

Palamuru University

REPORT -1

Place: Auditorium, College of Pharmacy, Palamuru University

Date: 14th September 2023

Speakers: 1) Apoorva Vunnava

2) Dr. Radhika Vangala

About the program

The Orientation on Intellectual Property Rights was jointly organized by the IPR Cell of Palamuru University and the Telangana State Council of Science & Technology, Environment, Forests, Science & Technology, Government of Telangana (TSCOST). This programme was sponsored by the Department of Science & Technology (DST), Government of India. The session aimed at educating and creating awareness on Intellectual Property Rights and their significance. Dr. D. Madhusudan Reddy, Director, Academic Audit Cell, Palamuru University has addressed the gathering and expressed his views on the different benefits of IPR and its role in shaping the institution. Prof. Girija Mangatayaru, Registrar, Palamuru University was the Guest of Honour to this programme. She has elaborated on the different dimensions of the IPR and the need for IPR in the present context.

Speaker 1:

Mrs. Apurva Vunnva introduced the participants to Intellectual property rights and its various forms. Ms. Apurva focused on the different form of IP- patents, copyrights, trademarks, trade secrets, industrial designs. She also emphasized on unprecedented significance of IP in the 21st century due to factors like globalization and digitalization, innovation as a primary driver of economic growth as well as to protect brand value. She described in detail the various element of a patent draft such as title, field of Invention, background, summary, brief description, detailed description, abstract, claim(s), and drawings and their importance. The speaker outlined the different aspects of invention that could be claimed for patent protection. This likely included novel features, inventive steps, and industrial applicability. The speaker elucidated the various steps involved in the invention process, from ideation to prototyping and commercialization. Emphasis was likely placed on the uniqueness of design interventions, highlighting how subtle changes or improvements in design can lead to significant innovations. Practical methods for identifying inventions were discussed, including techniques for conducting patent searches and analyzing prior art. Existing patents for everyday products were showcased to demonstrate the practical application of IP protection in the consumer goods industry. Overall, the speaker's presentation provided valuable insights into invention and Intellectual Property Rights, equipping the audience with practical knowledge and tools to navigate the complex landscape of IP protection in the modern world.

Speaker 2:

In her session, Dr.Radhika delved into the multifaceted world of Intellectual Property Rights (IPR), covering a broad spectrum of concepts and applications. She elaborated on the significance of trademarks as unique identifiers that distinguish goods and services in the marketplace, highlighting their role in brand recognition and consumer trust. Additionally, she shed light on trade secrets, emphasizing their critical importance in safeguarding proprietary information and maintaining a

competitive edge in today's knowledge driven economy. Moving on to patents, she elucidated the intricate process of securing patent protection for inventions, from the initial application to the grant of exclusive rights. She underscored the pivotal role of patents in incentivizing innovation and fostering technological advancement across diverse sectors. Moreover, she provided practical insights into patent prosecution strategies and the enforcement of patent rights, empowering attendees to navigate the complexities of patent law with confidence. Furthermore, Dr. Vangala explored the realm of copyright, elucidating its role in protecting original works of authorship, such as literary, artistic, and musical creations. She underscored the importance of copyright registration and enforcement in safeguarding creators' intellectual property and preserving their creative rights in the digital age. Overall, her comprehensive overview of IPR offered attendees a nuanced understanding of its various dimensions and implications for innovation, entrepreneurship, and economic development.



REPORT -2

Place: Auditorium, College of Pharmacy, Palamuru University

Date: 21st March 2024

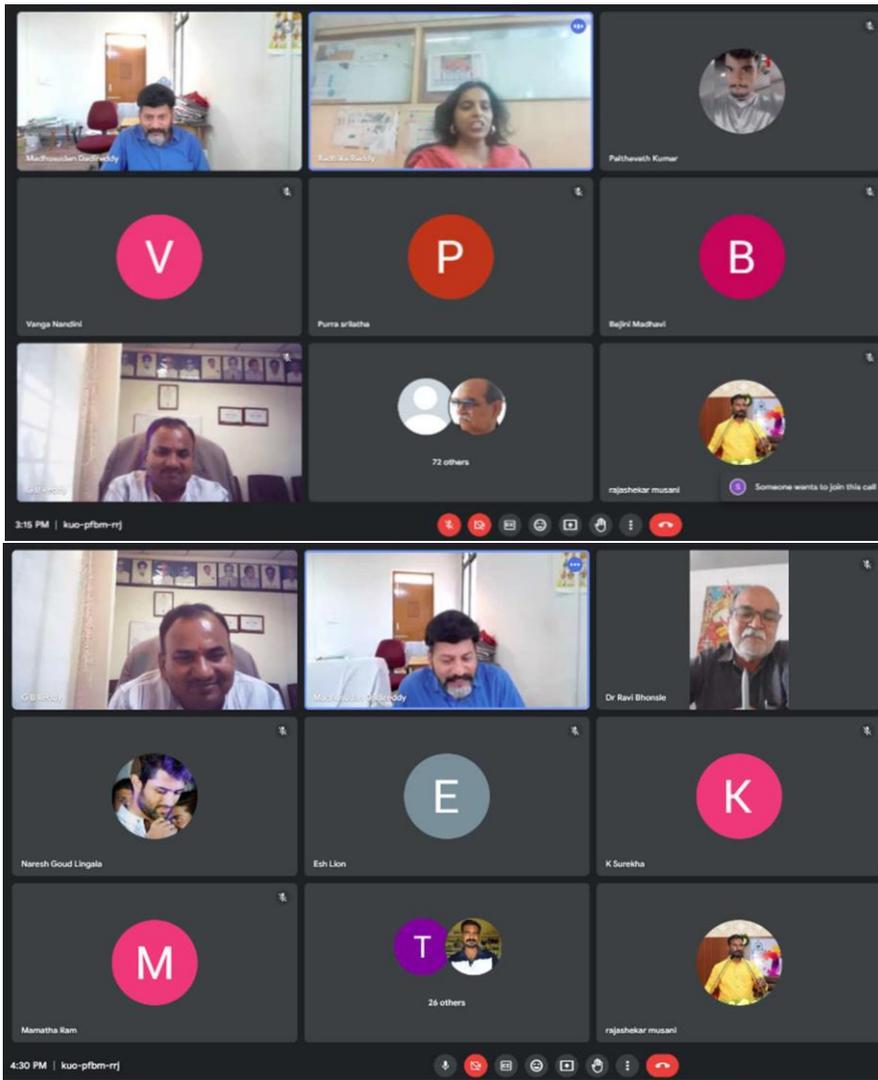
Speakers: 1) Dr. G.B Reddy

About the program

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Speaker 1:

Dr. G.B. Reddy, as a Professor and Nodal Officer of the IP cell at Osmania University, provides valuable insights into the emerging Intellectual Property (IP) ecosystem within universities. His lecture covered various aspects of IP, including trademarks, labels, designs, copyrights, and patents, along with their respective advantages and disadvantages. Prof. discussed the importance of trademarks in protecting brand identities and distinguishing products or services in the marketplace. Dr. Reddy highlighted the significance of unique and innovative designs in attracting consumers' attention and differentiating products from competitors and also informed the challenges associated with design infringement and the need for adequate protection. Dr. Reddy delved into the legal and practical issues involved in patenting academic research and innovations. The real-world examples of successful patent filings in agriculture highlighted innovative technologies, processes, or products developed by universities and their impact on agricultural productivity, industrial efficiency, and economic growth.



REPORT -3

Place: Auditorium, College of Pharmacy, Palamuru University

Date: 30th March 2024

Speakers: 1) Mr. Sujith Varma

2) Mr. Ashok Doppalapudi

About the program

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Speaker 1:

Mr. Sujit Verma's session centered around trademarks which are intellectual property rights to protect and differentiate any goods or services from enterprise to another. Mr Verma focused on importance of protecting a trade mark. The mark enables consumers to identify any product or service and helps in brand recognition. He also emphasized that a well-known trademark can serve as a symbol of quality, consistency and be valuable asset in marketing and advertising campaigns. They provide a recognizable symbol or slogan that can be used to effectively promote products or services and build brand awareness. The speaker elucidated the financial significance of trademarks as they can be bought, sold, licensed, or used as collateral for loans, providing additional revenue streams for the company. Another important aspect of trademark can potentially last indefinitely as long as they are properly maintained and renewed increasing longevity to the company. Overall, the speaker outlined the role of trademarks in shaping the identity, reputation, and success of commercial ventures.

Speaker 2:

Advocate Ashok Doppalapudi introduced the participants to Intellectual property rights and its various forms. He then delved into the fascinating history of Intellectual Property Rights (IPR), and evolution of patenting. Advocate Ashok focused on the different for of IP- patents, copyrights, trademarks, trade secrets, industrial designs. He also emphasized on unprecedented significance of IP in the 21st century due to factors like globalization and digitalization, innovation as a primary driver of economic growth as well as to protect brand value. The speaker shared several examples and timelines of a patent. He described in detail the various element of a patent draft such as title, field of Invention, background, summary, brief description, detailed description, abstract, claim(s), and drawings and their importance. The speaker outlined the different aspects of invention that could be claimed for patent protection. This likely included novel features, inventive steps, and industrial applicability. Advocate Ashok educated participants on combatting counterfeit auto parts and ensuring vehicle safety by collaborating with IP right holders and protecting the innovations through patents, trademarks and

copyrights. Mr. Ashok also differentiated between the trade secrets and patents. The session concluded by Mr. Ashok advising the participants to be creative foster new innovations.

