



# SREE VIDYANIKETHAN ENGINEERING COLLEGE

(AUTONOMOUS)

Sree Sainath Nagar, Tirupati- 517102

Department of Electrical and Electronics Engineering

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A one day seminar on  
**“Intellectual Property Rights: Emerging Issues and Challenges”**  
On 09-12-2016

## **REPORT**

A one day seminar on **“Intellectual Property Rights: Emerging Issues and Challenges”** by **Dr. N. Padmaja, Assoc. Professor, ECE, SVEC** and **Dr. P. Geetha, Assoc. Professor, ECE, SVEC** is organized under for faculty, research scholars and M.Tech students of Electrical & Electronics Engineering and also for other departments in Dasari Auditorium on 09-12-2016.

The first technical session was started with the lecture on “Intellectual Property Rights: Emerging Issues and Challenges” by Dr. N. Padmaja, Assoc. Professor, ECE, SVEC”. She said that the IPR is the right of the inventor over his/her intellectual creation. Ideas which are abstract representation of something must be protected once they have been materialized as a result of human intellectual effort. IPR is covering patents, copyrights, trademark, industrial designs, geographical indications, protection of layout design of integrated circuits and protection of undisclosed information and protection of new plant variety. Intellectual Property Rights (IPR) refers to Monopoly protection for creative works such as writing (copyright), inventions (patents), processes (trade secrets) and identifiers (trademarks). She pointed out that the IPRs related law and rules are very difficult to understand for common people who are related with various types of business, industries and research. Therefore, the inventor is advised to take the help of consultant.

The second session was handled by Dr. P. Geetha Assoc. Professor, ECE, SVEC. She briefly explained the issues and challenges in IPR with a case study.

### **Details Of Expert**

#### **Dr.N. Padmaja**

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Andhra Pradesh, India.

#### **Dr.P. Geetha**

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