

Webinar: IP PROTECTION FOR START-UPS IN INDIA

Friday, January 24th, 2020 | 12:00 PM IST

Intellectual Property Rights (IPRs) are an essential driving force that incentivizes companies to innovate, thereby resulting in providing better products and services to the consumers at large. Protection of IPRs becomes even more important in contemporary dynamic business environment as innovation is not just limited to incumbents, there is also an influx of start-ups attempting to penetrate with innovative technologies. IPR protection gives a push to start-ups and level the playing field to compete effectively with the already established player in the market, and increases its valuation, thereby attracting more investments. However, IP is often ignored by the start-ups in their nascent stage, either due to lack of awareness about its importance or cost, time duration, process etc. In this webinar, the speaker aims to discuss the importance of IPRs for start-ups, the constituents of an IPR and the process of creating an IPR.

Topic: IP Protection for Start-ups in India

Date: Friday, 24th January 2020

Time: 12:00 PM-13:00 PM IST

ABOUT THE SPEAKER:



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Dr. Sharad Kohli is the Founder and Chairman - KCC Group engaged in multi-disciplinary advisory services. He is also the CEO of KCC Law Offices practicing extensively in IPR, Corporate, Civil and Criminal matters. With over 100 national and international awards and honours, he sits across 59 TV Channels to speak on diverse issues. Dr. Sharad is a dual CA from India and the UK. He is also a Management Graduate and a Lawyer beside being an alumnus of Harvard University. He has recently been awarded an honorary Doctorate in Economics for his outstanding contribution to macroeconomics.