



KESHAV MEMORIAL INSTITUTE OF MANAGEMENT

(AFFILIATED TO OSMANIA UNIVERSITY)

APPROVED BY AICTE

A UNIT OF KESHAV MEMORIAL EDUCATIONAL SOCIETY



Title of the session: From Ideas to Assets – Ip strategies for Startups Success.

Date: 26th April 2025

Duration: 11:00 am to 1:00 pm

Activity Category: IIC Calendar – 3rd Quarter and Celebration Activity

Theme: IPR

Expert/Speaker Details: *Name:* Dr. Vani Akkipeddi

Designation: Principal

Organization: Keshav Memorial College of Law

Brief about Expert/Speaker:

Dr Vani is a PhD in law. She completed her PhD under the guidance of Professor Dr N Venkateshwarlu, Department of Law, Osmania University, in the year 2022. She is also a NET and SET qualified with over 15 years of teaching experience in law colleges. She has attended a leadership training Summit conducted by the International Labour Organisation for about a month in Singapore. She is a gold medalist in administrative law. She has submitted research papers to various reputed journals and magazines on topics related to LAW. Currently, she is working as the principal of the Memorial College of, College of Law since April 2023.

Outcome of the activity:

The session "*From Idea to Assets – IP Strategies for Startup Success*" offered participants valuable insights into recognizing, safeguarding, and utilizing intellectual property to support startup development. The students also had practical activities and explored key forms of IP—such as patents, trademarks, copyrights, and trade secrets—and learned how to incorporate IP strategy into business planning. The program highlighted how effective IP management can boost a startup's valuation, appeal to investors, and strengthen its market position, empowering participants to turn innovative concepts into strategic business assets.

Key Highlights:

- **Understanding IP Types:** Participants were introduced to the fundamentals of patents, trademarks, copyrights, and trade secrets, with a focus on their relevance to startups.
- **Aligning IP with Business Strategy:** The session emphasized the importance of incorporating IP planning into a startup's overall business model from the outset.
- **Learning from Mistakes:** Real-world examples illustrated common IP missteps made by startups and how to avoid them.
- **IP as a Value Driver:** Discussions covered how a strong IP portfolio can enhance a startup's credibility, attract investors, and boost market valuation.

Participant details: MBA 1st year students

Total no. of Student participation: 103

Total no. of Staff (Teaching/Non-teaching) participation: 4

Glimpses of the event



Keshav Memorial Institute of Commerce and Sciences
in association with
Keshav Memorial Institute of Management
Affiliated to Osmania University, Approved by AICTE, Units of Keshav Memorial Educational Society
Narayanaguda, Hyderabad - 500029



On the occasion of
World Intellectual Property Day



Mrs. Dr Vani Akkipeddi
Principal
Keshav Memorial College of Law

An Interactive Session on
From Ideas to Assets
IP Strategies for Startup Success

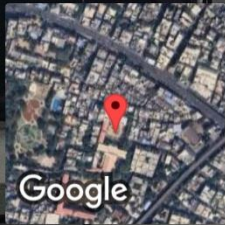


Students Co - Ordinators

Vinatha Reddy	Vasudev
M. Nikshitha Yadav	Ruthwik
Jannu	Vaibhavi
V.Anusha	Suzan
P.Vyshnavi	Devender
Venkatesh	Durga Prasad
K. Rahul	

 26th April 2025
 11:00 a.m.
 MBA Seminar Hall, 4th Floor

B. Ujjivani Member	K. Sreedevi Faculty Co-Ordinator	Dr. V. Sai Poorna Convenor, IIC	Dr. B. Anjan Kumar Head of the Department	Mrs. V. Santhi Principal
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Google



Hyderabad, Telangana, India

3-5-1024/1, Hari Vihar Colony, Bhawani Nagar,
Narayanguda, Hyderabad, Telangana 500029, India
Lat 17.398649° Long 78.490831°
26/04/2025 11:40 AM GMT +05:30

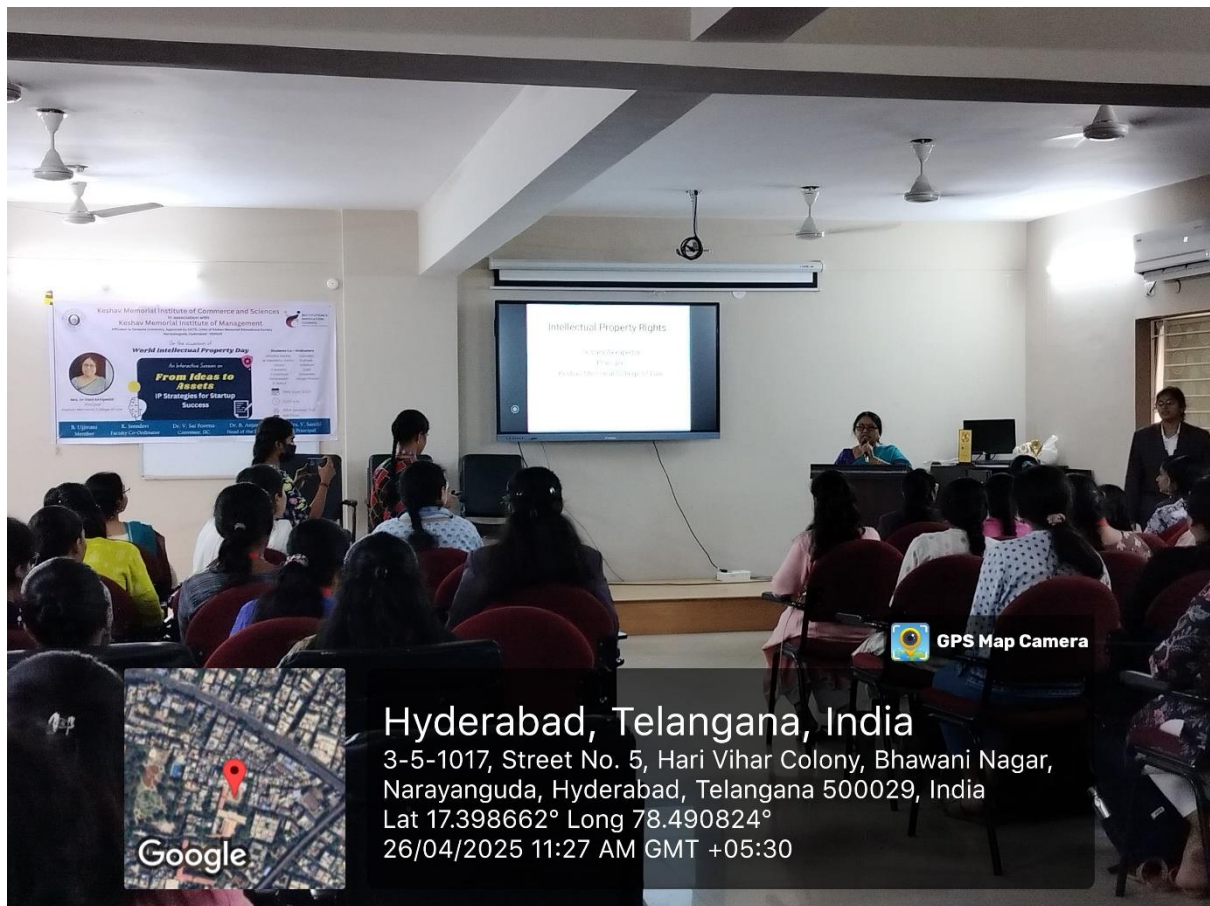


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Hyderabad, Telangana, India

3-5-1017, Street No. 5, Hari Vihar Colony, Bhawani Nagar,
Narayanguda, Hyderabad, Telangana 500029, India
Lat 17.398656° Long 78.490859°
26/04/2025 12:08 PM GMT +05:30



Hyderabad, Telangana, India

3-5-1017, Street No. 5, Hari Vihar Colony, Bhawani Nagar,
Narayanguda, Hyderabad, Telangana 500029, India

Lat 17.398662° Long 78.490824°
26/04/2025 11:27 AM GMT +05:30

Attendance Details



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3-5-1026, Narayanaguda, Hyderabad - 500029. Call: 8331029974
E-mail: director.knm@gmail.com Website: www.knm.in



Attendance sheet for MBA I Year (2024-2026)

Date:	HT No.	Name of the session: From Ideas to Assets - 1P strategies for Startup Success	Signature
S. No.		Name of the Student	
001	152024672001	VENNELAKANTI SAI PRATEEK	V. Prateek
002	152024672002	INDLA AKHILA	Akhila
003	152024672003	TIRUKKANDYURU AKSHITHA	Akshitha
004	152024672004	K VIKAS	Vikas
005	152024672005	GOVINDU SHIVA	Govindu Shiva
006	152024672006	THORRI MAITHRI	Maithri
007	152024672007	GARIMA VIRENDRA SINGH GAHLOT	Garima
008	152024672008	GANGAPURAM HIMAVARSHA	Himavarsha
009	152024672009	NAIZAM VIDYADHARI	Naizam
010	152024672010	CHINNAMENCHU NAMITHA	Namitha
011	152024672011	VISHWA BRAHMINA AKANKSHA	Akanksha
012	152024672012	SHASHANI AKANKSHA	Shashani
013	152024672013	SANAM SHIVA MANI KANTA	S. Shiva
014	152024672014	BHORA SHRUTHI	B. Shrivatsa
015	152024672015	BITLINGU SAIKRUPA	Bitlingu
016	152024672016	KEERTHI RAHUL	Ch. Srija
017	152024672017	CHIDARA SRIJA	
018	152024672018	BOLLAM NAVYA YADAV	
019	152024672019	MELLURI SREEKARA KARTHIKEYA	
020	152024672020	BANDARI VENKATESH	
021	152024672021	JANGILI MADHURIMA	
022	152024672022	RAYABANDI NIVEDITHA	
023	152024672023	SAMPANGI GEETHANJALI	
024	152024672024	PEDDI VYSHNAVI	
025	152024672025	GUNDAVARAM RAMYA	
026	152024672026	VATTIPALLI LAKSHMI PRASANNA	
027	152024672027	TANUKU LEELAMANOHARA SAI KALYAN	
028	152024672028	MEDABOINA MAHESH	
029	152024672029	DEVIKA BAI	
030	152024672030	ETEKALA VISHRUTHI	E. V. S.
031	152024672031	GUNDARAM BHANU PRASAD GOUD	
032	152024672032	MADHAVI VERMA	Madhavi Verma
033	152024672033	GUNDETI MANUSHA	Manu
034	152024672034	KHUSH VASUDEV ADEPU	Vasudev
035	152024672035	PAGADALA DEEKSHITHA	Deekshitha
036	152024672036	KHANDESH AKSHAYA	K. Akshaya
037	152024672037	MARREPUDI DURGA PRASAD	M. Durga
038	152024672038	SAMALA PAVANI	S. Pavani

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Website : www.kmm.in

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039	152024672039	NAYINI SHRAVANI	
040	152024672040	ARRAM SRINDHI	Srinidhi
041	152024672041	RAPOLU JHANSI RANI	Jhansi
042	152024672042	SWETHA SHARMA	Swetha
043	152024672043	SAKSHI SHIRISH KOHIRKAR	Sakshi
044	152024672044	DEVANAKA CHARITH	Devanaka
045	152024672045	NAIKOTI VIDYA SAGAR	N. Vidya Sagar
046	152024672046	AMBEKAR NAGALAXMI	Naga Lakshmi
047	152024672047	GUNNA SAI BATCHA	Gunna
048	152024672048	VINATHA REDDY PODDUTURI	Vinatha
049	152024672049	P N NEETHU	P.N. Neethu
050	152024672050	KOTHA VEERA VENKATA SHIVA KUMAR	K. Vishwanath
051	152024672051	M G SREEKANTA	
052	152024672052	DHARMADHIPATHI PUNEETH KRISHNA	Puneeth
053	152024672053	YADAVALLI LAKSHMI BHAVANA	Yadavalli
054	152024672054	B VAMSHI VIKYATH	Vamshi
055	152024672055	DUNDIGAL SREE VARDHAN GOUD	Sree
056	152024672056	MALLAREDDYGARI BHAVANI	M. Bhavani
057	152024672057	BIKUMANDLA DHIKSHITA	B. Dhikshita
058	152024672058	POLLAMPALLY PRASHANTHI	P. Prashanthi
059	152024672059	THANEER AKSHAK	Thaneer
060	152024672060	BANALA SRAVYA	Banala
061	152024672061	SONI	
062	152024672062	VIGNESH RAJKUMAR	Vignesh
063	152024672063	YENDAMURI CHINMAIYE	
064	152024672064	N SAI PAVAN	
065	152024672065	RYALI SRI ROOPA SAI SWETHA	Swetha
066	152024672066	A TEJASHWINI THARAKA	Tejashwini
067	152024672067	MEESALA POOJA	M. Pooja
068	152024672068	BHEEMAVARAPU RAM CHARAN TEJA	Bheemavarapu
069	152024672069	VARIKUPPALA ANUSHA	V. Anusha
070	152024672070	AKKINEPALLY SRINIDHI	
071	152024672071	PERE VAMSHI	P. Vamshi
072	152024672072	NANDINI	
073	152024672073	TALAPAKA THARUN TEJA	Tharun
074	152024672074	M SRICHARAN	M. Sricharan
075	152024672075	DANAM ANIRUDH	D. Anirudh
076	152024672076	GANDE RUTHVIK	G. Ruthvik
077	152024672077	BANOTHU GOPI KRISHNA	
078	152024672078	POTHULA HARIPRIYA	Haripriya



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079	152024672079	RATHOD SURYA PRATHAP	R. J. P.
080	152024672080	P HAYAGREEV	
081	152024672081	N VANDANA	
082	152024672082	SADDALOLOO BHARATHI	
083	152024672083	MADDURI ANKITHA	Ankitha
084	152024672084	SURVI ALEKYA	Alekya
085	152024672085	KRISHNA ANJAN JAYANTH	Jayanth
086	152024672086	KANIGOLLA	
087	152024672087	MOHAMMED ABDUL JAFFAR	Abdul
088	152024672088	VALLURI DIVYA	
089	152024672089	NANDINI UPADHYAY	Nandini
090	152024672090	KADHAM NAVEENA	Naveena
091	152024672091	MAMIDIGA PAVANI	M. Pavani
092	152024672092	R SANTOSH KUMAR	
093	152024672093	SIRRAMULA RAHUL	S. Rahul
094	152024672094	UMAMA NUZAR	U. Nuzar
095	152024672095	SHAIK KHALED PASHA	Shai
096	152024672096	DAPPU MOUNIKA	Mounika
097	152024672097	AENNAMALLA DHANUSH	Dhanush
098	152024672098	SIDDHARTHA	
099	152024672099	KEMSARAM JANU	K. Janu
100	152024672100	S VINOD	S. Vinod
101	152024672101	ISLAVATH VYSHNAVI	Vyshnavi
102	152024672102	N SAI TEJA	S. Teja
103	152024672103	JUPELLI CHANDER RAO	J. Chandu
104	152024672104	KORRA ANUSHA	K. Anusha
105	152024672105	RATHLAVATH PAVAN	R. Pavan
106	152024672106	GANDLA RAMU	G. Ramu
107	152024672107	SRIRAM ROSHINI	S. Roshini
108	152024672108	MADDURI RAHUL KUMAR	M. Rahul Kumar
109	152024672109	JILLA ANJALI	J. Anjali
110	152024672110	K NIHARIKA	K. Niharika
111	152024672111	KAYITHI VAISHNAVI	K. Vaishali
112	152024672112	PENTA YOGITHA	P. Yogitha
113	152024672113	AISHWARYA KULKARNI	A. Nishitha
114	152024672114	A SAI NISHITHA	A. Sai Nishitha
115	152024672115	MANISH KUMAR MAHATO	Manish
116	152024672116	CHEKKA SAI PRAKASH	C. S. Prakash
117	152024672117	BANDARU GOURAV KUMAR	G. Gourav
118	152024672118	MALLINENI SUCHITRA CHOWDARY	M. Suchitra
		GATTU SAI PAVAN KALYAN	G. Pavan
		DASOHARI VAISHNAVI	D. Vaishu



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152024672119	JANDHYALA VENKATA SAI JASWANTH	J. Jaswanth
152024672120	SHIKARI GANESH	S. Ganesh
152024672121	MANKA NIKSHITHA YADAV	
152024672122	POSANI HARSHITHA	Harshitha
152024672123	RITU JAGTAP	Ritu Jagtap
152024672124	BACCHU ROHITH KUMAR	Bacchu Rohith Kumar
152024672125	CIPLIGANG LAXMI PRIYA	CIPLIGANG LAXMI PRIYA
152024672126	SANUGULA SHARVANI	Sanugula Sharvani
152024672127	KEMIDI DURGA PRASAD	Kemidi Durga Prasad
152024672128	BIRADAR GANGASAGAR PADMAKAR	Biradar Gangasagar Padmakar