



**VINAYAKA MISSION'S  
RESEARCH FOUNDATION**  
(Deemed to be University under section 3 of the UGC Act 1956)



**VINAYAKA MISSION'S  
KIRUPANANDA VARIYAR  
ENGINEERING COLLEGE**

**VINAYAKA MISSION'S KIRUPANANDA VARIYAR ENGINEERING COLLEGE, SALEM**  
(A Constituent College of Vinayaka Missions Research Foundation, Deemed to be University, Salem)  
(NAAC Accredited and AICTE Approved)  
NH-47, Sankari Main Road, Periya Seeragapadi, Salem – 636 308

Date: 21.06.2021

**Brief Report of Online Webinar titled “INTELLECTUAL PROPERTY RIGHTS AND IP MANAGEMENT FOR STARTUP” organised by Department of Mechanical Engineering and Institution’s Innovation Council, Vinayaka Mission’s Kirupananda Variyar Engineering College Salem on 21<sup>st</sup> June 2021**

The Department of Mechanical Engineering and Institution’s Innovation Council of Vinayaka Mission’s Kirupananda Variyar Engineering College Salem organised and hosted an online webinar titled “**Intellectual Property Rights (IPR) and IP Management for Startup**” on 21<sup>st</sup> June 2021. The online webinar using virtual online platform Microsoft Teams commenced at 11.00AM. 125 participants attended the programme scheduled in forenoon 11.00 AM to 1.00 PM.

Prof. Dr. N.Rajan, HOD/Mech had welcomed the Principal, Resource Person and the participants. He highlighted the importance of the protection of the innovative ideas through Intellectual Property Rights for Start-up. Prof. Dr. A. Nagappan, Principal, Vinayaka Mission’s Kirupananda Variyar Engineering College Salem described about the event and introduced resource person Dr. S.Natarajan, Associate Professor/Mech, VMKVEC to the participants.

The resource person explained in detail about the various components of the Intellectual Property components for registering the innovative idea. He also explained in details about the various types of IPR and its characteristics with examples.

The session ended at 01.00 PM with thanks to resource persons, participants, organisers and all supporting staff by Prof. S.Raja, organizing secretary and Innovation Ambassador.



**VINAYAKA MISSION'S  
RESEARCH FOUNDATION**  
(Deemed to be University and Institute 20th Dec 2007 No. 1495)



**INSTITUTION'S  
INNOVATION  
COUNCIL**  
(Ministry of Education Initiative)



**VINAYAKA MISSION'S  
KIRUPANANDA VARIYAR  
ENGINEERING COLLEGE**

## VINAYAKA MISSION'S KIRUPANANDA VARIYAR ENGINEERING COLLEGE

A Constituent College of Vinayaka Mission's Research Foundation (Deemed to be University)  
(Approved by AICTE and NAAC Accredited)(Ranked among Top 25 Institutions in India by ARIIA)  
(The Prestigious Five Star Rating for Innovations and Startups in Campus - 2019 - 2020 by IIC)  
NH-47, Sankari Main Road, Periya Seeragapadi, Salem-636 308.

### DEPARTMENT OF MECHANICAL ENGINEERING

### Online Webinar on

## "INTELLECTUAL PROPERTY RIGHTS (IPRS) AND IP MANAGEMENT FOR START-UP"

21<sup>th</sup> June 2021, Monday @ 11.00am

#### Registration Link

<https://forms.gle/ccTJ1fmzCYLqCeb9>

#### Meeting Link



[https://teams.microsoft.com/join/19%3ameeting\\_Yic1NmFhNiktZmFIZ500YTKoLTgzNDEtMmJmODQ1YjhkMlll%40thread.v2/0?context=%7b%22id%22%3a%220037ccb1-eaf3-4aa7-886f-26d351383567%22%2c%22oid%22%3a%228d4598c3-9b92-4a09-b679-c42920fb98ee%22%7d](https://teams.microsoft.com/join/19%3ameeting_Yic1NmFhNiktZmFIZ500YTKoLTgzNDEtMmJmODQ1YjhkMlll%40thread.v2/0?context=%7b%22id%22%3a%220037ccb1-eaf3-4aa7-886f-26d351383567%22%2c%22oid%22%3a%228d4598c3-9b92-4a09-b679-c42920fb98ee%22%7d)

#### organizing secretary

#### Mr.S.Raja

Innovation Ambassador - IIC  
Assistant Professor / MECH  
VMKVEC, Salem.

#### Resource Person



#### Dr. S. NATARAJAN

Assistant Professor / MECH  
Vinayaka Mission's  
Kirupananda Variyar Engineering College,  
Vinayaka Mission's Research Foundation  
(Deemed to be University), Salem

#### Organized by

Department of Mechanical Engineering Jointly Organize with  
Institution's Innovation Council of VMKVEC, Salem

#### Dr.C.Arunkumar Madhuvappan

President – IIC, VMKVEC  
VMKVEC,  
Salem

#### Dr.N.Rajan

Convener  
Professor & Head / MECH  
VMKVEC, Salem.

#### Dr.A.Nagappan

Chairman – IIC, VMKVEC,  
Principal, VMKVEC,  
Salem

Workshop on "Intellectual Property Rights (IPRs) and IP Management for Start-up"

33:30

Take control

AS VM MS NR H3 +78 VR

Participants

Invite someone or dial a number

Share invite

In this meeting (86)

N. RAJAN, VMKVEEC (Organizer)

Akash A 3441810003 (Guest) On hold

Usha Subramanian (Guest)

(23)mohanapriya8TE2YR (Guest)

(40)Sahithya K BTE 2nd ye... (Guest)

002-Gkiran kumar ( BTE ) (Guest)

05\_BTEArthi.V3812010005 (Guest)

09.Athmaja.AR, BTE (sec-D) (Guest)

11- Bte- Bhuvaneshwaran.B (Guest)

28-NIRAMATHIYAZHAGANP... (Guest)

33- BTE KRITHIKA S - D sectio... (Guest)

3441810016 muhammed (Guest)

41 (BTE) NANDHAKUMARG (Guest)

44.SHANMUGAPRIYA(BTE) 2n... (Guest)

45.Shwetha BTE (Guest)

VINAYAKA MISSION'S RESEARCH FOUNDATION

INSTITUTION'S INNOVATION COUNCIL

VINAYAKA MISSION'S KIRUPANANDA VARIYAR ENGINEERING COLLEGE

VINAYAKA MISSION'S KIRUPANANDA VARIYAR ENGINEERING COLLEGE

A Constituent College of Vinayaka Mission's Research Foundation (Deemed to be University)

(Approved by AICTE and NAAC Accredited)(Ranked among Top 25 Institutions in India by ARIIA)

(The Prestigious Five Star Rating for Innovations and Startups in Campus - 2019 - 2020 by IIC)

NH-47, Sankari Main Road, Periya Seerappadi, Salem-636 308.

DEPARTMENT OF MECHANICAL ENGINEERING

Online Webinar on

"INTELLECTUAL PROPERTY RIGHTS (IPRS) AND IP MANAGEMENT FOR START-UP"

21<sup>st</sup> June 2021, Monday @ 11.00am

6/21/2021 Dr. S Natarajan, Asso. Professor/  
Mechanical, VMKVEEC

S.NATARAJAN, VMKVEEC

1 of 136

Workshop on "Intellectual Property Rights (IPRs) and IP Management for Start-up"

34:29

Take control

AS G MS NR H3 M VM O +83 VR

Participants

Invite someone or dial a number

Share invite

In this meeting (93)

N. RAJAN, VMKVEEC (Organizer)

Akash A 3441810003 (Guest) On hold

Usha Subramanian (Guest)

(23)mohanapriya8TE2YR (Guest)

(40)Sahithya K BTE 2nd ye... (Guest)

002-Gkiran kumar ( BTE ) (Guest)

05\_BTEArthi.V3812010005 (Guest)

09.Athmaja.AR, BTE (sec-D) (Guest)

11- Bte- Bhuvaneshwaran.B (Guest)

28-NIRAMATHIYAZHAGANP... (Guest)

3441710020 Rahul Regunath... (Guest)

3441810016 muhammed (Guest)

36-S.MAHENDHIRAN BTE DS... (Guest)

41 (BTE) NANDHAKUMARG (Guest)

44.SHANMUGAPRIYA(BTE) 2n... (Guest)

VINAYAKA MISSION'S RESEARCH FOUNDATION

INSTITUTION'S INNOVATION COUNCIL

VINAYAKA MISSION'S KIRUPANANDA VARIYAR ENGINEERING COLLEGE

VINAYAKA MISSION'S KIRUPANANDA VARIYAR ENGINEERING COLLEGE

A Constituent College of Vinayaka Mission's Research Foundation (Deemed to be University)

(Approved by AICTE and NAAC Accredited)(Ranked among Top 25 Institutions in India by ARIIA)

(The Prestigious Five Star Rating for Innovations and Startups in Campus - 2019 - 2020 by IIC)

NH-47, Sankari Main Road, Periya Seerappadi, Salem-636 308.

DEPARTMENT OF MECHANICAL ENGINEERING

Online Webinar on

"INTELLECTUAL PROPERTY RIGHTS (IPRS) AND IP MANAGEMENT FOR START-UP"

21<sup>st</sup> June 2021, Monday @ 11.00am

6/21/2021 Dr. S Natarajan, Asso. Professor/  
Mechanical, VMKVEEC

S.NATARAJAN, VMKVEEC

1 of 136

Workshop on "Intellectual Property Rights (IPRs) and IP Management for Start-up"

35:54

Take control

AS G MS NR H3 M VM O +92 VR

Participants

Invite someone or dial a number

Share invite

In this meeting (100)

N. RAJAN, VMKVEEC (Organizer)

Akash A 3441810003 (Guest)

KALAIARASU M.K (Guest)

Usha Subramanian (Guest)

(23)mohanapriya8TE2YR (Guest)

(40)Sahithya K BTE 2nd ye... (Guest)

002-Gkiran kumar ( BTE ) (Guest)

05\_BTEArthi.V3812010005 (Guest)

09.Athmaja.AR, BTE (sec-D) (Guest)

11- Bte- Bhuvaneshwaran.B (Guest)

28-NIRAMATHIYAZHAGANP... (Guest)

3441710020 Rahul Regunath... (Guest)

3441810016 muhammed (Guest)

36-S.MAHENDHIRAN BTE DS... (Guest)

41 (BTE) NANDHAKUMARG (Guest)

44.SHANMUGAPRIYA(BTE) 2n... (Guest)

## What Is A Startup?

Whether they want to change the world or simply make their business vision a reality, startup founders dream of giving society something it needs but hasn't created yet—and doing it at scale.

6/21/2021 Dr. S Natarajan, Asso. Professor/  
Mechanical, VMKVEEC

S.NATARAJAN, VMKVEEC


2 of 136

Workshop on "Intellectual Property Rights (IPRs) and IP Management for Startups"

39:17

Take control

AS MS NR H3 M O TM KN +92 VR



6/21/2021 Dr. S Natarajan, Asso. Professor/  
Mechanical, VMKVCEC 4

4 of 136

S.NATARAJAN, VMKVCEC

Participants

Invite someone or dial a number

Share invite

In this meeting (102)

Mute all

- N. RAJAN, VMKVCEC (Organizer)
- Akash A 3441810003 (Guest)
- KALAIARASU M.K (Guest)
- Usha Subramanian (Guest)
- (23) mohananapriya@BTEZYR (Guest)
- (40) Sahithya K BTE 2nd year (Guest)
- (92) Gábiran kumar ( BTE ) (Guest)
- (92) ABIRAM.S.BTE (Guest)
- (93) Abhis. BTE- D- sec (Guest)
- (95) BTE(ArthiV3812010005) (Guest)
- (99) Athmaja AR, BTE (sec-D) (Guest)
- (11) Bte- Bhuvaneshwaran,B (Guest)
- (28) NIRAMATHIYAZHAGAN (Guest)
- 3441710020 Rahul Regunath (Guest)
- (46) S.MUJITHIRIAN BTE DS (Guest)

Workshop on "Intellectual Property Rights (IPRs) and IP Management for Startups"

51:28


Take control

AS NR H3 TM KN OB VS J +86 VR

### Why Intellectual Property Protection Is Crucial For Startups

- ✓ Patents level the playing field between startups and incumbents
- ✓ Investors are likely to invest in a startup that has patents in its name
- ✓ Unless a startup trademarks its logo, it may discover unscrupulous companies copying its logo

Nearly 90% of startups fail within their first five years.



6/21/2021 Dr. S Natarajan, Asso. Professor/  
Mechanical, VMKVCEC 12

12 of 136

S.NATARAJAN, VMKVCEC

In this meeting (96)

Mute all

- N. RAJAN, VMKVCEC (Organizer)
- Akash A 3441810003 (Guest) On hold
- KALAIARASU M.K (Guest)
- Usha Subramanian (Guest)
- (23) mohananapriya@BTEZYR (Guest)
- (40) Sahithya K BTE 2nd year (Guest) On hold
- (92) Gábiran kumar ( BTE ) (Guest)
- (92) ABIRAM.S.BTE (Guest)
- (99) Athmaja AR, BTE (sec-D) (Guest)
- (25) jshanaa s.k BTE (Guest)
- (28) NIRAMATHIYAZHAGAN (Guest)
- (38) P.Renitha 3811910038 2nd (Guest)
- (44) SHANMUGAPRIYA(BTE) 2n (Guest)
- (45) Sharmila BTE (Guest)
- (54) Lhappiya. v. BTE 2nd year (Guest)
- (69) Vetvel.S BTE (Guest)
- (81) ABINAVA V (pca) O2 (Guest)

Workshop on "Intellectual Property Rights (IPRs) and IP Management for Startups"

58:18

Take control

AS NR H3 TM KN OB VS J +86 VR

### Why startups must protect their IP

- ✓ Unfortunately, many startups have a laissez-faire mindset towards the protection of their IP rights. This often stems from their belief in the notion that "ideas are a dime a dozen; only execution matters." The problem with this mindset is that the delay in securing a startup's IP can do severe and sometimes irreversible harm to the startup, both from a legal and business standpoint. IP matters, which is why companies like Google, Apple, and other tech giants spend billions of dollars suing to secure their IP.
- ✓ The IP of a tech startup is typically its most valuable asset. The products and services it brings to market will help it secure market share and earn revenue, but neither the market share nor revenue will be secure unless the company can prevent other companies from stealing its concepts, brands, and inventions.

6/21/2021 Dr. S Natarajan, Asso. Professor/  
Mechanical, VMKVCEC 20

20 of 136

S.NATARAJAN, VMKVCEC

In this meeting (96)

Mute all

- N. RAJAN, VMKVCEC (Organizer)
- Akash A 3441810003 (Guest) On hold
- KALAIARASU M.K (Guest)
- Sterin Babu (Guest)
- Usha Subramanian (Guest)
- (23) mohananapriya@BTEZYR (Guest)
- (40) Sahithya K BTE 2nd year (Guest) On hold
- (92) Gábiran kumar ( BTE ) (Guest)
- (99) Athmaja AR, BTE (sec-D) (Guest)
- (25) jshanaa s.k BTE (Guest)
- (28) NIRAMATHIYAZHAGAN (Guest)
- (38) P.Renitha 3811910038 2nd (Guest)
- (44) SHANMUGAPRIYA(BTE) 2n (Guest)
- (45) Sharmila BTE (Guest)
- (54) Lhappiya. v. BTE 2nd year (Guest)
- (81) ABINAVA V (pca) O2 (Guest)
- (82) arinal sreelakumar (Guest)