Session Details:

Title of the Session: Workshop on Protecting IPR and IP Management for Start-ups

Date: 29 April 2026 **Duration:** 1 hour (11:00 am – 12:00 pm) **Mode:** Offline

Venue: Computer Science Lab, Vijaya College, Bengaluru

- **Activity Category:** IIC Calendar Activity
- **Objective of the Activity:** The workshop aimed to create awareness among students and faculty about Intellectual Property Rights (IPR) and their importance in protecting innovations. It was organized to help start-ups and budding entrepreneurs understand IP management strategies and legal frameworks.
- **Activity Led by:** Institute Council
- **Theme:** Innovation, Entrepreneurship, IPR, Startup

Expert/Speaker Details

- **Name:** Mr. Eashwar Venkatasubramaniam
- **Designation:** Intellectual Property Attorney, Registered Patent & Trademark Agent
- **Organization/Institution:** Independent IP Professional
- **Brief about Expert/Speaker:** Mr. Eashwar holds advanced qualifications in Software Engineering, Patent Law, and Intellectual Property Rights from reputed institutions including IIIT Bangalore, Maastricht University, and NLSIU. His specialization includes patents, trademarks, and international IPR protection.

Brief Description of the Activity

The session began with a formal introduction of the speaker by the faculty coordinator. Mr. Eashwar highlighted the importance of IPR in safeguarding innovations and explained the role of patents, trademarks, and copyrights in start-up ecosystems. He discussed international frameworks such as Madrid and PCT applications, providing practical examples of how start-ups can leverage these systems. The workshop included interactive discussions where participants asked questions about filing processes, costs, and challenges faced by entrepreneurs. The speaker also shared case

studies of successful IP management strategies. The session concluded with a Q&A round, where students clarified doubts about patent filing and trademark registration.

Participant Details

- **Total Student Participation:** 65
- **Total Staff Participation (Teaching/Non-teaching):** 12
- **Total External Participation:** 5

Key Highlights

- Importance of IPR for start-ups emphasized.
- Detailed explanation of patents, trademarks, and copyrights.
- Practical insights into international IP protection systems (Madrid, PCT).
- Case studies shared to illustrate successful IP strategies.
- Active student engagement through Q&A.
- Clarification of common misconceptions about IP filing.
- Guidance on cost-effective IP management for entrepreneurs.

Outcome of the Activity

Participants gained a clear understanding of the significance of IPR in protecting innovations and ensuring business sustainability. They learned practical steps for filing patents and trademarks, strategies for managing IP portfolios, and insights into international protection mechanisms. The session aligned with IIC KPIs by fostering innovation and entrepreneurship awareness.

Feedback/Reflection

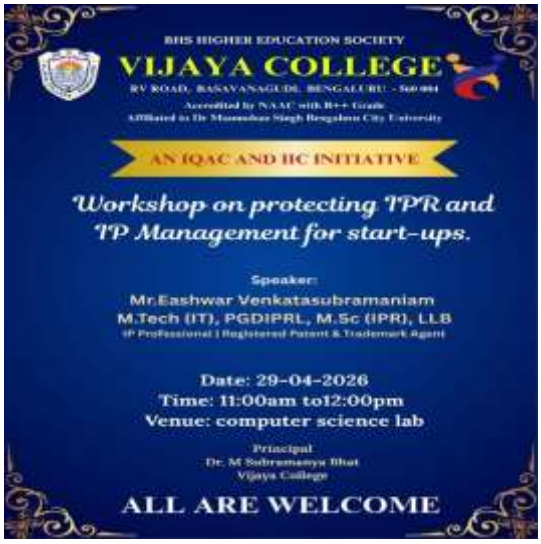
- *Student Feedback:* "The workshop helped me understand how patents can protect my project ideas."
- *Faculty Feedback:* "The session was informative and provided clarity on international IP frameworks."
- *External Participant Feedback:* "The practical examples shared were very useful for start-up founders."

Organizing Team Members

- Dr. M Subramanya Bhat – Principal
- Faculty Coordinator – Department of Commerce and computer science

- Student Council Members – Event organization and logistics

Photographs/Screenshots









Media Coverage and Social Media Posts



Attendance Details

- Signed attendance sheet maintained and attached as proof.

