

SRI A.S.N.M GOVERNMENT COLLEGE (A),PALAKOL

DEPARTMENT OF ECONOMICS

2022-23



NATIONAL WEBINAR

ON

“INTELLECTUAL PROPERTY RIGHTS” ON 11th April 2023



SRI A S N M GOVERNMENT COLLEGE(A)

Palakol, West Godavari District, Andhra Pradesh- 534260

Affiliated to Adikavi Nannaya University, Rajamahendravaram
(NAAC Re-accredited by 'B' Grade with 2.61 CGPA)

College e-mail: sriasnmgdc@gmail.com Website: <https://sriasnmgdcpalakol.ac.in> Phone: 08814229069

Intellectual Property Rights Awareness Programme



Sri A.S.N.M. GOVERNMENT COLLEGE (A)
ISO 50001 : 2011 / ISO 9001 : 2015 / ISO 14001 : 2015 Certified institution
PALAKOL - 534 260, West Godavari (Dt.), A.P. Web : www.sriasnmgdcpalakol.ac.in



NATIONAL WEBINAR
on
INTELLECTUAL PROPERTY RIGHTS
Date: 11-04-2023, 3:00 PM



Chief Patron
Dr. Pola Bhaskar
Commissioner, APCCE,
Vijayawada.



Patron
Dr. R. David Kumar Swamy
Joint Director, APCCE,
Vijayawada.



Chief Guest
Dr. P.V. Krishnaji
RJDCE, Zone-II
Rajamahendravaram.



Guest of Honour
Dr. Ch. Tulasi Masthanamma
AGO,
APCCE, Vijayawada.



President
Dr. T. Raja Rajeswari
Principal,
Sri A.S.N.M. Govt. College (A), Palakol.



Resource Person
Sushmitha Rahul Bhatnagar
Patent Agent,
Patent office, Mumbai

Organising Committee:
T. Krishna, Lecturer incharge Arts & Commerce Departments
Dr. V.D.Vijaya Lakshmi, Lecturer in Economics
P. Durgeswari, Lecturer in Commerce

Organised by
DEPARTMENT OF ECONOMICS & COMMERCE
Sri A.S.N.M. Government College (A)
Palakol - 534 260, West Godavari (Dt), A.P., Web : www.sriasnmgdcpalakol.ac.in

<https://meet.google.com/xmc-ihok-cwk>

**Sri A.S.N.M.GOVERNMENT COLLEGE (A) PALAKOL, W.G.DT
NATIONAL WEBINAR**

ON

“INTELLECTUAL PROPERTY RIGHTS” ON 11th April 2023

Organized By Department of Economics & Commerce

PROGRAMME SCHEDULE

Time	Activity
3.00 am – 3.10 pm	Welcome Note by T.Krishna Lecturer Incharge Arts &Commerce
3:10 pm – 3.20 pm	Principal’s Opening Remarks
3.20 pm – 3.25 pm	Introduction to Resource person by Dr. V.Vijaya Lakshmi, Lecturer in Economics
3.25 pm – 4.25 pm	Speech by Resource Person Sushmitha Rahul Bhatnase,Patent Agent,Patent Office,Mumbai
4.25pm-4.35pm	Response to the participants
4.35 pm – 4.40 pm	Vote of Thanks proposed by P.Durgeswari, Lecturer in Commerce

Department of Economics and Commerce conducted the Intellectual Property rights Awareness Programme under National Intellectual Property Awareness Mission on April 11th 2023. All the faculty members and students, other colleges faculty members and students involved in this programme and learned Why Intellectual Property Rights are Important Today and Gain a better understanding of how different areas of IP law overlap while also building a strong foundation in patent, copyright, and trademark law. We acknowledge the overwhelming response (240 Participants) received from the faculty and students.

Objectives:

1. To promote an extensive knowledge about intellectual property rights through a multi dimensional approach.
2. To engage the participants in following the fair trade intellectual property areas.
3. Financial incentive – IP rights give creators of IP a financial incentive.
4. Economic growth – IP law can facilitate economic growth by giving statutory expression to the creators' economic rights.
5. To promoting economic and social development through the fostering of fair trade.

Skills Achieved:

1. Protection of Invention or Creativity.
2. It is a tool to protect Investment, Time, Money and Effort.
3. Used for better Identification, Planning, Rendering.

Values Achieved:

1. Provides a pool of information to the general public.
2. Identify the goods from a geographical indication with organizing territory.
3. Globalised values and ethics will be monitor.

The following areas are being discussed:

- (i) Patent Rights of different goods
- (ii) Industrial designs relates to features of any shape, configuration, surface pattern, composition of lines and colors applied to an article whether 2-D, e.g., textile, or 3-D, e.g., toothbrush

(iii) Trademarks relate to any mark, name, or logo under which trade is conducted for any product or service and by which the manufacturer or the service provider is identified. Trademarks can be bought, sold, and licensed. Trademark has no existence apart from the goodwill of the product or service it symbolizes

(iv) Copy right relates to expression of ideas in material form and includes literary, musical, dramatic, artistic, cinematography work, audio tapes, and computer software.

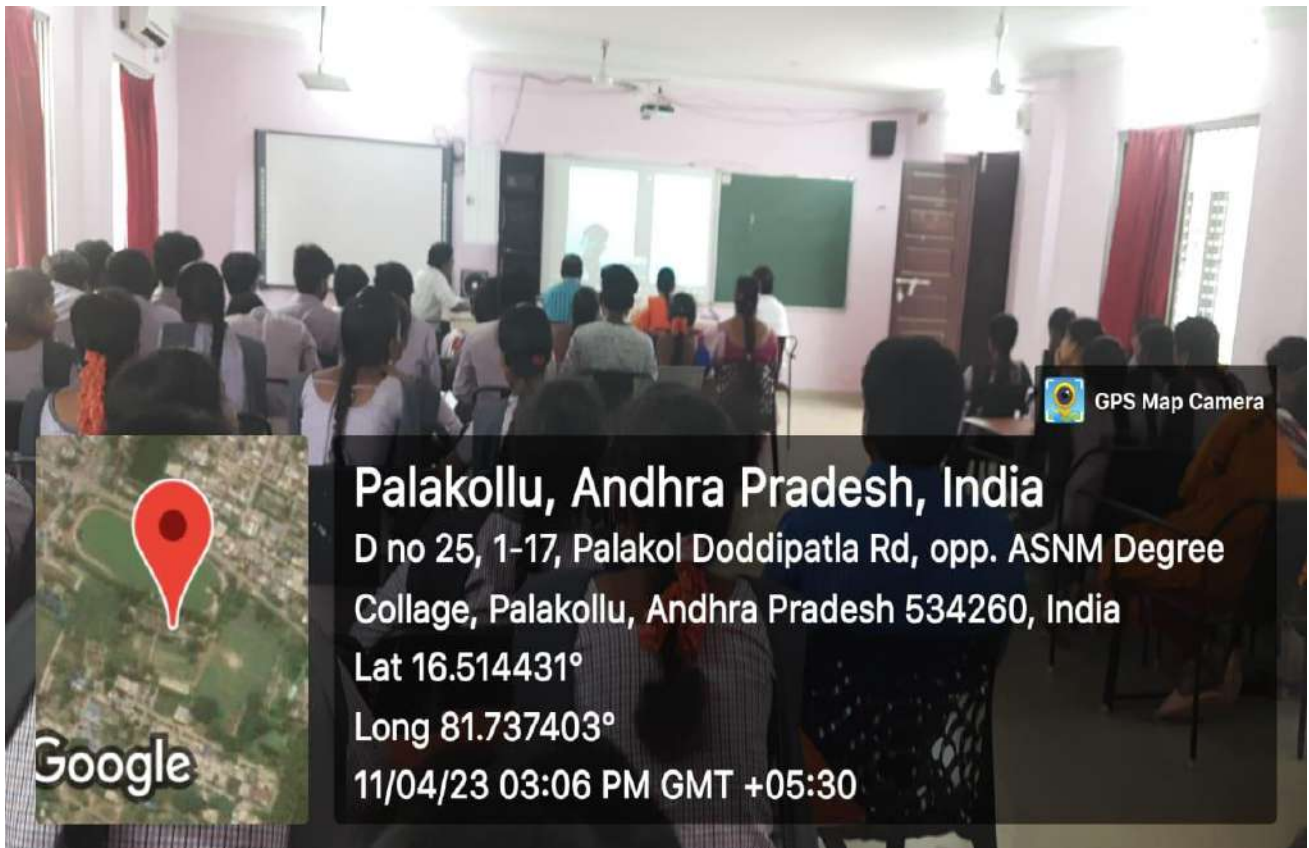
(v) Geographical indications are indications, which identify as good as originating in the territory of a country or a region or locality in that territory where a given quality, reputation, or other characteristic of the goods is essentially attributable to its geographical origin.

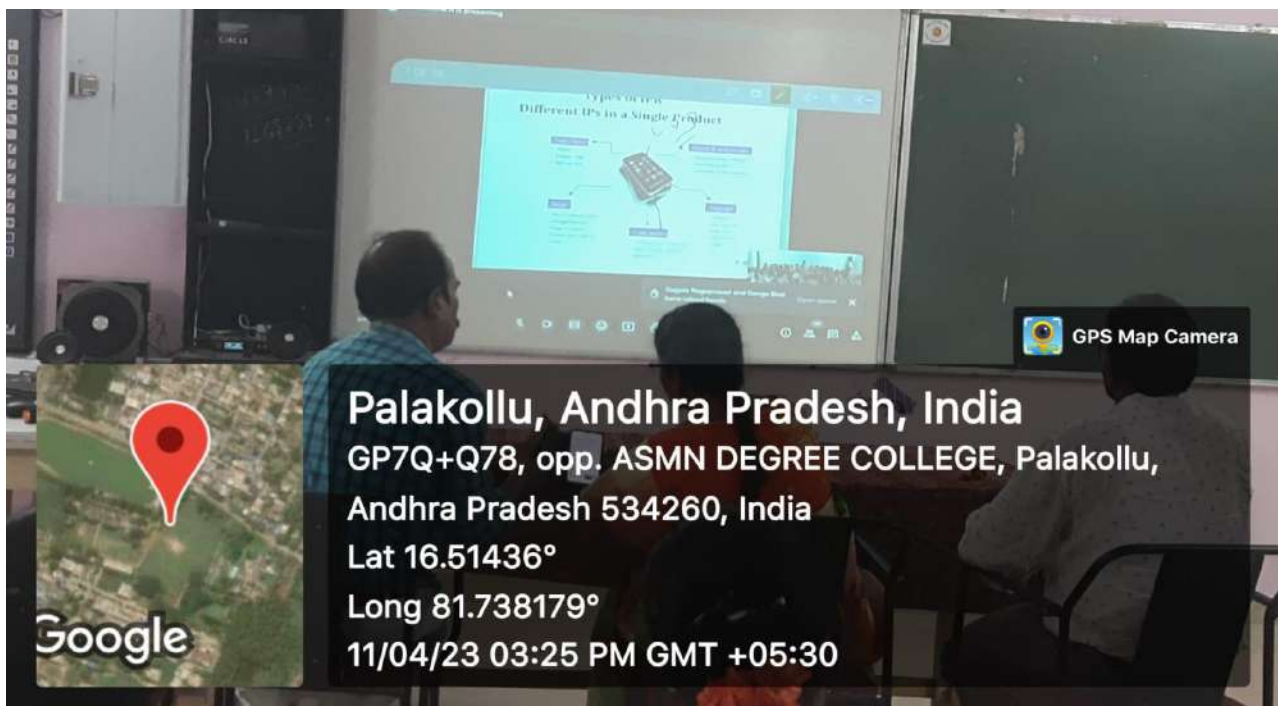
Outcomes:

1. It leads to a wider perspective on intellectual property rights
2. Promote effective, adequate and balanced protection and enforcement of IP rights;
3. Promote transparency of intellectual property systems, making it easier for participants to obtain information about existing rights.

Conclusion:

It is obvious that management of IP and IPR is a multidimensional task and calls for many different actions and strategies which need to be aligned with national laws and international treaties and practices. It is no longer driven purely by a national perspective. IP and its associated rights are seriously influenced by the market needs, market response, cost involved in translating IP into commercial venture and so on. In other words, trade and commerce considerations are important in the management of IPR. Different forms of IPR demand different treatment, handling, planning, and strategies and engagement of persons with different domain knowledge such as science, engineering, medicines, law, finance, marketing, and economics. Each industry should evolve its own IP policies, management style, strategies, etc. depending on its area of specialty. Still many things remain to be resolved in this context. It further leads to better understanding of intellectual property rights among the students.





Palakollu, Andhra Pradesh, India

GP7Q+Q78, opp. ASMN DEGREE COLLEGE, Palakollu,
Andhra Pradesh 534260, India

Lat 16.51436°

Long 81.738179°

11/04/23 03:25 PM GMT +05:30

సాక్షి

మేధో సంపత్తి హక్కులపై అవగాహన



**మేధో సంపత్తిపై ఆన్‌లైన్ అవగాహన
సదస్సులో పాల్గొన్న ప్రెసిసిపాల్. విద్యార్థులు**

పాలకోల్లు సెంట్రల్: స్థానిక అద్దేపల్లి సత్యనారాయణమూర్తి ప్రభుత్వ డిగ్రీ కళాశాలలో అర్థశాస్త్రం, వాణిజ్యశాస్త్రం విభాగాల ఆధ్వర్యంలో మేధో సంపత్తి హక్కులపై జాతీయస్థాయి ఆన్‌లైన్ అవగాహన సదస్సు నిర్వహించారు. మంగళవారం కళాశాలలో నిర్వహించిన ఆన్‌లైన్ అవగాహన సదస్సులో ముంబై పేటెంట్ ఆఫీసుకు సంబంధించిన ఏజెంట్ సుస్మితా రాహుల్ బట్నాస్ రిసోర్స్ పర్సన్‌గా మేధో సంపత్తి హక్కుల రకాలు, వాటి ప్రాముఖ్యత, విధిదంగా పొందవచ్చు? అనే అంశాలపై విద్యార్థులకు అవగాహన కల్పించారు. కళాశాల ప్రెసిసిపాల్ టి.రాజరాజేశ్వరి, అధ్యాపకులు టి.కృష్ణ, వి.విజయలక్ష్మి, పి.దుర్గేశ్వరి, కె.స్వర్ణలత పాల్గొన్నారు.

Date: 12/04/2023, Edition: West Godavari
(Narasapuram), Page: 11

Source : <https://epaper.sakshi.com/>

పాలకోల్లు అర్బన్: స్థానిక ఎఎస్ఎస్ఎం ప్రభుత్వ డిగ్రీ, పీజీ కళాశాలలో మేధో సంపత్తి హక్కులపై జాతీయ స్థాయి ఆన్‌లైన్ అవగాహన సదస్సు జరిగింది. ఈ కార్యక్రమానికి ప్రెసిసిపాల్ డాక్టర్ టి.రాజ రాజేశ్వరి అధ్యక్షత వహించారు. ముంబై పేటెంట్ కార్యాలయ ఏజెంట్ సుస్మితా రాహుల్ బట్నాస్ రిసోర్స్ పర్సన్‌గా వ్యవహరించారు.