



# MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)

## A Report on IP Rights and IP Management for Startup:

**Banner:**

The banner features the MIMT logo on the left, the IIC logo in the center, and the NAAC Accredited with Grade A logo on the right. The text is centered and reads: 'IIC - MIMT is organising A Workshop on "IP Rights & IP Management for Startup" Beneficiary : MBA Students Resource Person: Ms. Swarna Srivastava Indian Patent Agent, Trade Mark Attorney, Founder - Zeya IP, SIPP Facilitator, Ex - Consultant - ICMR Activity Coordinator : Mr. Anurag Agarwal'. Below this, a table provides details for Date, Venue, and Timing. At the bottom, contact information and social media icons are displayed.

~Date~ 28 May, 2024	~Venue~ Seminar Hall A Block	~Timing~ 11:30 AM - 01:30 PM
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## Notice:



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Date: 27<sup>th</sup> May, 2024

### NOTICE

MIMT and IIC is going to organize a workshop on "IP Rights and IP Management for Start-up". The details of the same are given below:

**Program Details: -**

Date: May 28, 2024

Time: 11:30 AM-1:30 PM

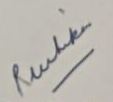
Venue: Seminar Hall (A Block), MIMT

Beneficiary: MBA students

Resource Person: Ms. Swarna Srivastava

Event Coordinator: Mr. Anurag Agarwal

  
IIC Convener  
MIMT

  
Dr. Ruchika Gupta  
Director -MIMT

**CC to:**

Director Office  
IQAC Director  
Dean, MIMT  
HODs/Coordinators  
Faculty Members  
Notice Board  
Office File



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## Report

<b>Name of Program</b>	IP Rights and IP Management for Startup
<b>Date</b>	28 May, 2024
<b>Day</b>	Tuesday
<b>Venue</b>	Seminar Hall – A Block
<b>Name of Expert</b>	Ms. Swarna Srivastava
<b>Beneficiaries</b>	MBA students
<b>Activity Coordinator</b>	Mr. Anurag Agarwal
<b>Objective</b>	To equip the attendees with essential knowledge and tools to effectively manage and leverage their IP assets, ensuring sustainable development and long-term success.
<b>Content</b>	On 28 May 2024, MIMT - IIC organised a workshop on <b>"Intellectual Property (IP) Rights and IP Management for startups"</b> which provided a comprehensive overview of the critical role that IP plays in the innovation ecosystem. Expert speaker Ms. Swarna Srivastava illuminated the complexities of patenting, trademarking and copyrighting, offering strategic insights on how startups can protect their innovations. The event emphasized the importance of IP audits and due diligence, highlighting their necessity in securing competitive advantage and attracting investors. Interactive sessions allowed participants to engage directly with IP professional, gaining tailored advice on navigating the IP landscape.
<b>Outcome of Activity</b>	After attending the session on IP rights and management for startups, the students clearly understood that – <ol style="list-style-type: none"><li>1. How to protect, manage and leverage their IP assets effectively.</li><li>2. These strategies are crucial for securing a competitive edge,</li></ol>



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	<p>attracting investment and ensuring the long-term success of their business.</p> <p>3. By applying the knowledge and techniques discussed, they can maximize the value of their innovations, safeguard their brand and strategically position their startup for growth and sustainability.</p>
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## List of Beneficiaries:

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**List of Beneficiaries**

Date: 28-05-24

Name of the Activity: workshop on IP Rights & IP Mgt. for start-up.

Activity Incharge/Coordinator: Mr. Anurag Agarwal

S. No.	Name	Class/Sec	Signature
1	Jagati Kumari	MBA-C	Jagati
2	Tanisha Singh	MBA-B	Tanisha
3	Somali Pandey	MBA-B	Somali
4	Nitesh Pandey	MBA-B	Nitesh P.
5	Saurabh Tiwari	MBA-B	Saurabh
6	Sachin Kumar Verma	MBA/B	Sachin
7	Aditya Singh.	MBA-B	Aditya
8	ABHISHEK GOUR	MBA-B	Abhishek
9	ARVIND SAHANI	MBA-B	Arvind
10	<del>Vikash Yadav</del> Vikesh Yadav	MBA-B	Vikesh
11	Pranav Singh.	MBA-B	Pranav
12	Anurag Yadav	MBA-B	Anurag
13	Vikas Sharma	MBA-B	Vikas
14	Dhruv Sharma	MBA-B	Dhruv
15	Disha Toyal	MBA-A	Disha
16	Deeksha Agrahari	MBA-B	Deeksha
17	Dilnawaz Ahmed	MBA-A	Dilnawaz
18	Ryush	MBA-A	Ryush
19	Anjanay Yadav	MBA-B	Anjanay



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Date: 28/may/24

Name of the Activity: Workshop on - IP Rights & IP management for Start-up

Activity Incharge/Coordinator: Mr. Anurag Agarwal

S. No.	Name	Class/Sec	Signature
1.	Aditi Tyagi	MBA-B	
2.	Muskan	MBA-A	
3.	Katayagon	MBA-B	
4.	Shweta.	MBA-C	
5.	Kirti Rai	MBA-C	
6.	Anisha Agrawal	MBA-C	
7.	Kunal Brupta	MBA-C	
8.	Bably	MBA-B	
9.	Priya Bharti	MBA-B	
10.	Shristi Gupta	MBA-B	
11.	Radha Singh	MBA-B	
12.]	Ritu Raj	MBA-A	
13.]	Aakanksha Mishra	MBA-A	
14.]	Anchal Seenuastana	MBA-B	
15.]	Neha Kumari	MBA-B	
16.	Lucky	MBA-B	
17.	Kajal Pandit	MBA-A	
18.	Gunjan	MBA-A	
19.	Komal Kumari	MBA-A	



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Date: 28-05-2024

Name of the Activity: Workshop on IP Rights & IP Mgt. for start-up

Activity Incharge/Coordinator: Mr. Anurag Agarwal

S. No.	Name	Class/Sec	Signature
1.	Ashwani Kumar	MBA-B	Ashwani
2.	Vishal Rathi	MBA-A	Vishal
3.	Chetan Girdi	MBA-C	Chetan
4.	Pyush Dev	MBA-A	Pyush
5.	Naveen Shukla	MBA-B	Naveen
6.	Vansh Saini	MBA-A	Vansh Saini
7.	Bhaskar Sharma	MBA-A	Bhaskar
8.	Sunmit Yadav	MBA-C	Sunmit
9.	Prathma Pandey	MBA-A	Prathma
10.	Ishita Gupta	MBA-A	Ishita
11.	Anmol Tiwari	MBA-C	Anmol
12.	Kunal Sharma	MBA/B	Kunal
13.	<del>Adarsh</del>	<del>MBA/B</del>	<del>Adarsh</del>
14.	Karzan Adar	MBA/B	Karzan
15.	Saurabh Tewari	MBA/C	Saurabh
16.	Amrita Jaiswal	MBA-C	Amrita
17.	Nikhil Kaperiya	MBA-B	Nikhil
18.	Shreya Singh	MBA-C	Shreya
19.	<del>Adarsh</del>		



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Date: 28-5-2024

Name of the Activity: Workshop on IP Rights & IP Mgt. for start-

Activity Incharge/Coordinator: Mr. Anurag Agarwal

S. No.	Name	Class/Sec	Signature
1.	Amisha Tahlani	MBA/C	Amisha
2.	Sangam Shakya	MBA/C	Sangam
3.	Tanya Singh Sengar	MBA/C	Tanya
4.	KM. Ambika	MBA/C	Ambika
5.	Avantika Verma	MBA/C	Avantika
6.	Sabeeha Kiran	MBA/A	Sabeeha Kiran
7.	Aditya	MBA-B	Aditya
8.	Anju Sharma	MBA-C	Anju Sharma
9.	Meha Sengupta	MBA-C	Meha
10.	Dharam Ven	MBA/B	Dharam
11.)	SAURAV - KUMAR	MBA-C	Saurav
12.	Ashutosh Kumar Thakur	MBA-C	Ashutosh
13.	SHOUBHIK DEY	MBA-C	Shoubhik
14.	Mukesh Kumar	MBA-C	Mukesh
15.	PRATAP KUMAR CHAUDHARY	MBA-C	Pratap
16.	Hema	MBA-B	Hema
17.	Manali Verma	MBA-A	Manali
18.	Chirag Goyal	MBA-C	Chirag
19.	Sheha Sharma	MBA-B	Sheha





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## Glimpses of Workshop:



**PIC 1 – Dr. Ruchika Gupta, Director MIMT is welcoming the expert speaker Ms. Swarna Srivastava and offering Tulsi Sapling**



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**PIC 2 – Expert Speaker Ms. Swarna Srivastava is delivering the session**



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**Pic 3: MBA students are interacting with the expert speaker**



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**Pic 4: MBA students are listening carefully to the expert speaker**



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**Pic 5 – Anchor is reading profile of the expert speaker**



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**Pic 6 – Mr. Anurag Agarwal (Activity Coordinator) is offering Memento to Expert speaker, on behalf of MIMT**