



## Institution's Innovation Council Saurashtra University Rajkot

### Protecting Intellectual Property Rights (IPRs) and IP Management for Startups

31<sup>st</sup> May, 2025

Online on Google meet

At

Incubation Centre

Dr. A P J Abdul Kalam Science Laboratory

Saurashtra University Campus, Rajkot

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## Saurashtra University – IIC

The university is dedicated to instruction, research, and extending knowledge to the public (public service). Ministry of Education (MoE), Govt. of India has established 'MoE's Innovation Cell (MIC)' to systematically foster the culture of Innovation among all Higher Education Institutions (HEIs). The primary mandate of MIC is to encourage, inspire and nurture young students by supporting them to work with new ideas and transform them into prototypes while they are informative years. Saurashtra University is one the Organization that have constituted the IIC to foster the vision of MoE and be a part for the promotion and development of innovation ecosystem.

### Event Schedule

<b>11:30</b>	<b>Welcome</b>
<b>11:35</b>	Awareness session by Mr. Parth Sejjal
<b>12:20</b>	Feedback - Conclusion
<b>12:30</b>	Closing Ceremony

### Event Registration Link

[bit.ly/SUSEC-SPIIC](https://bit.ly/SUSEC-SPIIC)

## Brief about Event

The Scheme for Pedagogy & Research in IPRs for Holistic Education & Academia (SPRIHA), Saurashtra University, in collaboration with the Institution's Innovation Council (IIC), Saurashtra University, organized an online webinar on "Protecting Intellectual Property Rights (IPRs) and IP Management for Startups" on 31st May 2025 from 11:30 am to 12:30 pm.

The session was delivered by Mr. Parth Sejpal, IPR Chair Professor, SPRIHA, Saurashtra University, who shared valuable insights into the significance of Intellectual Property Rights in fostering innovation and entrepreneurship. He explained how protecting IPRs is essential for startups to safeguard their ideas, gain a competitive edge, and build credibility in the market.

The webinar highlighted the fundamentals of IP management, including patents, trademarks, copyrights, and designs, and their role in strengthening a startup ecosystem. Special emphasis was placed on how startups can strategically manage their IP assets to attract investors, enable licensing opportunities, and ensure sustainable growth.

The event provided participants with practical knowledge of the legal and strategic aspects of IPRs, empowering them to protect and leverage their innovations effectively. It also reinforced the vision of IIC and SUSEC to nurture an innovation-driven ecosystem and guide budding entrepreneurs in their journey from ideation to commercialization.

## Key Points

During the session, below mentioned points were discussed:

- Importance of IPRs in protecting innovation
- Types of IPRs: Patents, Trademarks, Copyrights, Designs
- Role of IPRs in startups and entrepreneurship
- IP management strategies for business growth
- Leveraging IP for funding, licensing, and market credibility
- Legal and ethical considerations in IPR
- Case examples of IP-led startup success

## Outcome

The webinar enabled participants to understand the critical role of IPRs in protecting and managing innovations. Students and entrepreneurs learned how strategic IP management can provide competitive advantages, attract investors, and support long-term growth. The session also motivated participants to integrate IPR awareness into their entrepreneurial journey, aligning with the broader vision of fostering innovation and startup culture at Saurashtra University.

## About the Speaker / Chief Guest



Mr. Parth Sejpai

IPR Chair Professor

SPRIHA, Saurashtra University, Rajkot

**Online Webinar**

**PROTECTING INTELLECTUAL PROPERTY RIGHTS (IPRS) AND IP MANAGEMENT FOR STARTUPS**

**SPEAKER :**

**MR. PARTH SEJPAL**  
IPR CHAIR PROFESSOR  
SPRIHA  
SAURASHTRA UNIVERSITY

**Organized by**  
**Scheme for Pedagogy & Research in IPRs for Holistic Education & Academia (SPRIHA), Saurashtra University in collaboration with IIC, Saurashtra University**

**31<sup>st</sup> May 2025** **11:30 am to 12:30 pm**

**Register Now** [bit.ly/SUSEC-SPIIC](https://bit.ly/SUSEC-SPIIC)



The screenshot shows a Zoom meeting window. The main content is a presentation slide titled "DIFFERENCE BETWEEN TANGIBLE AND INTANGIBLE PROPERTY". The slide is divided into two columns: "Tangible" and "Intangible".

Tangible	Intangible
<ul style="list-style-type: none"> <li>• This which can be material, material &amp; form physical form</li> <li>• E.g. Inventory, Land, Patent, Bank, Machinery etc.</li> </ul>	<ul style="list-style-type: none"> <li>• This which cannot be physical, but can be having any physical form</li> <li>• Creation of the business and intangible</li> <li>• E.g. Mktg.</li> </ul>

On the right side of the Zoom window, there is a grid of video thumbnails for other participants. At the bottom, there is a Zoom toolbar with icons for chat, mute, video, and other controls.

**CRITERIA AND VALIDITY OF IPR PROTECTION**

Criteria	Definition	Section	Section	Section
1. Novelty	Novelty	Section 2(1)(a)	Section 2(1)(b)	Section 2(1)(c)
2. Inventive Step	Inventive Step	Section 2(1)(b)	Section 2(1)(c)	Section 2(1)(d)
3. Industrial Applicability	Industrial Applicability	Section 2(1)(c)	Section 2(1)(d)	Section 2(1)(e)
4. Non-obviousness	Non-obviousness	Section 2(1)(d)	Section 2(1)(e)	Section 2(1)(f)
5. Sufficiency of Disclosure	Sufficiency of Disclosure	Section 2(1)(e)	Section 2(1)(f)	Section 2(1)(g)

These criteria are essential for the grant of a patent. The Indian Patent Act, 1970, provides the legal framework for the protection of intellectual property rights.

**NOVELTY, NON OBVIOUS, INDUSTRIAL APPLICATION**

- Novelty**
  - It is a new or things never existing before a new technical solution or a problem
  - It is something that has not been known or used by anyone before the world
  - It should not be used in a country different from the one for comparison
- Non Obvious**
  - It is a new solution after research and analysis which is not obvious when compared to the existing knowledge or having someone, algorithm or both and the solution is the result of a new concept which is not obvious
  - It is a new solution after research and analysis which is not obvious when compared to the existing knowledge or having someone, algorithm or both and the solution is the result of a new concept which is not obvious
  - It is a new solution after research and analysis which is not obvious when compared to the existing knowledge or having someone, algorithm or both and the solution is the result of a new concept which is not obvious
- Industrial Application**
  - It is a new or things never existing before a new technical solution or a problem
  - It is something that has not been known or used by anyone before the world
  - It should not be used in a country different from the one for comparison

**Geographical Indication**

Geographical indication (GI) is a sign used on products that have a specific geographical origin and possess qualities or a reputation that are due to that origin.

**ASSAM TEA**      **ORAN ORANGE**      **PUSA PUTHI**

[illegible]

The screenshot shows a Zoom meeting interface. The main window displays a presentation slide titled "SECTION 3 (C)". The slide content includes:

- 1. Need to ensure a reasonable capacity to facilitate the following Teacher to students of low reading in discussion of low being education occurring in school.
- 2. Evidence
  - Readability
  - Accessibility of the program
  - Consistency of the program

To the right of the text is a small cartoon illustration of a person with glasses and a red bow tie standing in a green field under a blue sky with a tree.

On the right side of the Zoom window, there is a grid of video thumbnails for other participants. At the bottom, the Zoom toolbar is visible, showing icons for chat, mute, video, and other controls.

## Connect Us:



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