



MAHARASHTRA NATIONAL LAW UNIVERSITY, NAGPUR

Department for Promotion of Industry and Internal Trade (Ministry of Commerce and Industry, Government of India) **Chair on IPR** and **Centre for Intellectual Property Rights** at Maharashtra National Law University Nagpur in association with **RGNIIPM, Nagpur,**

On the occasion of World IP Day

organizes

Webinar on

IP Mangement and Commercialization

April 26, 2021 (Monday)

Maharashtra National Law University, Nagpur

Moraj Design and Decorator (DnD) Building, Near Oil Depot,
MIHAN Fly Over, Wardha Road, Khapri, Nagpur-441108

ABOUT THE UNIVERSITY

The Maharashtra National Law University, Nagpur, an Institution with a students' centric outlook, was established by the Government of Maharashtra in 2015. The University started its academic activities from August 1, 2016 and is currently in its fifth year of academic pursuits with five batches of undergraduate degree course [B.A.LL.B.(Hons.) Five-Year Integrated Degree Course]; fifth batch of postgraduate degree program [One-Year LL.M.]; and three batches of Ph.D. programme. The University is pursuing excellence in legal and justice education under the visionary mentorship of the Chancellor, Hon'ble Shri Justice Bhushan Gavai, Supreme Court of India and dynamic leadership of Prof. (Dr.) Vijender Kumar, Vice-Chancellor of the University. The University is recognised by the University Grants Commission (UGC) and the Bar Council of India (BCI), New Delhi. It is also a member of Association of Indian Universities (AIU), New Delhi and Consortium of National Law Universities of India. The University has launched B.A.LL.B. (Honors in Adjudication and Justicing) Five-Year Integrated Degree Course, the first-of-its-kind in India; it aims to train and equip students for the entry level of Judiciary.

ABOUT THE DPIIT-IPR CHAIR

The Scheme for Pedagogy & Research in IPRs for Holistic Education & Academia (SPRIHA) was launched in the year 2016 by the Department for Promotion of Industries and Internal Trade (DPIIT), Ministry of Commerce and Industry, Government of India. The IPR Chair was established under the scheme at selected Universities in India and MNLU, Nagpur takes pride in being one of them. The chair was established to fulfill one of the objectives of the National IPR Policy of the Government of India which was to 'Strengthen IP Chairs in educational institutes of higher learning to provide quality teaching and research develop teaching capacity and curricula and evaluate their work on performance based criteria'.

CONCEPT NOTE

World Intellectual Property Day is observed annually on 26 April. The event was established by the World Intellectual Property Organization (WIPO) in 2000 to “raise awareness of how patents, copyright, trademarks and designs impact on daily life” and “to celebrate creativity, and the contribution made by creators and innovators to the development of societies across the globe”.

Every business starts with an idea. Each of the millions of small and medium-sized enterprises (SMEs) that operate across the globe every day started with an idea that took shape in someone’s mind and made its way to market. When encouraged and enhanced with creativity, know-how and skill an idea becomes an IP asset that can drive business development, economic recovery and human progress. Creative minds around the world including architects, artists, artisans, designers, engineers, entrepreneurs, researchers, scientists and many others – come up with new ideas every day. From the arts to artificial intelligence, fashion to farming, renewable energy to retail, television to tourism, and virtual reality to videogames, to name just a few.

Some of their ideas convert into the products and services we want to buy. Others don’t make it. The journey to market can be unsafe. But with a focus on IP, businesses can anticipate, navigate and better manage the many twists and turns that pave the road to commercialization. At a time when the imperative of economic recovery is high, World Intellectual Property Day 2021 shines a light on the critical role of SMEs in the economy and how they can use IP rights to build stronger, more competitive and strong businesses.

SMEs are the backbone of national economies. They deliver the goods and services we need every day; they give an entrance way to breakthrough innovations and inspiring creations and they create jobs; some become the world leading businesses of tomorrow. Each of these business ventures has taken an idea coupled it with inventiveness to create a product or a service that consumers need. And each of them can use IP rights to safeguard and create value from their business assets. Yet many are unaware that they hold IP or that it has value attached. This means, many are missing out on occasions to improve and grow. Studies show that when businesses are IP friendly, and when they acquire and manage IP rights, they do better. World Intellectual Property Day 2021 is an opportunity to find out how the tools of the IP system – trademarks, design rights, copyright, patents, trade secrets, geographical indications, and more – can support taking inventive ideas to market. With IP rights an idea can turn into a business opportunity, generate value, create employment and enrich the choice of products available to consumers. With IP business can grow and community can flourish.

SCHEDULE FOR THE WEBINAR

The Webinar on IP Management and Commercialisation by Dr. B. K. Sahu, Regional Manager and Officer In-charge IPFC & TISC, NRDC, GOVT OF INDIA is scheduled on April 26, 2021 at 3:00 P.M.

REGISTRATION DETAILS

The registration to the webinar is open to

- Law students
- Academicians and Researchers
- Stakeholders
- Entrepreneurs
- Practicing advocates and professionals

Registration Fee –There is no registration fee for the webinar. Prior registration to the webinar is **mandatory**.

Registration Link:

<https://docs.google.com/forms/d/e/1FAIpQLScYOdCYYNjTmBlr11Ktcb7JCvE5Z3znIYOa43vCSP47FLgeJw/viewform>

* All participants will receive a link to the webinar on April 26, 2021

* All participants of the webinar will receive an Electronic certificate (e-certificate).

PATRON

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