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NAAC 'A' GRADE CYCLE 3

KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)

Sponsored by S.K.P.V.V. Hindu High Schools' Committee,
Kothapeta, Vijayawada - 520001Affiliated to Krishna University
Accreditation with 'A' Grade in Cycle 3 by NAAC

A College with Potential for Excellence (CPE)

All India 92nd Rank in NIRF by MHRD (2017)

Recognized as Band PERFORMER in ARIIA by Ministry of Education, Govt. of India



WEBINAR ON "INTELLECTUAL PROPERTY RIGHTS"

Organized by

Department of Commerce and Management

In association with **IQAC****10th January, 2023**

ABOUT THE PROGRAM:

The Department of Commerce and Management in association with IQAC of KBN College have organized a Webinar on Intellectual Property Rights on 10th January 2023 at 8.00 a.m. by Dr. Togapur Pavan Kumar, Senior Scientist chemistry and IPR, CSIR Institute of Minerals and Materials Technology {MMIT} Bhubaneswar through Google meet and around 145 participants have participated from various disciplines.

The poster features the college logo and accreditation details at the top. The main text reads: 'One-Day Webinar on INTELLECTUAL PROPERTY RIGHTS' in large, bold letters. Below this, it specifies the date and time: 'Tuesday, 10th January, 2023 @ 8:30 A.M.'. The resource person is identified as 'Dr. T. Pavan Kumar', a Senior Scientist at CSIR IMMT, Bhubaneswar. The organizing department is 'Department of Commerce & Management' in association with 'IQAC'. A portrait of Dr. Pavan Kumar is shown in the bottom right corner. The poster also includes icons for a gear, a padlock, a lightbulb, and a scale of justice.

OBJECTIVES:

- To bring awareness on Intellectual Property Rights for faculties, students and the research community.
- This webinar focused on patent, design patent, copyright, trademark, trade secret, the commercialization of patents, and IP laws applicable in India
- To disseminate the basic, know-how of preserving and protecting one's Intellectual property Rights;

- To facilitate the emancipation of the significance of intellectual property protection in the context of the current developments; To guide individuals about patent drafting.

Layout of the WEBINAR

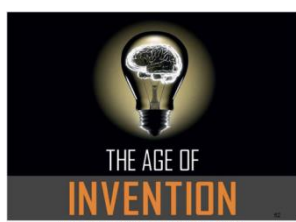
- Introduction
- Importance/Impact
- Strategies
- Case studies/Examples
- Takeaway.....

The webinar was inaugurated by our vice Principal Dr. M. Venkateswara Rao. During his address, he stressed the importance of IPR and its relevance in these times and its necessity for the advancement in research and development in India. The theme of the webinar and introduction of speaker was given by Ms. Ishwarya from II B.Com Computers. The speaker Dr. T.Pavan Kumar (Senior Scientist Chemistry and IPR at IMMT) spoke on the topic of “Patents, Copyrights and Trademarks: Procedural and Legal Aspects”.

Highlights of the Webinar

- His lecture started with an introduction to Intellectual Property Laws and spanned across the different disciplines related to IPR.
- He pointed out that IPR is no more confined to the legal fraternity, but has spread across all disciplines because of which it has an impact and significance on arts, science, commerce, management and business.
- Patents copyright and trademarks have great significance not only in the uplifting the knowledge economy but also in fine-tuning it.
- He elucidated the meaning of intellectual use of traditional knowledge with an example of basmati rice case of 1997.
- He gave an overview on the importance of legislation in the field of science and arts community, how innovation comes with different disciplines with collaboration research, marketing innovations etc.
- He explained how to file a patent in India itself with respect to life science, biotechnology, computer science and physical sciences and also in the context of collaboration research.
- He briefed on IPR laws in different countries like USA, Germany, UK etc. He gave an overview on the claim drafting to capture a molecule or a compound, process, methods, drugs, claims to monopoly, copyright for arts, authoring music, painting, movie, computer programme, first author claim of book, translator claim to different language and trademarks used in the court of business and management etc.
- Then he discussed on different aspects of intellectual properties like industrial design, geographical indication, trade secret, protection of farmers’ rights and researchers’ rights. He concluded the talk by explaining the rationale of protection and the nature of IPR.

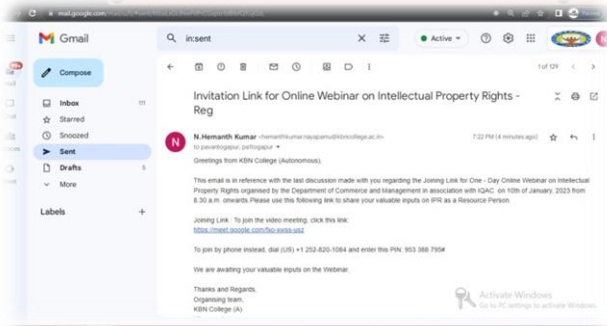
- He emphasized that IPR has to be renewed from time to time for keeping them in force except in case of copyright and trade secrets.
- He also mentioned about the various aspects of IPR, what is Patent and copy right etc with videos along with power point presentation. He discussed in detail about the topics such as what is copyright? What do we mean by author or creator?' etc.
- He cited interesting case studies like PepsiCo's withdrawal of the case filed against the Gujarat farmers, contribution of Dr. Tessy Thomas in Aeronautical Sytem, Dr. Raghunath Mashelkar and Oncologist Dr Vishal Rao and their discoveries.
- He discussed the matter with the instant camera story of Polaroid origin. He distinguished patentable and nonpatentable inventions in India and around world.
- He also stressed on the procedure for the application of patents and the various steps of granting of patents were described.
- He concluded the session by explaining about procedure for applying patents with an example of recent 'Monkey selfie' case over the image copyright and trade secret. This session went up to 10 am followed by 10 minutes of interaction with participants.
- The Workshop was highly informative to students, teachers and research scholars. Thus webinar provided valuable awareness and insights on the various aspects of IPR.
- Speaker was impressed with the feedback given by 4 of our participants on the total Session.




GOOGLE MEET LINK

<https://meet.google.com/fxo-xwss-usz>

Photo Gallery



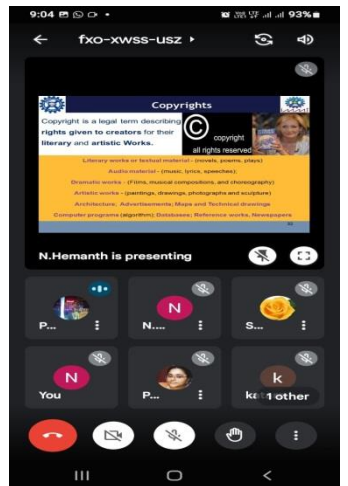
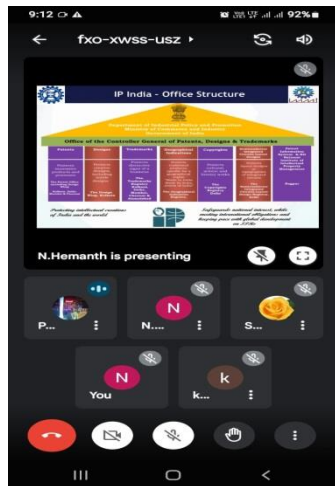
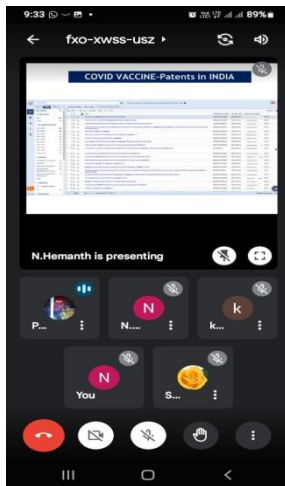
Communication with the Resource Person
Dr. T. Pavan Kumar



Student's participation in the Webinar



Dr. T. Pavan Kumar's Presentation on IPR



Screenshots of WEBINAR on INTELLECTUAL PROPERTY RIGHTS