



# IP to IPO: Monetising Your Intellect

News & Updates • May 19, 2017

A full house at Anand and Anand's workshop on 'IP to IPO: Monetising your Intellect', organised as part of [BSE Institute's Boardroom Series](#) in Mumbai. The workshop addressing matters of identifying, protecting and monetising intellectual property was greeted by enthusiastic participation of the attendees, representing interests fintech, pharmaceutical, retail and more. Safir Anand talked about the need to capture innovation in order to value it adequately, then going on to discuss the most effective means of monetising the business's intangibles. Discussion also addressed how common corporate goof ups can be [turned around into desirable outcomes](#). Gauri Kumar of the International Trademark Association (INTA) also made a special presentation on how brands can leverage trade mark know-how to best protect their USP.



