



KSSEM
K S SCHOOL OF ENGINEERING AND MANAGEMENT

KammavariSangham (R) 1952

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DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING

WORKSHOP REPORT ON

UNDERSTANDING INTELLECTUAL PROPERTY RIGHTS: A PRIMER FOR INNOVATION & PROTECTION.

Event name: Understanding IPR: A Primer for innovation and protection

Date of event: 8th June, 2024

Venue: Architecture Seminar Hall, KSSEM

Number of participants: 50

Targeted Audience: Faculties of Various Departments and Students.

The department of Electronics and Communication Engineering, KSSEM, in association with IEEE KSSEM Student branch organized a Event on, “Understanding IPR: A Primer for innovation and protection” 8th June, 2024.

The workshop was conducted by **Prof Devendra Gowda**, Acharya Institute of Technology, Co Chair IEEE Bangalore Section. In presence of honorable HoD **Dr.K Senthil Babu**, **Dr. Renuka V Tali**, IEEE Branch Councilor for KSSEM Student Branch, other faculty members of the various departments and Students of various departments graced the event with their presence. The event was attended by third and fourth year students. IEEE student member delivered welcome speech and also introduced the Guests to the gathering.

Discussion:

IPR covers a wide range of intangible assets, including patents, copyrights, trademarks, and trade secrets. Speaker gave various examples and few interesting videos to inform how much importance is given to research in India these days. He mentioned the difference between Discovery and



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Innovation. He also informed about Ancient Indian people and their contributions towards discovery and innovation. Speaker mentioned different types of Intellectual Property Rights:

Patents: Patents are exclusive rights granted to inventors for new and useful inventions or discoveries. They provide the patent holder the right to exclude others from making, using, selling, or importing the patented invention for a limited period, usually 20 years.

Copyrights: Copyrights protect original works of authorship, such as books, music, films, software, and artistic creations. The copyright owner has the exclusive right to reproduce, distribute, display, and perform the work.

Trademarks: Trademarks are symbols, names, phrases, or logos used to distinguish products or services of one entity from those of others. Trademark registration prevents others from using identical or confusingly similar marks in the same category.

Trade Secrets: Trade secrets are confidential information or knowledge that gives a company a competitive advantage. They are not disclosed publicly and are protected through confidentiality agreements and other legal means.

Speaker also informed about the Need for Intellectual Property Rights.

Protection of Innovations: IPR provides a legal framework to safeguard the investments and efforts put into research and development. It encourages inventors and creators to disclose their innovations, knowing that they will be rewarded and protected.

Encouragement of Creativity and Innovation: By granting exclusive rights to creators, IPR incentivizes them to continue producing new and innovative works. This, in turn, fosters a culture of creativity and drives progress in various fields.

Economic Growth and Investment: Strong IPR protection attracts foreign direct investment and encourages domestic businesses to invest in research and development. It leads to the growth of knowledge-based industries and the generation of jobs and economic prosperity.



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Consumer Protection: IPR ensures that consumers are purchasing genuine and highquality products and services. Trademarks, in particular, help consumers identify products they trust and avoid counterfeit goods.

Photo Gallery



Fig 1. Broucher of the Workshop.



Fig 2. Inviting the Speaker by Dr. K Senthil Babu.



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Fig 3. Speaker Addressing the Students and Faculties present in the event.



Fig 4. Participants present in the Workshop.



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International Trade and Relations: IPR plays a significant role in international trade, as countries with robust IPR systems are more likely to engage in fair and productive trade relations. It helps in resolving disputes related to the infringement of intellectual property rights across borders.

Technology Transfer and Licensing: IPR facilitates technology transfer between companies and nations, as it offers a legal framework for licensing and technology sharing agreements. This encourages cooperation and collaboration in research and development

Speaker concluded that Intellectual Property Rights are a cornerstone of modern economies, supporting innovation, creativity, and economic growth. By protecting the rights of inventors and creators, IPR fosters a culture of innovation, drives technological advancements, and enhances the overall quality of life. Striking the right balance between rewarding innovators and ensuring the availability of knowledge for further development remains a critical challenge in the evolving landscape of intellectual property.

Co-ordinator

Signature of HOD, ECE