

KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)

(Sponsored by S.K.P.V.V. Hindu High Schools' Committee)

Kothapeta, Vijayawada-1

A College with Potential for Excellence(CPE)

ISO:9001-2015 Certified

NAAC“A” Grade in Cycle 3

PG DEPARTMENT OF BUSINESS ADMINISTRATION (The MBA Programme)



VIRTUAL GUEST LECTURE

“INTELLECTUAL PROPERTY RIGHTS”

13 – 08 – 2022



K.B.N COLLEGE : PG CENTRE

(Sponsored by: S.K.P.V.V. Hindu High Schools' Committee)

Kothapeta, VIJAYAWADA – 520 001.

ISO 9001-2015 CERTIFIED INSTITUTION

NACC A in cycle 3

**Mr.S.Venkatesh M.B.A., M.Phil.,
DIRECTOR**

Date: 10-08-2022

STUDENT NOTICE

All the First year MBA students are hereby instructed to attend **Guest Lecture** through virtual mode on “**Intellectual Property Rights**” by **Dr.B.GAYATHRI**, Associate Professor, Department of Computer Science, Bishop Heber College (Autonomous), Tiruchirappalli, on **13.08.2022 at 11:00 A.M** in **Discussion Hall (Room No : 207)**.

DIRECTOR

INVITATION

The PG Department of Business Administration

Cordially invite you to the Guest Lecture on

“INTELLECTUAL PROPERTY RIGHTS”

Date & Time: Saturday, 18th August 2022 at 11:00 a.m

Venue: Discussion Hall (Room No:207)

Resource Person

Dr.B.GAYATHRI

Associate Professor,

Department of Computer Science,

Bishop Heber College (Autonomous), Tiruchirappalli

ORGANIZED BY:

PG DEPARTMENT OF BUSINESS ADMINISTRATION

K.B.N COLLEGE – PG CENTRE



E std: 1965

K.B.N COLLEGE (AUTONOMOUS) :: PG CENTRE

(Sponsored by: S.K.P.V.V. Hindu High Schools Committee) - Vijayawada - 520001.

A College with Potential for Excellence - (UGC - CPE)

ISO 9001 : 2015

NAAC - 'A' Grade in 3rd Cycle

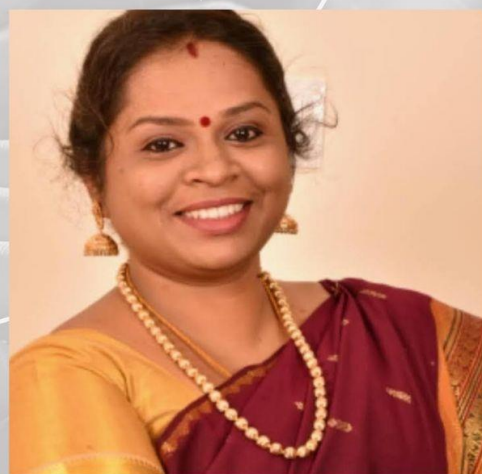
NIRF 92nd Rank (2017)



WE CORDIALLY INVITE YOU TO THE
VIRTUAL GUEST LECTURE ON



INTELLECTUAL PROPERTY RIGHTS



Resource Person

Dr. B. GAYATHRI

ASSOCIATE PROFESSOR
DEPARTMENT OF COMPUTER SCIENCE
BISHOP HEBER COLLEGE (AUTONOMOUS),
TIRUCHIRAPPALLI, TAMILNADU

SATURDAY, 13TH AUGUST 2022

@ 11:00 AM TO 12:00 NOON

ORGANIZED BY

PG DEPARTMENT OF BUSINESS ADMINISTRATION (M.B.A)
K.B.N COLLEGE - PG CENTRE

VIRTUAL GUEST LECTURE REPORT

“INTELLECTUAL PROPERTY RIGHTS”

Resource Person : **Dr.B.GAYATHRI**
Associate Professor,
Department of Computer Science,
Bishop Heber College (Autonomous), Tiruchirappalli

Introduction

Intellectual property (IP) rights are valuable assets for the business. Intellectual property protection is critical to fostering innovation. Without protection of ideas, businesses and individuals would not reap the full benefits of their inventions and would focus less on research and development. Intellectual property (IP) assets **are essential for running the business and protecting the assets, products and ideas from their competitors.** With a view to provide knowledge and awareness regarding Intellectual Property Rights for MBA Students a virtual Guest Lecture on “**INTELLECTUAL PROPERTY RIGHTS**” is organised.

Objectives

- To know the concept Intellectual Property Right
- To get aware of various types of Intellectual Property Rights
- To know the products which can be patented?
- To understand the Organisation Structure of IPR.
- To know the IPR Law in India
- To aware of Requirements, Assessment and Selecting of IPR related products.

Outcomes

After completion of this program students can know

The concept and components of Intellectual Property Right

The various types of Intellectual Property Rights

The products which can be patented?

The Organisation Structure of IPR.

The IPR Law in India

The Requirements, Assessment and Selecting of IPR related products.

A Brief Report

A virtual Guest Lecture on **“INTELLECTUAL PROPERTY RIGHTS”** was organised by PG Department of Business Administration on Saturday, 13.08.2022 at 11:00 AM for First Year MBA students (2021-2023 Batch). A total of 75 students were attended for the programme. **Dr.B.GAYATHRI, Associate Professor, Department of Computer Science, Bishop Heber College (Autonomous), Tiruchirappalli** is the resource person for the event.

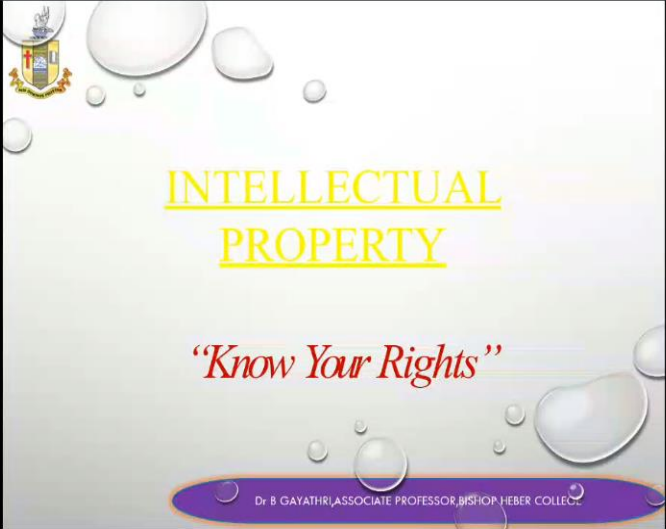
Dr.B.Gayathri shared her valuable insights regarding the various aspects of the Intellectual Property Rights and also elucidated the importance and the role the IPR in current global competitive market.

Apart from throwing light on different types of IPR products, she has spoke about the Patents, Trademarks, Copyrights, Geographical indicators and Trade Secrets with the help of live examples. She also highlighted what can be patented and what are the requirements for Patentability such as utility, novelty, Non-Obvious and Description or Enablement. of Investment Banks with the help of live examples

She also shared valuable insights on IP Strengths, Market size and growth potentiality, Competition, prospect of commercialization and Market needs and interest from target companies. She also explained the procedure for selecting a trademark for Not distinctive and Most Distinctive full protection viz., Generic, Descriptive, Suggestive, Arbitrary and Fanciful with examples and also explained the Intellectual Property Law in India.

PHOTOS

DR B GAYATHRI is presenting




The slide features a light background with water droplets. At the top left is the Bishop Heber College crest. The main text reads "INTELLECTUAL PROPERTY" in yellow, underlined, and "Know Your Rights" in red script. At the bottom, a purple oval contains the text "Dr B GAYATHRI, ASSOCIATE PROFESSOR, BISHOP HEBER COLLEGE".

DR B GAYATHRI

ijw--sngx-zxb

Participants: jagadish guptha, Prabhakar Bethapudi, P.S.R.Matthew John Manikandan, You

DR B GAYATHRI is presenting



The slide is titled "World Intellectual Property Day April 26" in yellow. It features a world map and several informational boxes. One box lists "Your favorite visionary innovators" with icons for Bill Gates, Steve Jobs, and Larry Page. Another box states "On World Intellectual Property Day this year, WIPO's focus is on promoting VISIONARY INNOVATION as the key to a secure future." A third box asks "How many countries reported events?" with the answer "58 63 76". The date "April 26" is prominently displayed. At the bottom, a purple oval contains the text "Dr B GAYATHRI, ASSOCIATE PROFESSOR, BISHOP HEBER COLLEGE".

DR B GAYATHRI

ijw--sngx-zxb

Participants: jagadish guptha, Prabhakar Bethapudi, P.S.R.Matthew John Manikandan, You

DR B GAYATHRI is presenting

Types of Intellectual Property

Patents	• Inventions
Trademarks	• Identify source of a product or service
Copyrights	• Expressions of Ideas
Trade Secrets	• Secret information with commercial value

DR B GAYATHRI, ASSOCIATE PROFESSORSHIP HERER COLLEGE

11:21 AM | ijlw-ssgx-zxb

Participants: jagadish guptha, Prabhakar Bethapudi, P.S.R.Matthew John Mani..., You

DR B GAYATHRI is presenting

TRADEMARKS

DR B GAYATHRI

11:36 AM | ijlw-ssgx-zxb

Participants: jagadish guptha, Prabhakar Bethapudi, P.S.R.Matthew John Mani..., You

DR B GAYATHRI is presenting

GEOGRAPHICAL INDICATIONS

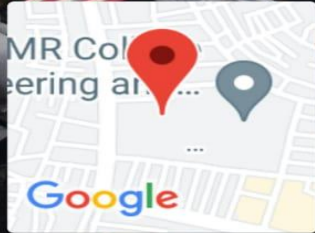
Examples of Indian Geographical Indications:

- Basmati Rice
- Darjeeling Tea
- Kanchipuram Silk Saree
- Alphonso Mango
- Nagpur Orange
- Koilhapuri Chappal
- Bikaneri Bhujia
- Agra Petha

DR B GAYATHRI

11:37 AM | ijlw-ssgx-zxb

Participants: jagadish guptha, Prabhakar Bethapudi, P.S.R.Matthew John Mani..., You



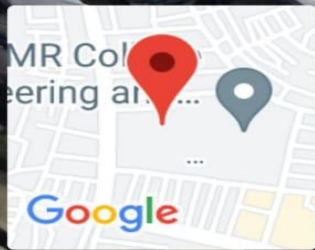
Vijayawada, Andhra Pradesh, India

Shop No 41, K.T. Road Vijayawada, Vinchipeta, Vijayawada, Andhra Pradesh 520001, India k.B.N college

Lat 16.524028°

Long 80.612341°

13/08/22 11:41 AM



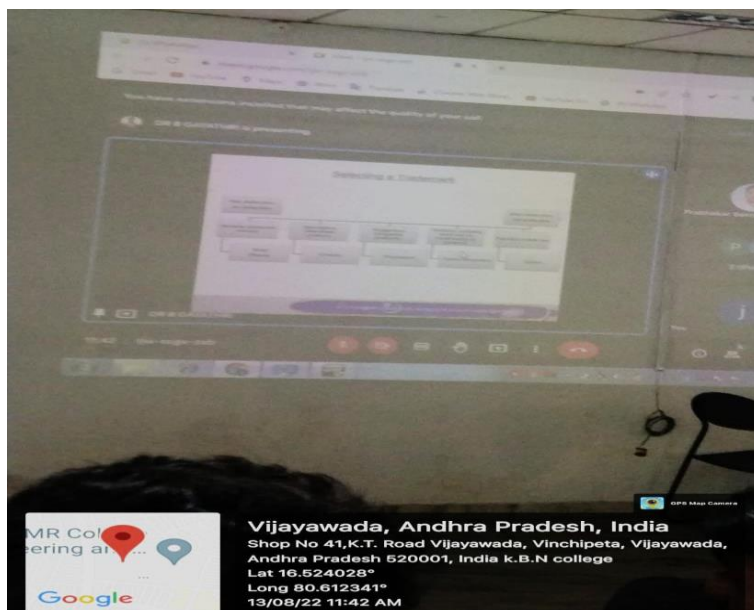
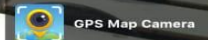
Vijayawada, Andhra Pradesh, India

Shop No 41, K.T. Road Vijayawada, Vinchipeta, Vijayawada, Andhra Pradesh 520001, India k.B.N college

Lat 16.524028°

Long 80.612341°

13/08/22 11:41 AM



Vijayawada, Andhra Pradesh, India

Shop No 41, K.T. Road Vijayawada, Vinchipeta, Vijayawada, Andhra Pradesh 520001, India k.B.N college

Lat 16.524028°

Long 80.612341°

13/08/22 11:42 AM

