



KKR&KSR Institute of Technology and Sciences Vinjanampadu, Guntur, Andhra Pradesh-522017

Approved by AICTE, New Delhi and Permanent Affiliation from JNTUK, Kakinada
Accredited with "A" Grade by NAAC & NBA Accreditation Status for 4 UG (CSE, ECE, EEE, ME) Programs

INTELLECTUAL PROPERTY RIGHTS (IPRs) & IP MANAGEMENT FOR STARTUP

04/04/2024

**Organized by KKR & KSR Institute of Technology and Sciences in association
with MHRD-IIC**

About the Institution:

KKR & KSR Institute of Technology & Sciences, popularly known as KITS was established in the year 2008, by GSR & KKR Educational Society in Vinjanampadu village, Vatticherukuru Mandal of Guntur district. KITS has set for itself the mission to churn out professional deft, academically-bright and socially responsible individuals to contribute its wee bit to the knowledge society. The college is situated in a spacious 11 acres of land in- an idyllic rural setting. Despite being a college with 12 years of academic standing, the college is making rapid strides in establishing good practices in teaching-learning processes. It's a pleasure to disclose the achievements made by the students of KITS in all spheres, of participation at the university level. It's proud moment for our institution and students who have topped the university in various faculties of Engineering. The college has good infrastructure and is making concrete efforts in building an industry-institute beneficial corridor through addressing both the potential resources of the region and also meeting the transnational technical requirements. Though main impetus of our college is technology it also supports and encourages students to involve in various social service activities like Blood Donation, Donations to orphanages, old age homes, and poor feeding. As on the date, college enjoys NAAC accreditation of "A" Grade for 5 years, NBA accreditation for 3 years since 2018 and permanent affiliation of JNTUK Kakinada. The institution has received funding amount worth of Rs1.65cr from various funding organizations; there is 170 qualified teaching staff which is more than the stipulated number by AICTE/affiliating University.

About the Speakers:

1. **BETHALA SUBBA RAO**
2. **Dr.M.PURNA KISHORE**
3. **Dr.P.SARALA**

1. Objectives of the Event:

The main objective of the event aims to empower startups with the knowledge and tools necessary to protect and leverage their intellectual property, driving innovation and growth.

- Educate startups about the importance of Intellectual Property Rights (IPRs) in protecting their innovations and creations.
- Provide an understanding of the different types of IPRs, including patents, trademarks, copyrights, and trade secrets.
- Offer guidance on how to identify, protect, and manage IPRs in a startup setting.
- Share best practices for IP management, including strategies for patent filing, trademark registration, and copyright protection.
- Discuss the role of IPRs in funding, partnerships, and business growth.
- Provide a platform for startups to network with IP experts, attorneys, and peers.
- Offer resources and support for startups to develop a robust IP strategy.

2. Venue of the Event:

The event is organized in KKR & KSR Institute of Technology and Sciences in association with MHRD-IIC.

3. Date & Time of the Event: This is organized on 04/04/2024

4. No. of students participated:

5. No. of faculties participated: 2

6. Event photographs.



7. Benefits in terms of learning/Skill/Knowledge obtained.

The benefits in terms of learning, skill, and knowledge obtained from an event on IPR & IP Management for Startups:

- Understanding of IPR types (patents, trademarks, copyrights, trade secrets)
- Importance of IPR protection for startups
- How to identify and protect IPRs
- Strategies for IP management
- Best practices for patent filing, trademark registration, and copyright protection
- Ability to develop an IP strategy for your startup
- Understanding of how to conduct IP due diligence
- Knowledge of how to navigate IP disputes and litigation
- Ability to create an IP portfolio
- Understanding of how to leverage IP for funding and partnership

8. One Participant Feed Back:

I am G. Sai Roshitha studying in ECE department in KKR & KSR Institute of Technology and Sciences. I have attended the INTELLECTUAL PROPERTY RIGHTS (IPRs) & IP MANAGEMENT FOR STARTUP Organized by KKR & KSR Institute of Technology and Sciences in association with MHRD-IIC. First of all I want to thank my college management who provided such facility for all of us to learn and experience these IPRS & IP Management for startup program. In this regard my sincere thanks to AICTE-MHRD-IIC, who have been conducting such type of events for the student nourishment. I attended the session on 04/04/24. I learn the many concepts from the session conducted on INTELLECTUALPROPERTY RIGHTS (IPRs) & IP MANAGEMENT FOR STARTUP

9. Expenditure Amount (If any): **RS.15,000**

10. Remarks: The session is organized smoothly with practical orientation.

11. Experiences and Output of the Session

Manystudents of our college are attended the **INTELLECTUAL PROPERTY RIGHTS (IPR'S)& IP MANAGEMENT FOR START UP** on 04/04/2024 conducted by KKR & KSR Institute of Technology and Sciences in association with MHRD-IIC.

Outcomes of the Session

The session is Very useful and informative. They explained very clear about basics and involved in practical examples. This session is very useful to understand current research trends in startups. So it is better to extend this session. They explained the importance of startup in present scenario and government funding on startup and patents . Thank you very much to the management and MHRD-IIC for giving the opportunity.