Making IP fun for the next generation

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On World IP Day 2017 Madhu Rewari talks to and engages school students in exercises to explain what intellectual property actually means. The activity was organised by Hindustan Unilever as part of their World IP Day celebrations at their campus in Mumbai. Keeping the attention of over 100 children and simplifying IP concepts required communicating with the children in a simple and fun way, one which kept them joyfully engaged.





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