

# L2Pro

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## Why in news?

- The DPIIT (Department for Promotion of Industry and Internal Trade) recently launched an Application and website L2Pro (Learn to Protect, Secure and Maximize Your Innovation) on Intellectual Property Rights (IPRs).

## Objective:

To sensitize the benefits of IPR amongst start-ups and SMEs→ will help them understand IPRs for their ownership and protection, integrate IP into business models and obtain value for their R&D efforts.

## Facts for PT

- 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 has been successfully implemented in Germany, United Kingdom, Italy and France and the learning app has been customized for India in order to ensure that innovation which is fundamental to start-ups are protected.