Startups

3.1 Conducting an IP Audit

An IP audit helps startups identify and evaluate their intellectual assets. Founders should categorize IP assets, assess their commercial value, and decide on the best method of protection for each asset. Regular audits also help ensure compliance with IP policies and detect potential infringement risks.

3.2 Filing IP Protections Early

Early IP filings can help secure priority in competitive markets, giving startups the exclusive rights to commercialize their innovations. Establishing "first-to-file" status is particularly important for patents and trademarks, as IP laws often favor early filers.

3.3 Implementing IP Agreements

Contracts such as Non-Disclosure Agreements (NDAs) and Non-Compete Agreements (NCAs) are essential for safeguarding IP, particularly when collaborating with partners, employees, or investors. NDAs protect confidential information, while NCAs help prevent employees from taking proprietary knowledge to competitors.

3.4 Developing an IP Monetization Strategy

IP can be monetized through licensing, franchising, or selling rights, creating additional revenue streams. Licensing agreements allow startups to retain ownership while granting other companies usage rights, a strategy that can be especially lucrative if the IP is applicable in diverse industries.

3.5 Defending Against Infringement

Startups should monitor the market for potential infringements and be prepared to enforce their rights. This may include sending cease-and-desist letters or taking legal action if necessary. Failure to defend IP can result in dilution of rights, potentially weakening the startup's market position.

4. Challenges in Managing IP for Startups

4.1 Cost of IP Protection

For startups operating with limited budgets, the high cost of patenting, trademarking, and other IP protections can be prohibitive. Startups should prioritize the most valuable IP assets and explore cost-effective options, like provisional patents or geographic limitation on filings.

4.2 International IP Protection

Expanding internationally can complicate IP management, as IP rights vary between countries. While international treaties like the Patent Cooperation Treaty (PCT) and the Madrid Protocol simplify global protection, startups should carefully strategize on which countries to pursue protection.



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4.3 Balancing IP Disclosure and Protection

Startups often face the dilemma of sharing IP with potential partners or investors while protecting it from misappropriation. Using strong NDAs and limiting IP disclosure to essential information can help balance openness with security.



Students Participation in the Seminar



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ATTENDANCE: (Total: 50;48 students, 02 Faculty)

Event: Navigating IPR in the Startup World: Essential Knowledge for Entrepreneurs
Attendance: (48 Students)

S. No.	HT. No	Student Name	Signatures
1	21U41A0201	BHEEMARASETTI CHANDU	chandu
2	21U41A0202	BOTCHA SHRAVANI KUMARI	shravani
3	21U41A0203	KANTAM REDDY BALA	Bala
4	21U41A0204	MUDUNURU KALYAN	M. Kalyan
5	21U41A0205	PALAKA SOWMYA	Sowmya
6	21U41A0206	PAPPALA YASWANATH	Yaswanth
7	21U41A0207	KAMBAPU SIDDARDHA REDDY	Siddu
8	21U41A0208	POLAMARASETTI PURNA GANESH	Purna Ganesh
9	21U41A0209	YEGIREDDY SIRISHA	Y. Sirisha
10	22U45A0201	ANUBOTHU HARIKRISHNA	Hari
11	22U45A0202	BALASA DILESH MADHAV	Dilesh madh
12	22U45A0203	BANAİKANA SRAVANI	Sravan
13	22U45A0204	BHUMARAJU BALAJI	B. Balaji
14	22U45A0205	BOBBARI LAVANYA	Lavanya
15	22U45A0206	BOBBARI MOHAN SAI	B. Mohan Sai
16	22U45A0207	CHUKKA SUNEETHA	CH SUNEETHA
17	22U45A0208	DADI BHARGAV APOOR	Bhargav
18	22U45A0209	DASARI ARUNA	ARUNA
19	22U45A0210	EARUSU RAMYANKA	Ramyanka
20	22U45A0211	EERLA ARCHANA	Archana
21	22U45A0212	GIRJALA MOUNIKA	Mounika
22	22U45A0214	GUDABANDI SRINIVAS	Srinivas
23	22U45A0215	JONNADA SWASTHIK KUMAR	Swasthik
24	22U45A0216	JUVVALA VIJAY KUMAR	Vijay



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25	22U45A0217	KAKUMANU V K VASANTHA CHARI	chris
26	22U45A0218	KANCHUMURTY SHARAN SAI	Shubh
27	22U45A0219	KANDULA TEJA	K. Teja
28	22U45A0220	KOLLI SRINIVAS	Srinivas
29	22U45A0222	KOPPISETTI BABY SAROJINI	Sarojini
30	22U45A0223	KOTLA SAI DEEPAK	Sai Deepak
31	22U45A0224	KOTTE DIVYA NAGA BALA SAI	Sai
32	22U45A0225	LOKANADHAM SAI KAMAL	L. Sai Kamal
33	22U45A0226	MADAKA BHARGAVI	Bhargavi
34	22U45A0227	MOLLI ARUN KUMAR	Molli Arun
35	22U45A0228	NAKKA VISHNU VARDHAN KUMAR	N. Vishnu Vardhan
36	22U45A0229	NELAPARTHI PRAVEEN KUMAR	Praveen Kumar
37	22U45A0230	NIDRABINGI GIRIJA	Girija
38	22U45A0231	SINGAMPALLI VISWAKANTH	Viswakanth
39	22U45A0232	SURISSETTY JAGADEESH	S. Jagadeesh
40	22U45A0233	TANETI GNANA PRAKASH	T. Prakash
41	22U45A0234	THUMMAGUNTA SATYA DHANUSH	Dhanush
42	22U45A0235	URITI RAVI	Ravi
43	22U45A0236	VEGI DHANRAJ	V. Dhanraj
44	22U45A0237	YENNI KARTHIK	Karthik
45	22U45A0238	VASAMSETTI HARI SHANKAR GANESH	Hari
46	22U45A0239	DODDI CHAKRADHAR	D. Chakradhar
47	22U45A0240	SENAPATHI PAVAN	S. Pavan
48	22U45A0241	KOVIRI JITENDHRA SATEESH	K. T. Sateesh

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Conclusion:

For startups, navigating the world of IPR is essential to building and sustaining a competitive advantage. By strategically managing IP, startups can protect their innovations, enhance brand value, and explore new revenue opportunities. A well-thought-out IP strategy is crucial, as it enables startups to not only protect their core assets but also to foster growth and attract investment. In a rapidly evolving market, IP-savvy entrepreneurs are better positioned to leverage their intellectual assets, ensuring they have the legal tools necessary to transform innovative ideas into lasting business success.

(Dr. S Ramana Kumar. Joga)
Department R&D coordinator

Dr. R Vaikunta Rao
Principal
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Head of the Department
Electrical & Electronics Engg.
Dadi Institute of Engg. Techn.
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