



# 50K Invites Safir Anand to Talk About Creating Value through IP Monetisation

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*Safir Anand invited to speak to start-ups at the 50K Talk Series held in Raipur on 28 October.*

Speaking about "Wealth through Monetization of IP & Value Migration", he introduced IP concepts and how essential it is to safeguard start-ups' trademarks. The concept of [brand valuation](#) was emphasised to the young and ambitious entrepreneurs looking to start up their ventures. And a special session was devoted to protecting brand, and awareness was drawn towards the importance of patenting. Innovation and its concepts were explained through videos in an [interactive and fun](#) way! 50K Ventures gives a leg up to start-ups, providing early stage start-ups with resources by bringing together domain experts across investors and accomplished mentors. [gallery type="slideshow" size="medium" ids="2669,2670,2671,2672" orderby="rand"]

