

WORKSHOP
ON
INTELLECTUAL PROPERTY RIGHTS

21st December, 2022.



Organized
By
Department of Management Studies
&
Department of Commerce
S.V.K.P & Dr. K.S.Raju Arts and Science College (A)
Recognized by UGC as “College with Potential for Excellence”
Accredited by NAAC with ‘A’
PENUGONDA - 534320.

ABOUT THE WORKSHOP

Intellectual property rights have been defined as ideas, inventions, and creative expressions based on which there is a public willingness to bestow the status of property. Intellectual property rights provide certain exclusive rights to the inventors or creators of the property, in order to enable them to reap commercial benefits from their creative efforts or reputation. There are several types of intellectual property protection like patent, copyright, trademark etc. IPR is free request for better identification, planning, commercialization, rendering and thereby protection of invention or creativity. Contemporary business currently has an evolving IPR strategy requiring a better focus and approach in the present era.

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. 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. This work shop will train the participants and they can understand the concept.

RESOURCE PERSONS

- 1. Dr. G.V.S. Sarma,**
Associate Professor,
Department of Chemical Engineering,
Andhra University,
Visakhapatnam.

- 2. Dr. K. Chiranjeevi, MBA., M.H.R.M., Ph.D.,**
Director
Department of Management Studies
S.V.K.P & Dr. K.S.Raju Arts and Science College (A)
Penugonda.

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Director, Department of Management Studies

CO-CONVENER

Sri.R.N.Srinivasu
HOD, Department of Commerce

S.V.K.P & Dr.K.S.Raju Arts and Science College (A), Penugonda.

INVITATION

WORK SHOP ON INTELLECTUAL PROPERTY RIGHTS

21st December, 2022.

CHIEF GUESTS

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Director**

Department of Management Studies

**S.V.K.P & Dr. K.S.Raju Arts and Science College (A)
Penugonda.**

CONVENER

**Dr.K.Chiranjeevi
Director, Department of Management Studies**

CO-CONVENER

**Sri.R.N.Srinivasu
HOD Department of Commerce**

S.V.K.P & Dr.K.S.Raju Arts and Science College (A), Penugonda.

PROGRAMAME SHEET

**WORKSHOP
ON
INTELLECTUAL PROPERTY RIGHTS**

21st DECEMBER, 2022.

INAUGURATION

- | | |
|---------------------------------|--|
| 1. Welcome Speech | : Kum. Ch. Sai Lakshmi Durga
&
Mr. B. Durga Prasad |
| 2. Prayer | : Kum. J. Lakshmi Prasanna
&
Kum. J. Usha Satya Sri |
| 3. Lightening of lamp | : Chairman, IQAC Coordinator & Resource
Persons |
| 4. Opening Remarks | : Dr. Y.V.V. Appa Rao
Chairman |
| 5. Greetings | : Sri.K.Sasi Kumar
IQAC Coordinator |
| 6. Introduction of Guest | : Mr. G.V.S. Ganesh
&
Mr. N. Rajkumar |
| 7. Resource Persons I | : Dr. G.V.S. Sarma
Associate Professor
Department of Chemical Engineering
Andhra University, Visakhapatnam. |

LUNCH BREAK


- | | |
|-------------------------------|---------------------------------|
| 8. Resource Persons II | : Dr. Dr. K. Chiranjeevi |
| 9. Closing Remarks | : Dr.I. Sai Prasad |
| 10. Vote of Thanks | : Kum. N. Roshini |

SVKP & Dr.K.S.Raju Arts and Science College (A), Penugonda.

PROGRAMME SCHEDULE

**WORKSHOP
ON
INTELLECTUAL PROPERTY RIGHTS
21st DECEMBER, 2022.**

- | | |
|---------------------|--------------------------|
| 1. 10.00 A.M | Inaugural Session |
| 2. 11.00 A.M | Lecture – I |
| 3. 01.00 P.M | Lunch |
| 4. 02.00 P.M | Lecture – II |
| 5. 04.00 P.M | Valedictory |

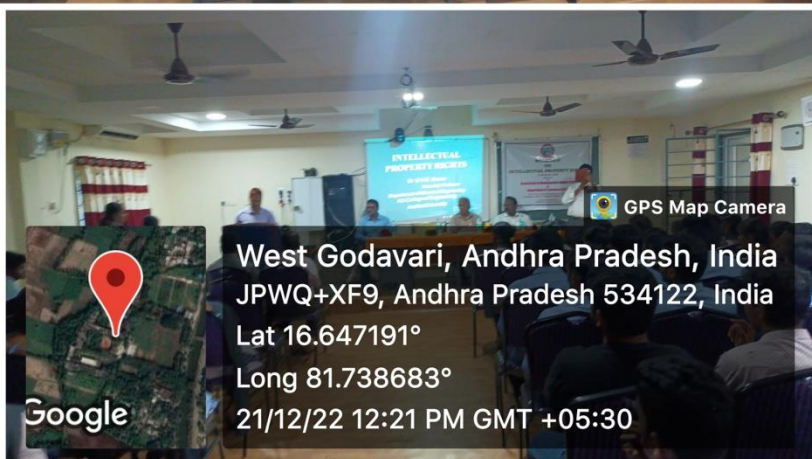

(DIRECTOR)

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PG Dept. of Management Studies (MBA)
SVKP & Dr. K.S. Raju Arts & Science College (A)
PENUGONDA - 534 320, W.G.D.L.A.P.


(PRINCIPAL)

PRINCIPAL
SVKP & Dr. K.S. RAJU ARTS & SCIENCE COLLEGE (A)
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Report on the workshop organised by the Departments of Management Studies and Commerce on 21-12-2022

The Department of Management studies and Commerce in association with IQAC organised a workshop on Intellectual Property rights on 21-12-2022. The workshop is to focus on to create awareness to the students on the concept of Intellectual Property Rights and the increasing significance of intangible assets in the global economy is forcing business organizations to actively manage their IP as a key driver for building and sustaining their competitive advantage and achieving superior performance.

The session began with the opening remarks of the chairman of the workshop and principal of the college Dr. Y.V.V.App Rao. He explained the concepts of Intellectual Property Rights and contemporary issues in Intellectual Property Rights of today's times.

Later IQAC Co-ordinator & Head of the Department of English explained the today's globally competitive environment, intellectual property has placed itself on a pedestal in the context of economic growth and is becoming increasingly important and Intellectual Property (IP) is the fuel that powers the engine of prosperity, fostering invention and innovation.

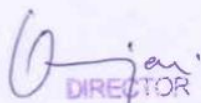
Later the students of MBA Mr. G.V.S. Ganesh and Mr. N. Rajkumar introduced the resource person Dr. G.V.S. Sarma Associate Professor Department of Chemical Engineering, Andhra University, Visakhapatnam to the participants.

In the morning session the first resource person Dr. G.V.S. Sarma Associate Professor delivered the lecture on the topic. He explained the Basic concept in IPR, Objectives in IPR, Type of IPR (Patents, Trademarks, Copyrights And Related Rights, Geographical Indications, Industrial Designs, Trade Secrets, Layout Design For Integrated Circuits, Protection of New Plant Variety), Duration of Intellectual Property Rights, Concept Related Patents (Types of Patent, Tangible And Intangible Property, Novelty, Non-Obviousness, Utility, Anticipation, Prior Art, Global Perspective of Patent System, Role of International Organization, Indian Patent Act 1970, Patentability, Patent Infringement, Commercialization, Patent Licensing), Applications of IPR.

In the afternoon session the second resource person Dr. K. Chiranjeevi delivered his talk on intellectual property rights (IPRs) has become one of the hottest, most significant issues of trade negotiations. Despite the continued claim that IPRs facilitate research activities and encourage technology transfer, the impact of IPRs on socio-economic development process of developing countries has evidently reflected in many areas, including health, agriculture and education. IPRs will no doubt continue to have a significant impact on developing countries for many years to come.

Nearly 90 students are attended from the Department of Management Studies and Commerce. It was a valuable informative sessions, all the participants provided certificates at the end of the workshop.

Closing remarks by Dr. I. Sai Prasad, Associate professor, Department of management studies and the session was ended with a round questions and answers and vote of thanks by MBA student Kum. N. Roshini.


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DEPARTMENT OF MANAGEMENT STUDIES

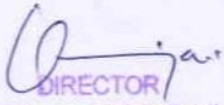
WORKSHOP ON INTELLECTUAL PROPERTY RIGHTS ON 21st DECEMBER, 2022

S.NO	NAME OF THE STUDENT	CLASS
1	ALLADI SATYA PAVANI	II MBA
2	BATTINA DURGA PRASADU	II MBA
3	BOLLA MOUNIKA	II MBA
4	CHELLANGI DURGA SATISH	II MBA
5	CHELLURI SAI LAKSHMI DURGA	II MBA
6	EEGA MOUNIKA	II MBA
7	GARAGA LEELA MOUNIKA	II MBA
8	GEDDAM NAVEEN VAMSI	II MBA
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18	KOTHARI SATISH	II MBA
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20	KUSUMANCHI NIKHITHA	II MBA
21	MALLESWARAPU SURESH	II MBA
22	MANGAM DINESHBABU	II MBA
23	MATTA SURYA NARAYANA	II MBA
24	MIDDE PAVAN KUMAR	II MBA
25	MOLLA AHAMMAD SHAHID	II MBA
26	MOLLETI PAVANI	II MBA
27	MYLE SOFIA	II MBA
28	NAKKA RAJKUMAR	II MBA
29	NALAM LAKSHMI KUMARI	II MBA

30	NELAPUDI ROSHINI	II MBA
31	ODURI DURGA PRASANTHI	II MBA
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PENUGONDA-534 320

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CERTIFICATE

This is to certify that Mr/Ms/Dr. _____

*of _____ Participated in the one day workshop
on Intellectual Property Rights on 21-12-2022. Organised by Department of Management Studies
and Department of Commerce, S.V.K.P & Dr.K.S.Raju Arts and Science College (A), Penugonda.*

Dr.K.Chiranjeevi
Convener

R.N.Srinivasu
Co-convener

Dr.Y.V.V.Appa Rao
Principal & Chairman