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Visit of Industry Representative to ORIC – CUST Report

On December 30, 2024, a significant visit took place at ORIC, where MS Saba Khan, the Director of Marketing from Bahria University, alongside faculty members from the Software Engineering (SE) and Computer Science (CS) departments CUST, engaged in discussions focused on technology transfer, intellectual property (IP), and commercialization of research. The primary aim of the visit was to explore innovative ways to commercialize research ideas generated within the university and to understand the processes involved in IP filing. MS Saba Khan delivered a comprehensive session on technology transfer and its implications for academia and industry.



MS Saba Khan elaborated on the significance of transforming research into marketable products and services. She provided insights into effective strategies for commercializing innovative ideas and highlighted the importance of protecting intellectual property. The session facilitated an interactive discussion among the attendees, where the faculty members and ORIC team actively participated. The exchange of ideas and experiences enriched the learning environment and fostered collaboration.

This visit was a significant step towards strengthening the partnership between ORIC and the industry, paving the way for future collaborative efforts.