

INVITATION
WORKSHOP FOR YOUNG START-UPS & ENTREPRENEURS:
PROTECTING & LEVERAGING INTELLECTUAL PROPERTY

Universe Research Foundation (URF) has partnered with the United States Patent and Trademark Office (USPTO) to conduct multi-city workshops to encourage incorporation of best practices with respect to protection of intellectual property into industry and government.

As part of this multi-city series, URF and USPTO, in collaboration with Obhan & Associates are conducting a workshop in Pune which attempts to follow the life-cycle of a young start-up and to address the various challenges, especially those relating to scalability and intellectual property, and to allow entrepreneurs to interact with experts in their field.

The workshop will be conducted on 11th May, 2018 at Hotel Taj Vivanta in Koregaon Park, Pune, from 10:00 a.m. to 05:00 p.m. There is no fee for participation in the workshop.

Requesting you to kindly register for the event by clicking on the link below:

<https://kwconferences.eventsair.com/workshop-for-young-start-ups-entrepreneurs-protecting-leveraging-intellectual-property/urf>

The draft agenda for the workshop is attached herewith for your reference, submit to minor changes leading up to the event. Please do not hesitate to contact us if you have any queries regarding the workshop or any of our other activities.

Thanks and best,



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DRAFT AGENDA

Taj Vivanta, Koregaon Park, Pune
11th May, 2018

<p>Panel 1 <i>Building Sustainable Start-ups</i></p> <p>1000 hrs – 1130 hrs</p>	<p><i>This panel will address one of the primary roadblocks that start-ups face – scalability. Experts in the field will discuss the basics of formulation of business plans, structuring models for young start-ups, and common hurdles faced by start-ups in scaling up. Angel investors will share their expertise on how these young entrepreneurs should approach funding and what investors look for.</i></p> <p>Moderator: Shreyasi Singh, Head (EdTech), 9.9 Media</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Erik Azulay, Director, Nexus, University of Texas • Ankita Shroff, Associate Director, SAV Chemical
<p>Panel 2 <i>Importance of IP for Start-ups</i></p> <p>1130 hrs – 1300 hrs</p>	<p><i>Intellectual Property specialists will address the basics on the various kinds of IP, choosing the right IP and commercialisation of IP as they relate to young enterprises.</i></p> <p>Speakers:</p> <ul style="list-style-type: none"> • Komal Kalha, Senior Counsel, United States Patent and Trademark Office • Essenese Obhan, Managing Partner, Obhan & Associates

Lunch



Ecosystem Partners

1300 hrs – 1400 hrs	
<p>Panel 3 <i>Design and Interfacing with New Technologies</i></p> <p>1400 hrs to 1530 hrs</p>	<p><i>Designers discuss the value of design as an IP and trends in the design industry, with a focus on the technological advancements changing the design industry.</i></p> <p>Speakers:</p> <ul style="list-style-type: none"> • Pankaj Sapkal, Innovation and Design Consultant & founder board-member of the Association of Designers of India • Nishma Pandit, Co-Founder, Ticket Design
<p>Panel 4 <i>Basics of Contracts, Protecting Confidential Information and Licensing</i></p> <p>1530 hrs to 1700 hrs</p>	<p><i>Corporate lawyers help young entrepreneurs in understanding the basics of contracts, red-flags and legal language to watch out for and how to protect confidential information</i></p> <p>Speakers:</p> <ul style="list-style-type: none"> • Komal Kalha, Senior Counsel, United States Patent and Trademark Office • Essenese Obhan, Managing Partner, Obhan & Associates