

DEPARTMENT OF COMPUTER SCIENCE AND SYSTEMS ENGINEERING

One Day Intellectual Property Rights Programme on

The Utilization of Intellectual Property Rights in SMEs

The Department of Computer Science and Systems Engineering organized a One Day Intellectual Property Rights Programme on **"The Utilization of Intellectual Property Rights in SMEs"** on 28th January, 2016. The target group is Faculty and students from Dept.of CSSE, SVEC.

Ms K Lalitha, Assistant Professor(SL), CSSE, SVEC discussed on **"The Utilization of Intellectual Property Rights in SMEs"** with some popular case studies and examples.

The main objective of this programme is to provide a general awareness on Importance of "IPR in SMEs" and "promoting R&D together with the awareness of creating Intellectual Property" among the faculty and students.

Ms K Lalitha started by explaining the Significance and merits of Intellectual Property Activities in SMEs and Venture-funded Start-ups. Then she addressed Common Misunderstandings and Preconceptions among SMEs and Venture Companies. She also discussed on Patterns of Intellectual Property Strategy, Concept and Patterns of Intellectual Property Strategy and Models of the Intellectual Property Strategies of SMEs and Venture Companies.



Ms K Lalitha, Assistant Professor(SL), CSSE, SVEC *delivering a Lecture on*
"The Utilization of Intellectual Property Rights in SMEs"

She pointed out that it is important to promote R&D together with the awareness of creating Intellectual Property and she also explained how to tackle with challenges during this process. She concluded by listing out ten intellectual property rules for SMEs and venture companies.