

**Institution's Innovation Council (IIC)  
(with the active participation of the Entrepreneurship Cell)**

**Name of the event:** Expert talks on Innovation & Entrepreneurship

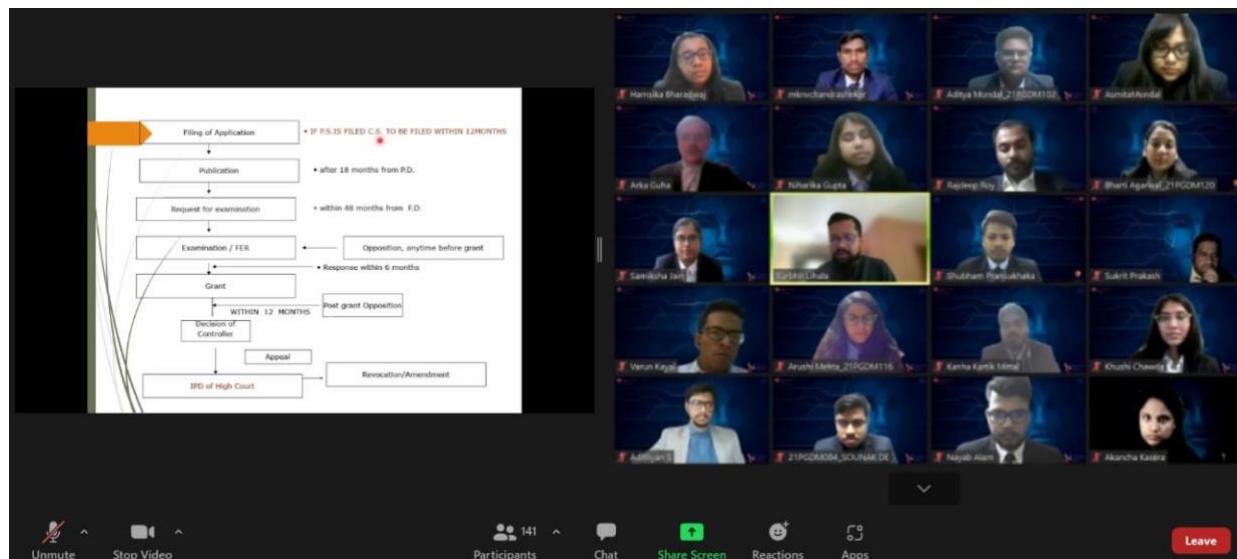
**Name of the Speaker(s):-**

- Mr. Surbhit Lihala, Vice President of IT, at Digital & International Business Keventer Agro Ltd
- Mr. Vishal Sudan, Assistant Director (Indian Patent Attorney) at Fresenius Kabi Oncology Ltd.

**Date of the event:** 12<sup>th</sup> February 2022

**Time of the Event:** (5:00 – 6:45) pm

**No of Participants: 141**



**Mr. Vishal Sudan**

Discussion started with stating the basic fact that we are always been fighting for something tangible and now even for intangible assets, Example of patents, Copyright infringement, and IPR violations were stated by the speaker.

The following terms were defined and explained:-

- Tangible assets
- Intangible assets
- Ways of protecting tangible and intangible properties
- Importance of IP

**Trademarks:** The speaker defines it as a point distinction for any given entity. It can be a combination of words, letters, numerals, pictures, shapes, colors, logotypes, designs, and a combination of these. The concept was classified into Unregistered Trademark (TM), Unregistered Service Mark (SM), and Registered Trademark (®). These are used as distinguishing points and for credibility. Benefits like protection of goodwill, status enhancement, transfer right considerations, and exclusivity were also discussed. The case of Amul India in Canada was also stated.

**Copyright:** This is an automatic right granted to an author, composer to print, publish and sell copies of his original work. The need for copyright and the importance of the same is stated. Benefits like notification to the general public, documenting owner's name, helps in standing out in the crowd, provides originality, and builds the reputation of the owner.

**Patents:** It is the right to exclude others from making, using, selling, offering for sale, or importing. Importance of patents like promoting innovation, safeguard inventions and quid pro system – advancements in technology. The anatomy of the patent is displayed along with the requirements for the same and the basic timeline for a patent application. Which entities can be patented was also stated.

**IP Strategy:** Real-world applicability of the IPRs is also shown. These can be for offensive/domination of the market, defensive for protecting one's original ideas, and licensing to ensure that proper paperwork is completed.

**Example Geographical indications (GI tags)** were used to show how location and territorial distinction can be used for leveraging different IPR tools.

**Participant Question:** How do IPR systems cope with rapid advancements like in current times in the healthcare sector with so many companies working on similar products, especially during a global pandemic?

**Speaker's Answer:** Speaker mentioned the importance of first-mover advantage in IPR and explains how for example companies working in the bio-medical industry choose to file for patents and copyright way before the manufacturing of the innovations, at the time of the development itself. He also used examples of various corporates that innovated and stood out of the competition, a specific case of Asian Paints success with their robust supply chain was discussed.

### **Mr. Surbhit Lihala**

The speaker talks about the changing scenario as to how corporates are themselves looking for people who have innovative ways of problem-solving and in general can think outside the box. Concepts like Entrepreneurship in your job, intrapreneurship, the definition of a job, are discussed.

**Definition of entrepreneurship:** 3Fs, freedom to ideate, execute and fail.

**Freedom to ideate:** Think and articulate. Speaker tells the participants to take the initiative wherever they can to make sure that they are always challenged and are in a position to think for novel solutions. He advised everyone to at least speak up when a new idea pops up.

**Freedom to execute:** The speaker tells the participants to back their ideas and execution can be time taking process. Speaker gave examples of simple yet effective execution in form of URL. He concluded this part by discussing the importance of detailing and planning.

Freedom to fail: The speaker specified this part of any entrepreneurial journey. Gave example of how humans in general start walking by first falling, talks letting you fail, and the fact other's opinion doesn't matter. He gave illustrations of big companies who were perceived as failures but raise to become giants.

All through the discussion, the speaker kept referencing the new technologies and changing landscape, and the need to stay agile.

He also made the following remarks and asked a few questions as well:-

- What do you do outside of the job?
- Stop taking yourself too seriously.
- How the world is changing?
- Best time to live and to be in India.
- Take the leap of faith and try new things.

Participant Question (1): How can one break this monotonous cycle which is associated with a regular job?

Speaker's Answer: He advised the participants to find new things to do on their own time. This will ensure that one stays curious and the learnability of the individual increases.

Participant Question (2): How can one try and work in completely different roles and switch from one company to another company and make sure that they can gain these new skills?

Speaker's Answer: Building on his previous reply, he adds that learning new skills in one's own time and one's discretion should be good enough to break into any role. If one is completely satisfied with one's professional life then look to do new things in their private life. This ensures that one is always ready to make changes in any aspect of their life.