

**SCHOOL OF COMMERCE**

**Report on One day Seminar on**

**“Unlocking the Power of Intellectual Property Rights”**

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|---|---|
| <b>Title of the Programme:</b>  | <b>A Guide to Innovation Protection and Commercialization</b>   |
| <b>Date of the Programme:</b>   | 12 <sup>th</sup> February, 2024   |
| <b>Timings of the Programme:</b>  | 1:30 pm to 3:30 pm  |
| <b>Place of the Programme</b>   | CK Prahalad Seminar Hall  |
| <b>Resource Person:</b>   | Dr. K. Rajeshwari, Associate Professor, Department of Commerce & Managemet, Nagarjuna College, Yelahanka, Bengaluru.                |
| <b>Program Co-ordinator:</b>  |   |
| • <b>Faculty Co-ordinator</b>   | Prof. Konyn Tuba Lappay   |
| • <b>Student Co-ordinator</b>   | Ms. Tejaswini S   |
| <b>Number of Participants</b>   | B.Com<br>Faculty: 1<br>Students: 90   |
| <b>Program Objective</b>  | To provide a learning experience on the recent trends in Patent rights and Intellectual Property Rights for undergraduate students. |
| <b>Program Details:</b>   |   |
| On the 12th of February 2024, a guest talk was held to delve into the contemporary practices and challenges. The talk aimed to provide insights into Global Innovation Index, identify challenges faced by businesses and policymakers, and highlight best practices to overcome these hurdles.   |   |
| Key Points Discussed:   |   |
| <b>Global Innovation Index (GII):</b>   |   |
| <ul style="list-style-type: none"> <li>Intellectual Property Rights (IPRs) are legal rights that protect creations and/or inventions resulting from intellectual activity in the industrial, scientific, literary or artistic fields.</li> <li>The most common IPRs include patents, copyrights, marks and trade secrets.</li> <li>The purpose of intellectual property rights is to encourage new creations, including technology, artwork, and inventions, that might increase economic growth.</li> <li>A Property, which has been created by exercise of Intellectual Faculty: Invention, literary, artistic works, etc.</li> </ul> |   |
| <b>Intellectual Property Rights (IPR) includes:</b>   |   |
| <ul style="list-style-type: none"> <li>Patent</li> <li>Industrial Design</li> <li>Copyright</li> <li>Trade Mark</li> <li>Geographical Indication</li> <li>Plant Varieties and Layout Design</li> <li>Genetic Resources</li> <li>Traditional Knowledge</li> </ul>  |   |

- Trade Secret

#### **Industrial Designs (ID) :**

- Industrial Design (ID) is the professional practice of designing products, devices, objects and services used by millions of people around the world every day.
- During this process, many decisions are made by an industrial designer (and their team) that are aimed at improving your life through well-executed design
- It consists of the creation of features of shape, configuration, pattern, ornamentation or composition of lines or colours applied to any article in two or three dimensional form or combination of one or more features.

#### **Trade Marks :**

- Product Mark
- Service Mark
- Collective Mark
- Certification Mark
- Shape Mark
- Pattern Mark
- Sound Mark

Conclusion: The guest talk provided valuable insights into the contemporary practices, challenges, and best practices pertaining to Geographical Indication, Traditional Knowledge and Trade Secret. By addressing the identified challenges and adopting best practices, businesses and policymakers can navigate the complexities of implementation and unlock its potential benefits for the economy.

#### **Learning Outcome/ Feedback:**

- Attendees were able to get basic understanding of IPR.
- Recent changes in Patents and its filing procedure and its applicability.

#### **Inference:**

**The session seems to be useful for the participants, as there is a positive feedback.**

#### **Action Plan:**

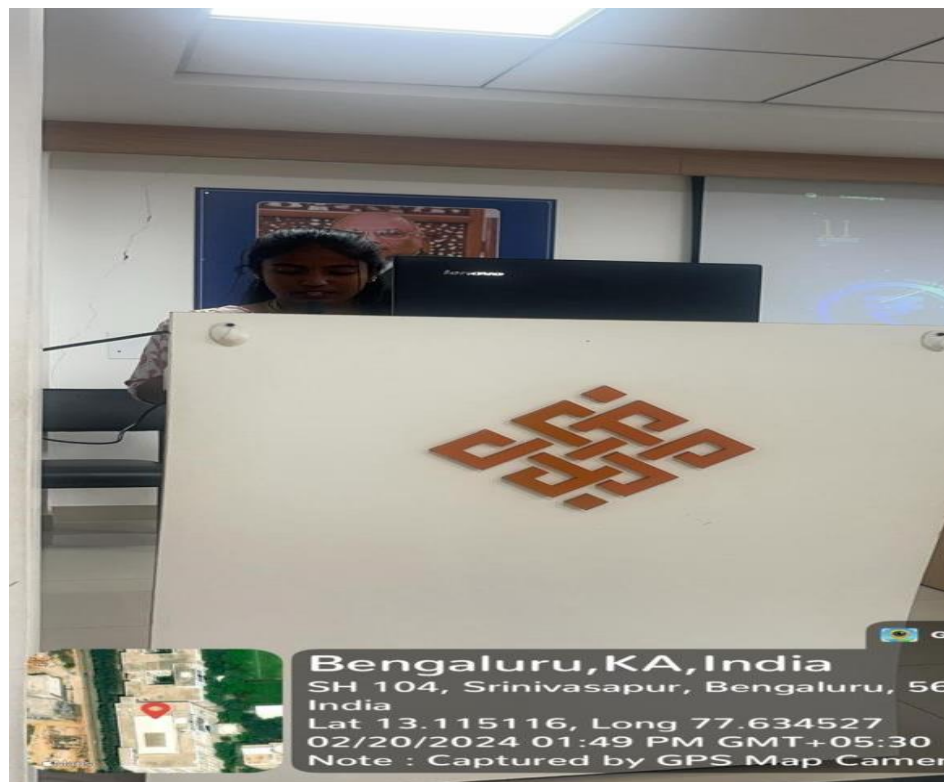
**Similar session on contemporary topics can be planned.**

Geo-tagged

Photos

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(Vote of thanks by Student Co-ordinator)

Faculty Co-ordinator Signature:

HOD

Director

Creative:



## School of Commerce

Organises

a Seminar on

### Unlocking the Power of Intellectual Property Rights (IPR): A Guide to Innovation, Protection and Commercialisation



**Dr. K. Rajeswari**

Associate Professor, Department of Commerce & Management, Nagarjuna Degree College Yelahanka, Bangalore

**Date:** 12th February, 2024 | **Time:** 09:00 AM to 10:30 PM  
**Venue:** C. K. Prahalad Seminar Hall

[www.reva.edu.in](http://www.reva.edu.in)

#### Resource person Profile:



**Dr. K. Rajeswari, Ph.D., M.Phil and M.com** is an Associate Professor in the Department of Commerce and Management at Nagarjuna Degree College Yelahanka, Bangalore. Her Ph.D. thesis is in Finance and Marketing. She has totally 15+ years of rich experience in teaching. **She holds patents rights by Govt, of India with 358775-001 for “Bio-gas leakage detecting device”.** Her

current research interest includes GST, foreign trade, customer satisfaction and brand awareness. Her areas are International Finance, Risk Management and Derivatives, Intellectual Property Rights, Business law, Company law, Logistics management and EDBE. She has guided BBA, M. Com students for their UG and PG projects, serving as a Member of Management Teachers Consortium, MTC Global Trust, Bangalore, and Member of Primax journal, Bangalore. **She has 20 Text book, published** 15 papers in international conference and journals and

Web of Science and **Scopus Indexed**. She encourages and guides students to write articles for publication. **Visited colleges as a Resource person** on International Finance and Research Methodology. **Has Set paper** for UG course for a private college affiliated to Bangalore University. **She has organised National level Government sponsored programmes** and attended state level and National level workshops and FDP's. She has recently conducted a workshop on Project orientation through virtual mode.

Participant's List:

| <b>REVA UNIVERSITY</b><br><b>SCHOOL OF COMMERCE</b><br><b>A Seminar on "Unlocking the Power of Intellectual property Rights (IPR) : A Guide to Innovation Protection and Commercialization".</b><br><b>Resource Person: Dr. K. Rajeswari, Associate Professor, Nagarjuna Degree College</b><br><b>Date: 12.2.24 Timings: 2.30 am to 4.30 pm</b> |           |                         |                 |           |
|---|-----------|-------------------------|-----------------|-----------|
| SL. NO  | SRN       | Name of the Student     | Class & Section | Signature |
| 1   | R22CC129  | Adithyan S              | B.com DS 'C'    |           |
| 2   | R22CC154  | A Salimkumar Dadas      | B.com (DS) 'C'  |           |
| 3   | R22CC077  | Manuvarth K. Raju M     | B.com (DS) 'A'  |           |
| 4   | R22CC150  | Prithvishree Aravindhan | B.com (DS) 'C'  |           |
| 5   | R22CC066  | Prithvishree Aravindhan | B.com (DS) 'A'  |           |
| 6   | R22CC082  | Prithvishree Aravindhan | B.com (DS) 'A'  |           |
| 7   | R22CC003  | Prithvishree Aravindhan | B.com (DS) 'A'  |           |
| 8   | R22CC004  | Prithvishree Aravindhan | B.com (DS) 'A'  |           |
| 9   | R22CC022  | Prithvishree Aravindhan | B.com (DS) 'A'  |           |
| 10  | R22CC006  | Prithvishree Aravindhan | B.com (DS) 'A'  |           |
| 11  | R22CC007  | Prithvishree Aravindhan | B.com (DS) 'A'  |           |
| 12  | R22CC031  | Prithvishree Aravindhan | B.com (DS) 'A'  |           |
| 13  | R22CC047  | Prithvishree Aravindhan | B.com (DS) 'A'  |           |
| 14  | R22CC132  | Prithvishree Aravindhan | B.com (DS) 'A'  |           |
| 15  | R22CC126  | Prithvishree Aravindhan | B.com (DS) 'A'  |           |
| 16  | R22CC170  | Prithvishree Aravindhan | B.com (DS) 'A'  |           |
| 17  | R22CC163  | Prithvishree Aravindhan | B.com (DS) 'A'  |           |
| 18  | R22CC163  | Prithvishree Aravindhan | B.com (DS) 'A'  |           |
| 19  | R22CC012  | Prithvishree Aravindhan | B.com (DS) 'A'  |           |
| 20  | R22CC159  | Prithvishree Aravindhan | B.com (DS) 'A'  |           |
| 21  | R22CC158  | Prithvishree Aravindhan | B.com (DS) 'A'  |           |
| 22  | R22CC150  | Prithvishree Aravindhan | B.com (DS) 'A'  |           |
| 23  | R22CC140  | Prithvishree Aravindhan | B.com (DS) 'A'  |           |
| 24  | R22CC147  | Prithvishree Aravindhan | B.com (DS) 'A'  |           |
| 25  | R22CC145  | Prithvishree Aravindhan | B.com (DS) 'A'  |           |
| 26  | R22CC113  | Prithvishree Aravindhan | B.com (DS) 'A'  |           |
| 27  | R22CC1002 | Prithvishree Aravindhan | B.com (DS) 'A'  |           |
| 28  | R22CC057  | Prithvishree Aravindhan | B.com (DS) 'A'  |           |
| 29  | R22CC054  | Prithvishree Aravindhan | B.com (DS) 'A'  |           |
| 30  | R22CC097  | Prithvishree Aravindhan | B.com (DS) 'A'  |           |
| 31  | R22CC097  | Prithvishree Aravindhan | B.com (DS) 'A'  |           |
| 32  | R22CC084  | Prithvishree Aravindhan | B.com (DS) 'A'  |           |
| 33  | R22CC125  | Prithvishree Aravindhan | B.com (DS) 'A'  |           |
| 34  | R22CC049  | Prithvishree Aravindhan | B.com (DS) 'A'  |           |
| 35  | R22CC144  | Prithvishree Aravindhan | B.com (DS) 'A'  |           |
| 36  | R22CC123  | Prithvishree Aravindhan | B.com (DS) 'A'  |           |
| 37  | R22CC089  | Prithvishree Aravindhan | B.com (DS) 'A'  |           |
| 38  | R22CC087  | Prithvishree Aravindhan | B.com (DS) 'A'  |           |
| 39  | R22CC107  | Prithvishree Aravindhan | B.com (DS) 'A'  |           |
| 40  | R22CC076  | Prithvishree Aravindhan | B.com (DS) 'A'  |           |
| 41  | R22CC086  | Prithvishree Aravindhan | B.com (DS) 'A'  |           |
| 42  | R22CC028  | Prithvishree Aravindhan | B.com (DS) 'A'  |           |



| SL. NO | SRN      | Name of the Student   | Class & Section     | Signature            |
|--------|----------|-----------------------|---------------------|----------------------|
| 45     | R22CC019 | Anisha L. S. S. S. S. | B. Com (Sec) A' Sec | Anisha L. S. S. S.   |
| 46     | R22CC022 | Vasanthi D. S. S. S.  | B. Com (Sec) A' Sec | Vasanthi D. S. S. S. |
| 47     | R22CC023 | P. S. S. S. S.        | B. Com (Sec) A' Sec | P. S. S. S. S.       |
| 48     | R22CC024 | P. S. S. S. S.        | B. Com (Sec) A' Sec | P. S. S. S. S.       |
| 49     | R22CC030 | Charanya K. S. S. S.  | B. Com (Sec) A' Sec | Charanya K. S. S. S. |
| 50     | R22CC035 | Dhanu S. S. S. S.     | B. Com (Sec) A' Sec | Dhanu S. S. S. S.    |
| 51     | R22CC036 | K. S. S. S. S.        | B. Com (Sec) A' Sec | K. S. S. S. S.       |
| 52     | R22CC041 | A. K. S. S. S.        | B. Com (Sec) A' Sec | A. K. S. S. S.       |
| 53     | R22CC042 | Dhanu S. S. S. S.     | B. Com (Sec) A' Sec | Dhanu S. S. S. S.    |
| 54     | R22CC043 | G. S. S. S. S.        | B. Com (Sec) A' Sec | G. S. S. S. S.       |
| 55     | R22CC045 | A. S. S. S. S.        | B. Com (Sec) A' Sec | A. S. S. S. S.       |
| 56     | R22CC046 | M. S. S. S. S.        | B. Com (Sec) A' Sec | M. S. S. S. S.       |
| 57     | R22CC047 | S. S. S. S. S.        | B. Com (Sec) A' Sec | S. S. S. S. S.       |
| 58     | R22CC048 | K. S. S. S. S.        | B. Com (Sec) A' Sec | K. S. S. S. S.       |
| 59     | R22CC049 | L. S. S. S. S.        | B. Com (Sec) A' Sec | L. S. S. S. S.       |
| 60     | R22CC050 | A. S. S. S. S.        | B. Com (Sec) A' Sec | A. S. S. S. S.       |
| 61     | R22CC051 | A. S. S. S. S.        | B. Com (Sec) A' Sec | A. S. S. S. S.       |
| 62     | R22CC052 | P. S. S. S. S.        | B. Com (Sec) A' Sec | P. S. S. S. S.       |
| 63     | R22CC053 | K. S. S. S. S.        | B. Com (Sec) A' Sec | K. S. S. S. S.       |
| 64     | R22CC054 | V. S. S. S. S.        | B. Com (Sec) A' Sec | V. S. S. S. S.       |
| 65     | R22CC055 | N. S. S. S. S.        | B. Com (Sec) A' Sec | N. S. S. S. S.       |
| 66     | R22CC056 | M. S. S. S. S.        | B. Com (Sec) A' Sec | M. S. S. S. S.       |
| 67     | R22CC057 | S. S. S. S. S.        | B. Com (Sec) A' Sec | S. S. S. S. S.       |
| 68     | R22CC058 | S. S. S. S. S.        | B. Com (Sec) A' Sec | S. S. S. S. S.       |
| 69     | R22CC059 | S. S. S. S. S.        | B. Com (Sec) A' Sec | S. S. S. S. S.       |
| 70     | R22CC060 | S. S. S. S. S.        | B. Com (Sec) A' Sec | S. S. S. S. S.       |
| 71     | R22CC061 | S. S. S. S. S.        | B. Com (Sec) A' Sec | S. S. S. S. S.       |
| 72     | R22CC062 | S. S. S. S. S.        | B. Com (Sec) A' Sec | S. S. S. S. S.       |
| 73     | R22CC063 | S. S. S. S. S.        | B. Com (Sec) A' Sec | S. S. S. S. S.       |
| 74     | R22CC064 | S. S. S. S. S.        | B. Com (Sec) A' Sec | S. S. S. S. S.       |
| 75     | R22CC065 | S. S. S. S. S.        | B. Com (Sec) A' Sec | S. S. S. S. S.       |
| 76     | R22CC066 | S. S. S. S. S.        | B. Com (Sec) A' Sec | S. S. S. S. S.       |
| 77     | R22CC067 | S. S. S. S. S.        | B. Com (Sec) A' Sec | S. S. S. S. S.       |
| 78     | R22CC068 | S. S. S. S. S.        | B. Com (Sec) A' Sec | S. S. S. S. S.       |
| 79     | R22CC069 | S. S. S. S. S.        | B. Com (Sec) A' Sec | S. S. S. S. S.       |
| 80     | R22CC070 | S. S. S. S. S.        | B. Com (Sec) A' Sec | S. S. S. S. S.       |
| 81     | R22CC071 | S. S. S. S. S.        | B. Com (Sec) A' Sec | S. S. S. S. S.       |
| 82     | R22CC072 | S. S. S. S. S.        | B. Com (Sec) A' Sec | S. S. S. S. S.       |
| 83     | R22CC073 | S. S. S. S. S.        | B. Com (Sec) A' Sec | S. S. S. S. S.       |
| 84     | R22CC074 | S. S. S. S. S.        | B. Com (Sec) A' Sec | S. S. S. S. S.       |
| 85     | R22CC075 | S. S. S. S. S.        | B. Com (Sec) A' Sec | S. S. S. S. S.       |
| 86     | R22CC076 | S. S. S. S. S.        | B. Com (Sec) A' Sec | S. S. S. S. S.       |
| 87     | R22CC077 | S. S. S. S. S.        | B. Com (Sec) A' Sec | S. S. S. S. S.       |
| 88     | R22CC078 | S. S. S. S. S.        | B. Com (Sec) A' Sec | S. S. S. S. S.       |
| 89     | R22CC079 | S. S. S. S. S.        | B. Com (Sec) A' Sec | S. S. S. S. S.       |
| 90     | R22CC080 | S. S. S. S. S.        | B. Com (Sec) A' Sec | S. S. S. S. S.       |