**Sambhram Academy of Management Studies, School of Management**

**“Workshop on Intellectual Property Rights (IPRs) and IP Management for Start-Ups”**

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Institution Innovation Cell of Sambhram Academy of Management Studies (IIC-SAMS) organized a one-day workshop on the topic Intellectual Property Rights (IPRS) &IP Management for start-ups for PG students (MBA/MCA/M Com). The session started with a brief introduction of the guest by the Prof K C Mishra, Principal, Sambhram Academy of Management Studies. The guest speaker provided basic knowledge on the concepts of Patent, Copyright, Trademark and Design.

The focus of the workshop was on the protection of Intellectual Property Rights by the Start-up’s. The speaker ignited young creative minds with the knowledge of Intellectual Property Rights which are essential to know in this present innovative digitalized world and also explained how students can develop their innovations under various Intellectual Property Rights. IPR are an important reason for the vast innovation around us. When starting a business, there are many factors to consider, ranging from bank branding and targeting markets to financial growth. However, intellectual property protection is one of the crucial parts of the market challenges. IP for any companies, especially a start-up, is an intangible asset. It levels the playing field between entrepreneurs and incumbents and is more likely to attract lucrative opportunities.

During the session, the students exposed to different types of intellectual property rights and they had been enlightened and motivated to convert their ideas into innovation and further transformation into IP assets through the protection of their IP rights. More than 150 students participated in the workshop. Mr. Siba Prasad, School of Management presented token of gratitude to the Resource person. The session ended with a vote of thanks to the guest speaker.