DEPARTMENT OF COMPUTER SCIENCE AND SYSTEMS ENGINEERING

One Day Intellectual Property Rights Programme on

Intellectual Property Rights Basics of Patents

The Department of Computer Science and Systems Engineering organized a One Day Intellectual Property Rights Programme on **"Intellectual Property Rights Basics of Patents"** on 22nd January, 2014. The target group is Faculty and students from Dept.of CSSE, SVEC.

Dr K Delhi Babu, Professor, CSE, SVEC discussed on "**Intellectual Property Rights Basics of Patents"** with some popular case studies and examples.

The main objective of this programme is to introduce audience to "IPR - practical approach" through examples and case studies involving patents and other forms of IPR.

Dr K Delhi Babu, Professor, CSE, SVEC delivering a Lecture on "Awareness Program on Intellectual Property Rights Basics of Patents"

Dr K Delhi Babu demonstrated various case studies and examples involving Patents and other forms of Intellectual Property Rights. He explained All Cash Deal between Microsoft and Skype and he explained different patents involved in that deal. He highlighted the role patents in that big deal, and he shared his view on how those patents increased the value of deal. Below listed four patents involved in the deal were discussed in detail

1. Synchronizing contacts
2. Method of transmitting data in a communication system
3. User interface icon for a portion of a display screen
4. Instant messaging communication system and method

He justified how brand image is more valuable asset than physical assets. He discussed how Intangible Assets may be used for financial benefits.