

IPR AWARENESS CAMPAIGN – STUDENT CHAPTER

DEPT. OF COMMERCE & FINANCIAL STUDIES

Title Intellectual Property for Brighter minds

Date: July 30, 2019

Time: 11:30 AM – 1:15 PM



The seminar programme commenced with welcoming the gathering by Dr.M.Selvam, Professor and Head, Department of Commerce and Financial Studies. Dr. M. Sundararaman, IPR Cell Coordinator talks about the objective of the seminar. Totally, 72 Students are participated in the seminar.

First part of the seminar, explaining the basics of Intellectual Property and Intellectual Property Rights with success stories of Scientists and Authors outlining the process of converting their idea to wealth. Followed by presenting the types of Intellectual Property Rights – Patents, Designs, Trademarks, Copyrights, Geographical Indication, Plant variety protection and Layout design protection with examples. Then given exercise for the audience to find out the type of IP Protection for the pictures shown.

Second part of the seminar, emphasised the importance of IP Management and IP Commercialisation in brief. Further explained the Career path awaiting for them in Intellectual Property such as IP Paralegal, IP Manager, IP Officer, IP Consultant and way to become Entrepreneur. Explaining the National Intellectual Property Rights Policy 2016 and its objectives with emphasis on the motto of Policy “Creative India; Innovative India”. Global Innovation index (GII) and the growth of India in GII ranking also insisted.



Finally, the seminar programme ended with Vote of thanks.