



# SREE VIDYANIKETHAN ENGINEERING COLLEGE

(AUTONOMOUS)

Sree Sainath Nagar, Tirupati- 517102

**Department of Electrical and Electronics Engineering**

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## **A one day FDP on "Awareness of Intellectual Property Rights"**

**Organized on 10-07-2014**

### **REPORT**

A one day FDP on **"Awareness of Intellectual Property Rights"** by **Dr. K. Kesavasamy, Global Head, Academic Interface Programme** and **Mr.V.Rajanna Vice President & Regional Head, TCS-Hyderabad** is organized for members of faculty, students of SVEC by the department of Electrical & Electronics Engineering on 10-07-2014.

In his address, Dr. K.Kesavasamy elaborated and explained that Intellectual property has increasingly assumed a vital role with the rapid pace of technological, scientific and medical innovation that we are witnessing today. Moreover, changes in the global economic environment have influenced the development of business models where intellectual property is a central element establishing value and potential growth. In India several new legislations for the protection of intellectual property rights (IPRs) have been passed to meet the international obligations under the WTO Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS).

The second session was handled by Mr.V.Rajanna. He has provided the students with a wide perspective and in-depth knowledge in intellectual property to enable them to get solid grounding in the legislative framework, practice and procedure of the intellectual property protected through patents, trademarks, copyrights, designs and geographical indications. Later students interacted with the resource person regarding the filing procedures for patents and its duration.



Dr. K. Kesavasamy delivering his lecture



Participants listening the speaker lecture

### **Details of Expert**

- 1. Dr.K. Kesavasamy**  
Global Head,  
Academic Interface Programme
- 2. Mr.V.Rajanna**  
Vice President & Regional Head,  
TCS-Hyderabad.

**HOD, EEE**