

Virtual School on IP

Bharathidasan School of Management

Topics Covered

- Basics of IP
- Types of IP
- Benefits of IP
- Opportunities in IP

The Webinar on Google meet commences with welcome address from Dr.M.Babu, Associate Professor & Director i/c, Bharathidasan School of Management, at 10:45 a.m. Around 48 Students and Faculties from the department are participated in the Programme.

Dr.M.Sundararaman, Coordinator talks about the Virtual school.

The lecture begins with explaining the basics of Intellectual Property Rights and its importance to the faculties.

Explaining the different types of Intellectual Property Rights i.e., Patents, Copyrights, Designs, Trademarks, Geographical Indication , Plant Variety protection, Layout design protection and importance of trade secret.

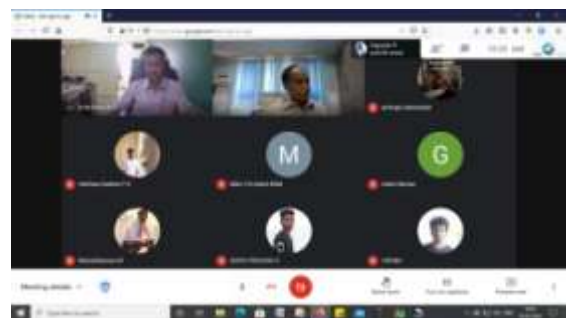
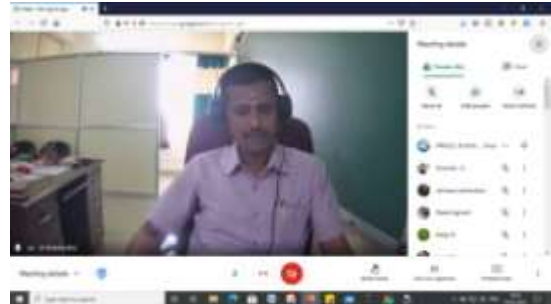
Then highlighting the India's rank in Global Innovation Index (GII); Importance of IPR to the individuals with success stories.

Finally highlighting the career opportunities available in IP field – Patent examiner, Patent Agent.

Date: 19.03.2021

Time: 10:45 a.m – 12:00 noon

Participants | 48



The programme ended with interactive session and Vote of thanks.