



PRESIDENCY COLLEGE

(AUTONOMOUS)

AFFILIATED TO BENGALURU CITY UNIVERSITY, APPROVED BY AICTE, DELHI & RECOGNISED BY THE GOVT. OF KARNATAKA

RE-ACCREDITED BY NAAC WITH 'A+' GRADE

UG Department of Commerce and Management

REPORT

Name of the Event: -

ONE DAY NATIONAL LEVEL VIRTUAL WORKSHOP on “Intellectual Property Rights (IPR)- Importance, Opportunities, Patent Filing, Procedures and Processes”

Date: 08th January 2022

Time: 11 AM to 3 PM

Mode: Virtual/online

Resource Persons:

- 1. Dr. Sapna Ph. D. (NLSIU)**
Professor & Head, School of Law
Christ University Bangalore
- 2. Ms. Madhulika Kapoor**
Patent Attorney, Principal Patent Analyst
Delhi

The National Level Virtual Workshop on “IPR- Importance, Opportunities, Patent Filing, Procedures and Processes” organized by the UG Department of Commerce and Management has got 52 registered participants from 15 institutions across India as well as one international participant from Department of Business Administration, University of Technology and Applied Sciences, Ibri, Oman. The workshop was begun at 11 am with formal welcome and inauguration address by Mr. Visweshwar Sastry, Coordinator, UG Department of Commerce and Management and the full morning session of the workshop was coordinated by Dr. Mani Ramakrishnan, Associate Professor, UG Department of Commerce and Management. Mr. Sastry welcomed the gathering, the Chairman, Vice Chairman of Presidency Group of Institutions and Principal- in absentia, the resource persons, all the participants and Prof. Aisha Banu, Senior faculty, Faculty members, staffs and supporting of the department. Followed by the inauguration, Ms. Rashmi Kumari, Assistant Professor, UG Department of Commerce and Management introduced the Resource Person Dr. Sapna Ph. D. (NLSIU), Professor & Head, School of Law, Christ University, Bangalore to the gathering. Next, Dr. Sapna gave an elaborate presentation on the topic "Importance and opportunities of Intellectual Property Rights" in a very eloquent manner and in the discussion session she answered all the queries of the participants very lucidly. The session was closed at 12.30 pm till 1.15 pm for lunch break.



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In the afternoon session at 1.30 pm the session Coordinator Dr. Gayathree, Assistant Professor, UG Department of Commerce and Management welcomed all the participants and the Resource person Ms. Madhulika Kapoor, Patent Attorney, Principal Patent Analyst from Delhi. Next, Ms. Rashmi Kumari, Assistant Professor, UG Department of Commerce and Management introduced the Resource Person Ms. Madhulika Kapoor, Patent Attorney, Principal Patent Analyst from Delhi to the gathering. Ms. Madhulika Kapoor has enlightened her practical experience on the topic "Types of patents, filing of applications for patents, procedures and Processes of IPR" very clearly and effortlessly with a practical approach. She had interacted with participants and gave some activities to perform in the relevant areas. She also clarified the queries of participants in the end.

Mr. Guruprasad Desai, Assistant Professor, UG Department of Commerce and Management has given Vote of Thanks and thanked the Chairman, Vice Chairman of Presidency Group of Institutions and Principal- in absentia, all the participants and Prof. Aisha Banu, Senior faculty, Faculty members, staffs and supporting of the department. Finally, the feedback forms were distributed to all the participants. National Anthem was played virtually to end the program at 3 pm.

Chief Convener

DR. MANI RAMAKRISHNAN

Conveners

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MORNING VIRTUAL SESSION IMAGES

WHY ARE INTELLECTUAL PROPERTY RIGHTS IMPORTANT?

UNIVERSITY PERSPECTIVE

PRESENTED BY DR. SAPNA S,
HEAD OF DEPT, CHRIST (DEEMED TO BE UNIVERSITY)

Participant avatars: AB, VS, DB, M, NR, MS, DS, SK, +24

What are types of IP

- Copy Right
- PATENT
- Trade Mark
- Industrial Design
- Geographical Indication
- Trade Secrets

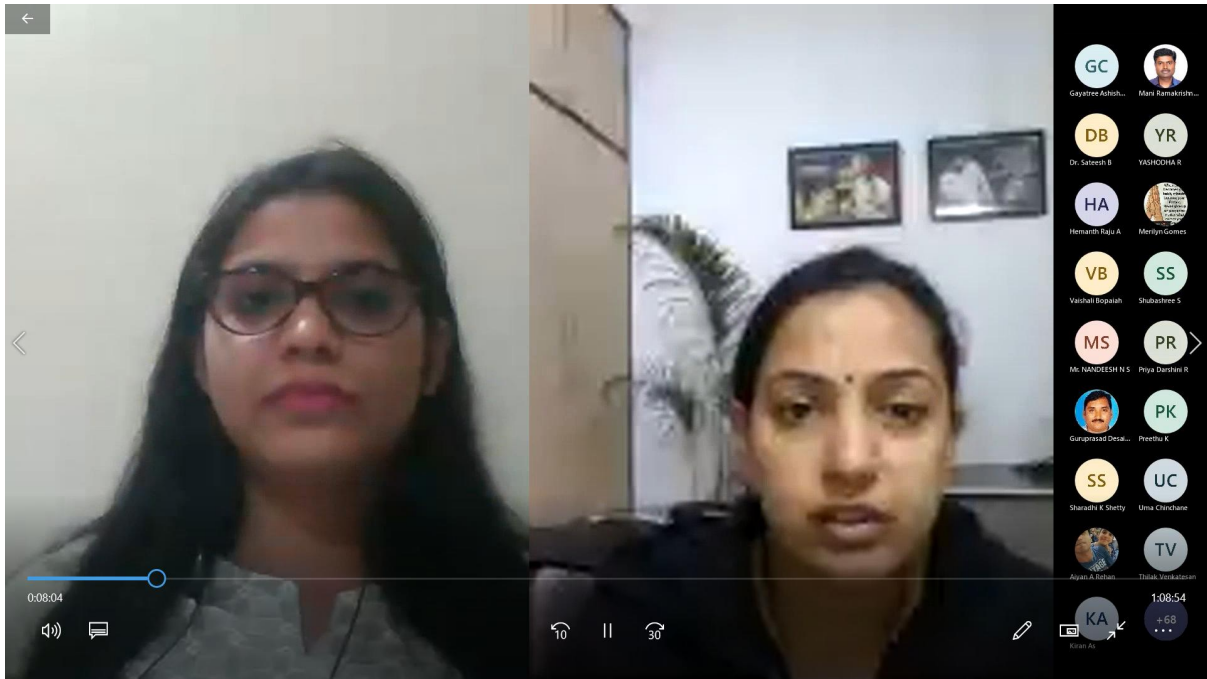
Participant avatars: VS, AB, GC, DB, M, NR, MS, DS, SK, +23



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AFTERNOON VIRTUAL SESSION IMAGES





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AGENDA

- Insights on Patent World
- Q&A

0:09:30

Links 27°C Partly su... 3:25 PM

Business Method Patents

- A business method patent is a patent that protects an invention that is or facilitates a method of doing business, i.e., combines software with business methodology.
- The most notable business method patents that have been awarded:
 - Amazon.com's one-click ordering system.
 - Priceline.com's "name-your-price" business model.
 - Netflix's method for allowing customers to set up a rental list of movies to be mailed to them.
 - Unique internet advertising scheme.

0:18:16

Links 27°C Partly su... 3:26 PM