

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

NAAC“A++” Grade in Cycle4

**PG DEPARTMENT OF BUSINESS
ADMINISTRATION
(MBA)**



**GUEST LECTURE
ON
“ INTELLECTUAL PROPERTY RIGHTS”**

26.04.2024



INVITATION

ISO 9001-2015

NAAC 'A++' GRADE in Cycle 4

K. B. N. COLLEGE (Autonomous)

(Sponsored by: S.K.P.V.V. Hindu High Schools Committee)
Kothapet, VIJAYAWADA -1.

A College with Potential for Excellence (CPE-UGC)

The PG Department of Business Administration cordially invite your
gracious presence to programme

WORKSHOP

ON

“ INTELLECTUAL PROPERTY RIGHTS ”

(IN VIEW OF WORLD INTELLECTUAL PROPERTY DAY ”

Date & Time : 26th April 2024 at 09:00 am

Resource Person

Dr.O.NARESH

Assistant Professor,

Department of MBA,, LBRCE, Mylavaram

ORGANIZED BY:
PG DEPARTMENT OF
BUSINESS ADMINISTRATION
K.B.N COLLEGE – PG CENTRE



K.B.N COLLEGE : PG COLLEGE

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Kothapeta, VIJAYAWADA – 520 001.

ISO 9001-2015 CERTIFIED INSTITUTION

NACC A++ in cycle 4

PG DEPARTMENT OF BUSINESS ADMINISTRATION (MBA)

GUEST LECTURE REPORT

A workshop was organised is conducted by department of MBA on 26-04-2024. The Resource person is Dr.O.Naresh, Assistant Professor, Department of MBA, Lakireddy Balireddy College of Engineering, Mylavaram.

OBJECTIVES

- To get current industry insights.
- To get to know insights about particular niche.
- To break monotony and sparks interests in subjects.
- To know the importance of intellectual Property
- To establish an atmosphere of invention and innovation
- To replace the Prevailing out-dated laws
- To provide legal and legislative Framework

Key points discussed at the session

The resource person discussed the significance of intellectual property rights (IPR) and the associated issues. They outlined the process for registering patents, copyrights, trademarks, and trade secrets. Additionally,

they highlighted the advantages for IPR owners, such as the ability to sell their rights, and provided examples to illustrate these benefits. Furthermore, they explained the validity periods of different types of IPR.

OUTCOMES

- The importance of IPR.
- Gained knowledge on IPR and how it is benefited to the owner.
- Understand infringement laws(Patent, Copyright, Trademark and Trade secret).
- Understand registration process of IPR and its duration periods.
- Learn about IPR laws.
- Requirements of IPR in Companies and Innovators.
- Explore your innovations to the outside world.
- Understand IPR owner rights.

A total of 75 students from MBA first year (2023 – 25 batch) had attended the programme.

GUEST LECTURE PHOTOS





