



Symbiosis Law School, Pune

Report on Guest Lecture by **Avv. Dr. Claudia Del Re** on "**Drafts and Strategies of an IPR Asset License**"

On **29th January 2025**, Symbiosis Law School, Pune, had the privilege of hosting a guest lecture by **Avv. Dr. Claudia Del Re**, a distinguished scholar and expert in **International Fashion Law**. The session, titled "**Drafts and Strategies of an IPR Asset License**", provided an in-depth exploration of the critical role that **Intellectual Property Rights (IPR)** play in licensing agreements within the fashion and design industries. The lecture, attended by students, faculty, and legal professionals, took place from 10:00 AM to 1:00 PM.

Introduction to the Lecture

The lecture began with a warm welcome and introduction to **Avv. Dr. Claudia Del Re** as the esteemed speaker. Dr. Del Re, a highly regarded figure in the field of **Intellectual Property**, particularly in fashion law, drew on her vast experience as an academic and legal practitioner to shed light on the intricate mechanisms involved in **IPR licensing agreements**.

Key Insights from the Lecture

Avv. Dr. Claudia Del Re started the session by outlining the foundational concepts of **Intellectual Property (IP)** and its critical importance in protecting creative assets in industries such as fashion, design, and technology. She emphasized the significance of **IPR licensing** as a strategic tool for maximizing the economic value of intangible assets. The lecture focused specifically on the process of creating and negotiating licensing agreements for **IP assets**, including trademarks, patents, designs, and copyrights.

One of the key topics discussed was the **drafting of IPR licenses**. Dr. Del Re explained the key elements involved in drafting a robust licensing agreement, highlighting the need for clear definitions of the terms of use, territorial limits, royalties, duration, and rights of sublicensing. She emphasized that the **clarity** and **precision** of these agreements are crucial to ensure that the interests of both the **licensor** and **licensee** are adequately protected.

Dr. Del Re also discussed various **types of licensing arrangements**, such as **exclusive**, **non-exclusive**, and **sole licenses**, with examples from the fashion industry. She highlighted how different strategies can be used to suit the specific needs of businesses, whether they are looking to protect their intellectual property, expand their market reach, or generate revenue through licensing.

Strategic Approaches to IPR Asset Licensing

In the second half of the lecture, Dr. Del Re delved into **strategic considerations** when negotiating and licensing IPR assets. She emphasized that a successful licensing agreement should be viewed not just as a legal document, but as a **business strategy**. She explained how careful consideration must be given to factors such as **brand alignment, market conditions,** and **future scalability** when deciding to license IPR.

Additionally, Dr. Del Re discussed the importance of **IPR audits** and **due diligence** in ensuring that the intellectual property being licensed is well-documented and legally protected. She shared insights on how fashion brands and designers can utilize IPR licensing to expand their presence in **global markets** while maintaining control over their creative assets.

Practical Case Studies and Examples

The lecture also featured several **real-world case studies** from the fashion industry, showcasing how prominent fashion houses and designers have used **IPR licensing** to enhance their business strategies. These case studies provided practical insights into the challenges and opportunities in licensing creative assets, illustrating the nuances of drafting and negotiating successful agreements.

The session concluded with an interactive Q&A session, where students and faculty had the opportunity to ask questions and engage in discussions on the challenges and opportunities in **IPR licensing**. Dr. Del Re's expert insights left the audience with a deeper understanding of the importance of intellectual property management in the fashion and design industries and the strategic considerations that must be factored into licensing agreements.

In her closing remarks, Dr. Del Re encouraged students to explore the field of **IPR law** further, highlighting the growing importance of protecting **creative assets** in today's globalized and technology-driven market.

This guest lecture was a valuable learning experience for all attendees, providing them with both theoretical knowledge and practical strategies for navigating the complex world of **IPR asset licensing** in the fashion and creative industries. This lecture exemplified Symbiosis Law School, Pune's commitment to offering students cutting-edge insights from leading experts in the field of **Intellectual Property Rights**, helping them build a strong foundation in **IP law** and its applications in emerging industries like fashion.





