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Lucy Rana Guest Speaker at the National Conference on Intellectual Property Rights

Mrs. Lucy Rana, Managing Associate Advocate at S.S. Rana & Co., was invited to speak at the National Conference on Intellectual Property Rights organized by PHD Chamber of Commerce and Industry in collaboration with University of Delhi under the aegis of IPR Chair on December 16, 2016. The topic of the lecture was “a Roadmap to IPR Creation”, and the dais was graced by other esteemed panelists like Prof. (Dr.) Sudhir K. Jain, Professor & Ex-Head, Department of Management Studies, I.I.T. Delhi, Prof Rekha Chaturvedi, MHRD IPR Chair Professor, Cluster Innovation Centre, and Mr. Chander M. Lal, Founding Partner, Singh Singh Lal & Sethi.

PHD Chamber of Commerce and Industry, established in 1905, is a proactive and dynamic multi-State apex organization working at the grass-root level and with strong national and international linkages. The Chamber acts as a catalyst in the promotion of industry, trade and entrepreneurship. PHD Chamber, through its research-based policy advocacy role, positively impacts the economic growth and development of the nation. PHD Chamber is more than an organization of the business community, as it lives by the chosen motto ‘In Community's Life & Part of It’ and contributes significantly to socio-economic development and capacity building in several fields.

The talk initially focus on a brief over-view on the importance of Intellectual Property Rights with a brief spotlight of President Elect Donald Trump’s licensing practices, where real estate developers pay the Trump Organization to market their properties and be the public face of their projects, and an overview of the real reason why Google acquired Motorola Mobility. It further moved onto a talk on a few basic strategies on IP creation that entrepreneurs should keep in mind before going public, and was concluded by a few statistics to justify the glaring need for India to be more IP Sensitive.

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