



SREE VIDYANIKETHAN ENGINEERING COLLEGE
(AUTONOMOUS)

Sree Sainath Nagar, A. Rangampet – 517102

Department of Electronics and Communication Engineering

Cordially invites you

to

**“INTELLECTUAL PROPERTY RIGHTS- AWARENESS
WORKSHOP”**

2nd September, 2013

Resource Persons

Dr.V.R.Anitha,

Professor, Dept. of ECE,
Sree Vidyanikethan Engineering College,
Tirupathi

Ms.D.Leela Rani,

Associate Professor, Dept. of ECE,
Sree Vidyanikethan Engineering College,
Tirupathi

Date : 02-09-2013
Time : 2.00 PM - 5.00 PM
Venue : Signals and Systems Lab (Room No: 304)
Target Group : Faculty, Research Scholars, Students

Intellectual Property Rights- Awareness workshop

(02nd 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 2nd , 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.