



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING (Autonomous)  
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L.B.Reddy Nagar, Mylavaram-521230, Krishna District, Andhra Pradesh  
CENTRE FOR INNOVATION, INCUBATION AND ENTREPRENEURSHIP



**Title: "4-Day Online Workshop on "COVID-19: Resurgence of Entrepreneurship and Startups at Indian Glance "**

Date: 25-05-2020 to 28-06-2020

Sponsored by : LBRCE

Resource Person: **1. Dr.P.Narayana Reddy,**  
Former Director of Dr.YSR NITHM and Director of  
Samskruthi Educational Institutions. Anantapur.

**2. Sri B.Srinivas**  
Managing Director, Real Milk Corporation, Vijayawada

**3.Dr.B.S.RamaKrishna**  
CEO, Technology Business Incubator, DST,  
University of Hyderabad. Hyderabad

**4. Subrat Sahu**  
Examiner of Patents & Designs, Patent office, Delhi

Total No. Of participants; 695

Target Audience: B.Tech Students & MBA Students

Objective of the Event: To understand the effect of COVID-19 on Entrepreneurship.

**Outcome of the Event:** Students realised that scope to innovation during post-COVID19

**Description of the Event:** Resource persons Dr.P.Narayana Reddy sir , Sri.B.Srinivas, Dr.B.S.Rama Krishna and Sri Subrat sahu, has nicely presented the Entrepreneurship, Start-up experiences, how to plan our Start-up, how to meet the market requirements and customer satisfaction. Dr.B.S.Ramakrishna sir explained about facilities available in the Technology Business Incubator, DST, and University of Hyderabad. Sr.B.Srinivas, CEO Real milk, nicely presented how to satisfy the customer needs, how to maintain the quality of the product and necessary steps to meet the requirements of the market. Finally Sri Subrat Sahu presented nicely about the patenting the innovation, different types of patents, required forms to file patents.



### PATENT COMMERCIALIZATION

## Patents, trademarks can be mortgaged soon to raise funds

**New policy will help create a loan guarantee scheme to fund startups, 'India cannot be a place where you have patents but don't create value or protect them,' says Nitin Kumar**

The Ministry of Intellectual Property (IP) is planning to launch a new policy on IP commercialization, which will allow startups to mortgage their patents and trademarks to raise funds. The policy is expected to be implemented in the coming months.

Nitin Kumar, Secretary, Intellectual Property Division, Ministry of Intellectual Property, said that the new policy will help create a loan guarantee scheme to fund startups. He said that India cannot be a place where you have patents but don't create value or protect them.

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