

AMITY BUSINESS SCHOOL, AUUP

National Seminar on “Innovation and Intellectual Property Rights”, supported by GAIL

Amity Business School organized a Seminar on “**Innovation and Intellectual Property Rights**” supported by Gail India Limited on March 22, 2024 at Amity University Campus, Sector 125, Noida from 10.00 am - 3.30 pm. (CR-2, F2 Block).

The one day Seminar highlighted the significance of Patents, Trademarks, Copyrights and laws pertaining to Intellectual Property Rights, a foundation stone for ensuring country's and global success.

The Seminar provided an interactive platform to the academicians, scholars, students and industry personnel to understand the creation, protection, and dissemination of knowledge on various themes and sub themes under the realm of Intellectual Property Rights. It not only facilitated a systematic understanding of the laws and rules of Intellectual Property Rights but also inspired the participants to develop their innovative skills and will equip them to protect their innovations.

Lamp Lighting : Dr. Puja Sareen, Professor, ABS initiated the national seminar on Innovation & Intellectual Property Rights (Supported by GAIL) by inviting the esteemed dignitaries, guests, and eminent speakers of inaugural session for the lamp lighting ceremony. The lightning of lamp alongside with Saraswati Vandana was carried out for the acknowledgement of Almighty’s blessings.

Dr. Sanjeev Bansal, Dean FMS & Director ABS lit the lamp along with all the dignitaries present.





Post lightening of lamp and Saraswati Vandana chanting, Dr. Puja Sareen requested Prof. (Dr.) Sanjeev Bansal to welcome the Guests with a sapling.



Welcome address by Dr. Sanjeev Bansal, Dean FMS & Director ABS
Dr. Sanjeev Bansal, as the Dean of Faculty of Management Studies (FMS) and Director

of Amity Business School (ABS) extended a cordial welcome to all attendees on behalf of Amity University Uttar Pradesh. In his address, Dr. Bansal underscored the interconnectedness of innovation & Intellectual Property rights. He emphasized how these elements synergize to drive progress, particularly amidst the disruptive forces shaping contemporary landscapes.

Dr. Bansal accentuated the criticality of intellectual rights and innovation in fostering entrepreneurship, especially in navigating through turbulent times. Moreover, he highlighted the essential role of agile business leadership in effecting organizational transformation, despite the daunting challenges encountered at the onset of the year.



Introductory address by Prof. Dr. Shyamalendu Niyogi Advisor, Amity Education Group, Director General, Amity Humanity Foundation, Director NRDC-AMITY IFC, Prof. Amity University, Noida

- Prof. Dr. Niyogi elucidated the intersection of innovation and intellectual property rights. He emphasized the significance of comprehending the various intellectual property rights

that exist.

- He particularly underscored the importance of patents as a cornerstone of intellectual property rights, highlighting their role in safeguarding innovation and incentivizing research and development endeavors.
- Prof. Niyogi delved into the realm of geographical indications, illustrating how producers utilize intellectual property rights to protect their products' unique geographical origin and quality attributes.
- His address provided valuable insights into the multifaceted landscape of intellectual property rights and their implications for innovation, economic development, and product protection.
- His address served as a foundational framework for further exploration and discussion on these critical themes within the context of contemporary business and legal frameworks.



Keynote address by Mr. Satish Kumar, Assistant Director, Ministry of MSME, Govt. of India



- Mr. Satish Kumar underscored the intrinsic link between intellectual property (IP) and

innovation, portraying IP rights as mechanisms granting ownership over innovative creations.

- He traced the evolution of intellectual property rights across historical epochs, from the Stone Age to the Mechanical Age and into the contemporary Artificial Intelligence Age, highlighting their adaptive nature in response to technological advancements.
- Mr. Kumar outlined various governmental programs aimed at fostering IP awareness and protection in India, including key legislative acts such as the Patent Act of 1970, Trademark Act of 1999, and Copyright Act of 1957.
- He provided insights into the recent trends in IP filings over the past four years, emphasizing the Ministry of MSME's initiatives to bolster IP filings in the country. Additionally, Mr. Kumar discussed the components of IPR and the role of Intellectual Property Facilitation Centers (IPECs) in facilitating IP protection.
- In the address, he emphasized the importance of IP commercialization in driving economic growth. Finally, he elaborated on the incubation programs and design projects under the MSME innovative scheme, highlighting their role in nurturing entrepreneurship and fostering innovation.

Address by Dr. G. R. Raghavender, Senior Consultant (IPR), CIPAM, Former Joint Secretary, DPIIT, Ministry of Commerce & Industry, Govt. of India



- Dr. G. R. Raghavender provided comprehensive insights into the intersection of start-ups and intellectual property rights (IPR). Dr. Raghavender highlighted India's status as the world's third-largest start-up ecosystem, emphasizing the pivotal role of IPR in fostering innovation within this dynamic landscape.
- Dr. Raghavender discussed the standardization of patents, elucidating with examples such as the evolution of the telephone over the years. He underscored the significance of IPR in various industries and innovations, illustrating how patents can be granted to protect inventive concepts.
- He shed light on the substantial contributions of women entrepreneurs to the start-up, emphasizing India's position as the third-largest unicorn country globally.
- He provided examples such as Flipkart and Swiggy to underscore India's prowess in innovation. Additionally, he discussed India's advancements in COVID-19 vaccine

development and the rising patent filings due to increased innovation.

- Dr. Raghavender also touched upon emerging technologies such as blockchain, copyright, trademark issues, and the implications of artificial intelligence and Industry 4.0 on the future of manufacturing.

Address by Dr. Rashmi Aggarwal, Professor and Board Member, Shiv Nadar University



- Dr. Rashmi Aggarwal, provided a comprehensive overview of IPRs, emphasizing their essence as mechanisms governing intellect, property, ownership rights, and limited periods of protection, thereby delineating the intricate balance between private ownership and public access.
- Focusing specifically on copyrights, Dr. Aggarwal delved into their significance in safeguarding creative works and innovations. She elucidated the unique challenges posed by AI-generated content, highlighting the inherent lack of human intellect in AI creations.
- Dr. Aggarwal discussed the implications of this disparity on copyright protection, underscoring the need for nuanced legal frameworks to address emerging issues such as AI-generated content, research work, and plagiarism.
- By shedding light on these complex interrelations, Dr. Aggarwal's address provided valuable insights into the evolving dynamics of IPRs in the AI era.
- Her discourse not only underscored the importance of adapting legal frameworks to technological advancements but also highlighted the imperative of ensuring equitable protection for creators and innovators in an increasingly digitized world.

Felicitation of guests

The session was summed up by felicitating the distinguished Speakers with a token of gratitude.



Post Lunch session:

Address by Mr. Kumar Tushar Srivastava, Founder & Managing Partner, JT Attorney Alliance.



- During the session, the speaker addressed the importance and process of patenting inventions for startups. Reference was made to Microsoft's involvement in litigation, alongside a discussion on the Pine Labs case.
- Insights were shared regarding WhatsApp's extensive patent filings, emphasizing the significance of tailoring patent strategies based on product nature.
- Strategies for technology startups were outlined, including the assignment of intellectual property to the company by contributors, assessment of core assets, and determination of suitable IP protection.
- Additionally, the concept of provisional patents for initial ideas or documents was explored as part of the overall patent strategy discussion.

Address by Mr. Atul Tripathi, Head IPR, HFCL Limited



- The discussion revolved around the significance of intellectual property rights (IPRs) and their pivotal role in fostering innovation and driving national growth. During the discussion, the speaker covered how patents work and why it's important to register them when buying something.
- Sir also talked about different types of intellectual property like patents, copyrights, and trademarks. For example, take the iPhone. It has lots of cool features, right? Well, to make sure no one copies those features, Apple has thousands of patents and trademarks. These patents protect the technical stuff, while trademarks safeguard their brand. They even have design patents to keep their unique designs safe from being copied.
- In his remarks, the speaker emphasized the pivotal role of patents as a legal safeguard against unauthorized activities.

- He highlighted that patents typically offer protection for a limited period, commonly around 20 years from the date of filing. Furthermore, he noted that rewards are bestowed upon investors as an incentive for their contributions, aiming to foster a culture of innovation and enhance return on investment (ROI) within the industry.
- He discussed the scope of patentable subject matter was discussed, highlighting the broad criterion of "anything under the sun made by humans." This criterion is contingent upon meeting three key requirements: novelty, utility, and non-obviousness. It emphasized that abstract ideas, laws of nature, and scientific principles are excluded from patent eligibility, underlining the boundaries of patent law.

Address by Mr. Rupin Chopra, Associate Partner, S.S. Rana & Co.



- During his address, Mr. Rupin Chopra underscored the pivotal role of Intellectual Property Rights (IPR) as a cornerstone for fostering creativity, innovation, and economic growth in today's knowledge-driven society. Rather than solely delving into the legal intricacies of IPR, the session focused on practical applications.
- Mr. Chopra actively engaged students by providing tangible real-life examples to illustrate key concepts. Moreover, he elucidated the inherent connection between IPR and the economy, particularly emphasizing its significance for growing startups.
- He drew attention to the increasing numbers of patents, trademarks, and copyrights, indicative of a thriving landscape of innovation.
- Mr. Chopra shed light on the supportive measures provided by governments, highlighting the comprehensive ecosystem aimed at nurturing and advancing innovation endeavors.

Vote of Thanks

Dr. Vijit Chaturvedi, Professor, ABS extended her sincere gratitude to all speakers for encapsulating multifaceted learning experiences for future budding managers. She also expressed appreciation for the collective efforts of the seminar organizing team, which contributed significantly to the event's success.

You tube Link

<https://youtu.be/2AXJnaGgElg>