



TechTalks@SJBIT

SJB Institute of Technology, Bangalore

Distinguished Lecture Series – Autumn 2010

Date:

**18th August 2010
Wednesday**

Time:

2:30 PM

Venue:

**Seminar Hall
CSE Block, SJBIT**

Address:

**SJB Institute of Technology
BGS Health & Education City
Uttarahalli Main Road
Kengeri, Bangalore 560060**

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Innovation Management & Intellectual Property Rights

Neeraj Gupta
CEO, FormulateIP

Intellectual Property issues are critical to the success of any business, regardless of its size. Today the main challenge for any business is to understand and identify their IP portfolio and optimize its latent value. The seminar would be primarily focused on Intellectual Property Rights and R&D strategies, with an aim to position professionals and students as source of IP and Innovation Management in their respective domains. This seminar will help students and researchers to understand various IP-driven business models and protect their Intellectual Properties while taking care not to infringe on existing patents.

Mr. Gupta is the Chief Executive Officer at FormulateIP, wherein he assists clients in protecting and expanding their domestic and international knowledge-based businesses using IP protection, licensing and strategic planning. Neeraj has played key role in developing and implementing intellectual property, business strategies and initiatives for many product and service based organizations world-wide. He has a BTech from IIT, Roorkee in Metallurgical and Material Sciences and a MS in Scientific Computing and Mathematics from Royal Institute of Technology (KTH), Sweden. Neeraj is a visiting faculty at various technology management and Intellectual Property institutes in India.

Neeraj Gupta is a Life Member of the Advanced Computing and Communications Society.



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