

# **Intellectual Property Rights- Awareness workshop**

**(02<sup>nd</sup> September 2013)**

## **REPORT**



*Organized by*

**Department of Electronics and Communication Engineering**

SREE VIDYANIKETHAN ENGINEERING COLLEGE

(AUTONOMOUS)

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A one day seminar on **Intellectual Property Rights- Awareness workshop** was organized by Department of Electronics and Communication Engineering, Sree Vidyanikethan Engineering College, A. Rangampet. The programme was organized on September 2<sup>nd</sup> , 2013 under IPR Cell. About 60 faculty members of SVEC are actively participated and gained useful information from all the sessions.

A one day seminar on **Intellectual Property Rights- Awareness workshop** was inaugurated by **Dr. P. C. Krishnamachary**, Principal, Director **Dr. D. V. S. Bhagavanulu** and **Mr.P.V.Ramana**, HOD of ECE at 2.00 PM

The following points were discussed.

- The IP Chain of Activities
  - Creation
  - Innovation
  - Commercialization
  - Protection
  - Enforcement
- Geographical Indications
  - IP as intangible property
  - Tangible property
  - Land, houses, estates,car
  - Intangible property
  - -intellectual property
  - Intangible wealth, easily appropriated and reproduced,once created the marginal cost of reproduction is negligible
- The role of IP as intangible property
  - 1. economic rights of creators
  - 2.commercial exploitation of owner of IP
  - 3.capital expenditure
  - 4.transfer of technology
  - 5.cultural development
- Why IP protection is given
  - Capital expenditure for new products

- R and D
- Marketing and advertisement
- No free loaders
- Maintaining loyal followers
- profit
- IP as a property
  - Can be sold
  - Can be bought
  - Can be lease or rent
  - Can pass under a will
  - Can be assigned
- Basic principle of international convention
  - Laying down the minimum requirement for the national legislation.
  - “members may but shall not be obliged to implement more extensive protection in their law than is required by the agreement.



**Dr.V.R.Anitha**, Professor, Dept. of ECE, SVEC delivering a lecture on “Intellectual Property Rights- Awareness workshop”

**Dr.V.R.Anitha**, Professor, and **Ms.D.Leela Rani**, Associate Professor, Dept. of ECE, SVEC delivered their lectures on “**Intellectual Property Rights-Awareness workshop**” from 2.00 PM – 5.00 PM and The participants interacted with resource persons and clarified their doubts.