DPIIT launches website and mobile app for IPR

Secretary Department for Promotion of Industry and Internal Trade (DPIIT), launched the website and mobile application [Learn to Protect, Secure and Maximize Your Innovation] on Intellectual Property Rights (IPRs) today in New Delhi. The website and app has been developed by Cell for IPR Promotion and Management (CIPAM)-DPIIT in collaboration with Qualcomm and National Law University (NLU), Delhi.

L2Pro India IP e-learning Platform and the L2Pro India Mobile App:

- This e-learning platform will aid and enable youth, innovators, entrepreneurs and small and medium industries (SMEs) in understanding IPRs for their ownership and protection, integrate IP into business models and obtain value for their R&D effort.
- The L2Pro has been successfully implemented in Germany, United Kingdom, Italy and France, benefiting immensely from close collaboration with respective IP organizations and public research institutions. The learning app has been customized for India in order to ensure that innovation which is fundamental to startups are protected, managed and commercialised.
- The L2Pro India IP e-learning platform will have 11 modules for three different levels: Basic, Intermediate and Advanced. Each module comprises of e-text for understanding concepts, short animated videos of the concepts, links to additional resources on the subject and quizzes for assessment and grading the learner’s knowledge and understanding of the subject.