

# School of Legal Studies

Organises  
Faculty Development Programme on

## IPR Strategies for Startups: Navigating Challenges & Leveraging Opportunities



29<sup>th</sup> July to 04<sup>th</sup> August, 2024



Mode: Online



## About REVA University

REVA University is a State Private University established in Karnataka State under the Government of Karnataka Act No. 13 in the year 2012 in Bengaluru, the IT capital of India. REVA University, recognised by the University Grants Commission (UGC) and approved by the All India Council for Technical Education (AICTE), has an A+ grade from NAAC.

REVA University prides itself in contributing to every student's holistic development. The University currently offers 38 full-time undergraduate programmes, 33 full-time postgraduate programmes, 20 PhD programmes, and certification and diploma programmes. The University offers programmes in Engineering, Architecture, Science and Technology, Commerce, Management Studies, Law, Arts & Humanities, and Performing Arts. Courses are offered in Certificate/Diploma and Post Graduate Diploma too. REVA University facilitates research leading to a Doctoral Degree in all disciplines. The programmes offered by REVA University are well-planned and designed based on methodical analysis and research with emphasis on knowledge assimilation, practical applications, hands-on training, global and industrial relevance, and their social significance.

Teachers and instructors with illustrious academic experience are the architects of the meticulously designed curriculum and program modules offered at REVA University. They come with industrial exposure and experience that often translates through their teaching, thus bridging the gap between the industry and academia.

## About School of Legal Studies

The School of Legal Studies offers graduate programs with an objective of preparing Law graduates with a sound understanding of the fundamentals of legal knowledge. The school offers B.A., LL.B. (Hons.) and B.B.A., LL.B. (Hons.) of five-year (10 semesters) duration and one-year LLM in Business and Corporate Law and Criminal Law. Equipped with excellent infrastructure including Moot Court, Counseling Cell, fully air-conditioned library with variety of print and online resources aims to advancement and dissemination of knowledge of law and legal processes in the context of national development. The school, in addition to its well experienced qualified law faculty members, invites regularly practicing lawyers and legal luminaries as adjunct faculty and guest faculty members to facilitate practical exposures on latest judgements.

## About the Faculty Development Programme

The Faculty Development Program (FDP) on "IPR Strategies for Startups: Navigating Challenges and Leveraging Opportunities" is designed to empower educators, entrepreneurs, and innovators with comprehensive knowledge and practical skills in the realm of Intellectual Property Rights (IPR). This program delves into the critical importance of IPR for startups, highlighting how patents, trademarks, and copyrights, serve as vital tools for protecting innovations and establishing a competitive edge in the market. Participants will gain insights into crafting robust IPR strategies that align with their business objectives, ensuring that intellectual assets are safeguarded from infringement and effectively leveraged for growth.

Through a series of expert-led lectures, participants will learn how to develop robust IPR strategies that not only protect their innovations but also align with their business objectives.

## Objectives and Outcome of the Programme

A Faculty Development Program (FDP) on "IPR Strategies for Startups: Navigating Challenges and Leveraging Opportunities" would typically aim to enhance the knowledge and skills of faculty members regarding Intellectual Property Rights (IPR) and its strategic importance for startups. Here are the potential outcomes and objectives of such an FDP:

- Provide a comprehensive understanding of the various types of intellectual property (IP), including patents, trademarks, copyrights, and trade secrets.
- Explain the legal frameworks and processes involved in acquiring and protecting IP.
- Highlight the critical role of IPR in the growth and sustainability of startups.
- Discuss how IPR can be an asset for attracting investors and gaining a competitive edge.
- Address the integration of IPR into business plans and overall corporate strategy.
- Explore ways to leverage IP for business development, including licensing, partnerships, and monetization.

## Eligibility

This program is open to the faculty members from All disciplines.

## How to Apply

Register yourself on the following link and attach the receipt screenshot and mention the receipt number and transaction ID

**Registration link:** <https://forms.office.com/r/gYeGGcfz83>

Registration Form



## Registration & Payment Details

Last date of Registration	27 <sup>th</sup> July, 2024
Academicians/ Research Scholars	INR 1200

## Mode of Payment: Online Payment

**Payment Link:** <https://www.reva.edu.in/payment>

**Registration Link:** <https://forms.office.com/r/gYeGGcfz83>

Payment Link



## List of Speakers



### **Prof. Dr. Naresh Kumar Vats**

(Dean, School of Law, Galgotias University)

**Topic :** Role of IPR in protecting Start-ups & their ideas, inventions, etc.

**Date & Time :** 29<sup>th</sup> July, 2024 | 10:30 AM - 12:30 PM



### **Dr. Swarup Pandeya**

Manager, Seed Investments and Acceleration, IIMA Ventures

**Topic :** Green Technologies and Renewable Energy Solutions

**Date & Time :** 29<sup>th</sup> July, 2024 | 02:00 PM - 03:30 PM



### **Dr. Kalpesh Kumar L Gupta**

(Founder, ProBono India, Legal Startups, Law Teachers India)

**Topic :** Overview of Registering and protecting the start-ups and the legal compliance

**Date & Time :** 30<sup>th</sup> July, 2024 | 11:00 AM - 12:30 PM



### **Dr. Amit Kumar Dwivedi**

Associate Professor In-charge of the Department of Government Projects Entrepreneurship Development, Institute of India, Ahmedabad

**Topic :** Emerging Trends in Entrepreneurship

**Date & Time :** 30<sup>th</sup> July, 2024 | 02:00 PM - 03:30 PM



### **Prof. Dr. Tabrez Ahmad**

(Professor and Founding Dean, MANUU Law School, Maulana Azad National Urdu University, Hyderabad)

**Topic :** Impact of Digital Technologies on IPR Management and Protection

**Date & Time :** 31<sup>st</sup> July, 2024 | 11:00 AM - 12:30 PM



### **Dr. Ambati Nageswara Rao**

Assistant Professor of Social Work  
Gujarat National Law University, (GNLU) Gandhinagar

**Topic :** Building Business Models with Social & Environmental Impact

**Date & Time :** 31<sup>st</sup> July, 2024 | 02:00 PM - 03:30 PM



### **Mr. Amit Patel**

Managing Partner, PATectual IP Law Services LLP  
Registered Indian Patent Agent, Advocate, and IP Laws Practitioner

**Topic :** Patent Search and Patentability Criteria

**Date & Time :** 01<sup>st</sup> August, 2024 | 11:00 AM - 12:30 PM

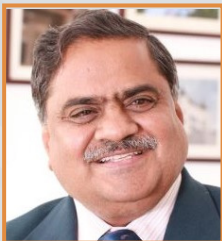


### **Prof. Dr. Viral Pandya**

Professor of Management,  
Gujarat National Law University (GNLU), Ahmedabad

**Topic :** Integrating CSR with Business Strategies to achieve SDGs

**Date & Time :** 01<sup>th</sup> August, 2024 | 02:00 PM - 03:30 PM



### **Prof. Dr. A. V. Narsimha Rao**

Advisor, ICFAI Law School, Hyderabad

**Topic :** Copyrights Laws for digital content and software

**Date & Time :** 02<sup>nd</sup> August, 2024 | 11:00 AM - 12:30 PM



### **Prof. Dr. Sree Sudha**

Professor of Law, Damodaram Sanjivayya National Law University  
Visakhapatnam Andhra Pradesh

**Topic :** Technology Transfer and Licensing Agreements

**Date & Time :** 02<sup>nd</sup> August, 2024 | 02:00 PM - 03:30 PM



## **Ms. Hetvi Trivedi**

Consultant WIPO

**Topic :** IP Policies: Promoting Sustainable Innovation

**Date & Time :** 03<sup>rd</sup> August, 2024 | 11:00 AM - 12:30 PM



## **Dr. Punit Kumar Dwivedi**

Professor & Group Director : Oxford International College

Indore International College & Cambridge International College, Indore

**Topic :** Creativity, Innovations and Risk-taking Entrepreneurship

**Date & Time :** 03<sup>rd</sup> August, 2024 | 02:00 PM - 03:30 PM



## **Dr. G R Raghavender**

Senior Consultant, DPIIT, Ministry of Commerce and Industry

**Topic :** Government and Institutional Support for Start-ups

**Date & Time :** 04<sup>th</sup> August, 2024 | 11:00 AM - 12:30 PM



## **Prof. Dr. Uday Shankar**

Associate Professor, RGSOIPL, IIT Kharagpur

**Topic :** The Role of Judicial Pronouncements in  
Promoting Cultural Innovation

**Date & Time :** 04<sup>th</sup> August, 2024 | 02:00 AM - 04:00 PM



## Chief Patrons

**Dr. P. Shyama Raju**

Chancellor, REVA University

**Mr. Umesh S. Raju**

Pro Chancellor, REVA University

## Patrons

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**Dr. Raghu C. N.**

Director, SoEEE and Cluster-Head

## Convenor

**Dr. Aarti Tyagi**

Professor and HOD, School of Legal Studies

## Co-Convenors

**Dr. Richa Tiwari**

Associate Professor, School of Legal Studies

**Ms. Mili Gupta**

Assistant Professor, School of Legal Studies

## Advisory Committee

**Dr. Kalicharan M. L.**

Professor, School of Legal Studies

**Dr. Nagaraja V.**

Professor, School of Legal Studies





# REVA UNIVERSITY


Bengaluru, India

Rukmini Knowledge Park, Kattigenahalli  
Yelahanka, Bengaluru - 560 064  
Karnataka, India.

Ph: +91- 90211 90211, +91 80 4696 6966  
E-mail: admissions@reva.edu.in

[www.reva.edu.in](http://www.reva.edu.in)

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