

National Seminar

On

Innovation and Intellectual Property Rights

Overview of Seminar

Intellectual property rights (IPR) are legal rights that protect creations of the mind, such as inventions, literary and artistic works, designs, symbols, names, and images used in commerce. These rights grant creators and innovators exclusive control over the use of their creations for a specified period, enabling them to reap the benefits of their efforts and investments.

With different types of intellectual property rights, including patents, copyrights, trademarks, and trade secrets the significance varies like patents safeguard inventions, granting inventors exclusive rights to their creations for a set period, encouraging innovation and technological advancement.

Copyrights protect literary, artistic, and musical works, ensuring creators control the reproduction and distribution of their creations. Trademarks safeguard brand identities, distinguishing goods and services in the marketplace and preventing consumer confusion. Trade secrets protect valuable information, such as formulas, processes, and strategies, providing businesses with a competitive edge.

Objectives of Seminar

The Seminar aims at generating awareness regarding -

- Spread awareness about protection of Innovations, inventions, and creations from unauthorized use or exploitation by others and to understand how different collaboration and partnerships can serve as a foundation for collaboration and partnerships between organizations.
- To discuss how organization can take competitive advantage to securing IPR grants organizations a competitive edge in the marketplace by providing exclusive rights to their unique products, technologies, or brands.
- To understand how revenue Generation through IPR can be monetized through licensing, franchising, or selling intellectual property assets, providing organizations with additional revenue streams. from third-party usage, creating.

- To understand how brand reputation and Trust can be established trademarks and copyrights safeguard brands' reputations and ensure consistent quality and authenticity, enhancing consumer trust and loyalty.
- To understand how different collaboration and partnerships can serve as a foundation for collaboration and partnerships between organizations.

AMITY BUSINESS SCHOOL, AUUP

National Seminar

on

INNOVATION & INTELLECTUAL PROPERTY RIGHTS

(Supported by GAIL)

Date: 22nd March, 2024

Time: 10:00 am – 3:30 pm

Venue: Amity Business School

Program Schedule

Time	Program
10:00 am – 10:10 am	Lamp Lighting
10:10 am-10:15 am	Welcome address by Dr. Sanjeev Bansal, Dean FMS & Director ABS
10:15 am – 10:20 am	Introductory address by Prof. Dr. Shyamalendu Niyogi Advisor, Amity Education Group, Director General, Amity Humanity Foundation, Director NRDC-AMITY IFC , Prof. Amity University, Noida
10:20 am – 11:00 am	Keynote address by Mr. Satish Kumar, Assistant Director, Ministry of MSME, Govt. of India
11:00 am – 11:40 am	Address by Dr. G. R. Raghavender, Senior Consultant (IPR), CIPAM, Former Joint Secretary, DPIIT, Ministry of Commerce & Industry, Govt. of India
11:40 am – 12:20 pm	Address by Dr Rashmi Aggarwal, Professor and Board Member, Shiv Nadar University
12:20 pm – 12:40 pm	Q & A
12:40 pm – 12:45 pm	Felicitation of Guests
12:45 pm – 1:15 pm	Lunch Break
1:15 pm – 1:50 pm	Address by Mr. Kumar Tushar Srivastava, Founder & Managing Partner, JT Attorney Alliance
1:50 pm – 2:25 pm	Address by Mr. Atul Tripathi, Head IPR, HFCL Limited
2:25 pm – 3:00 pm	Address by Mr. Rupin Chopra, Associate Partner, S.S. Rana & Co., New Delhi
3:00 pm – 3:15 pm	Q & A
3:15 pm – 3:20 pm	Felicitation of Guests
3:20 pm – 3:25 pm	Vote of thanks
3:25 pm – 3:30 pm	National Anthem