



AMITY UNIVERSITY

UTTAR PRADESH

Domain-wise workshop on 'IPR Awareness, Generation, Promotion and Augmentation in IPR Filings'

Conducted by
Amity IPR Cell, IIC and Faculty of Studies, AUUP

June 19, 2025

Host Institute: 1. Faculty of Management Studies
2. Faculty of Hospitality and Tourism

Topic: IPR Awareness, Generation, Promotion and Augmentation in IPR Filings

Time: 03:00 pm – 05:00 pm

Faculty Coordinator:

1. Prof (Dr.) Vijit Chaturvedi, Professor, Amity Business School, AUUP
2. Dr. Swati Sharma, Associate Professor, Amity Institute of Travel and Tourism, AUUP

Meeting Link: <https://amity-edu.zoom.us/join/2DnepfnoS9SoSXP86qRizw>

Recording Link:

S.No.	Name	Designation	Organisation
1.	Prof (Dr.) Sanjeev Bansal	Addl Pro-Vice Chancellor, Dean FMS & Director ABS	Amity University Uttar Pradesh
2.	Dr. Meenakshi Kanojia	Addl Director, Directorate of Innovation and Technology Transfer	Amity University Uttar Pradesh
3.	Dr. B K Murthy	Dean, Translational Research and Entrepreneurship Development	Amity University Uttar Pradesh
4.	Prof(Dr.) Chanderdeep Tandon	Addl Pro-Vice Chancellor, Dean Bioscience & Biotechnology	Amity University Uttar Pradesh
5.	Dr. Rahul Kakkar(External Expert)	Advocate, Founder and Managing Partner/Director	AKCONSIS Legal, Delhi
6.	Dr. Smita Sahu	Director, Amity IPR Cell	Amity University Uttar Pradesh
7.	Prof (Dr.) M. Sajnani	Dean Faculty of Hospitality & Tourism, Director, Amity Institute of Travel & Tourism (AITT)	Amity University Uttar Pradesh

Faculty of Management Studies and Faculty of Hospitality and Tourism hosted a **Workshop on 'IPR Awareness, Generation, Promotion and Augmentation in IPR Filings'** on June 19, 2025 at F1 Seminar Hall.

The event was started by Prof. Vijit Chaturvedi by welcoming all esteemed guests in the event.

She introduced Dr. Rahul Kakkar, Advocate, Founder and Managing Director of AKCONSIS legal, Delhi. After introducing Dr. Rahul Kakkar, Prof. Vijit Chaturvedi welcomed Dr. (Prof) Sanjeev Bansal Addl. Pro-Vice Chancellor, Dean FMS & Director ABS, Amity University Uttar Pradesh.

Prof (Dr) Sanjeev Bansal welcomed the esteemed guests in the workshop. He talked about IPR importance in the domain of research and Academics. IPR is fundamental to modern research and academic landscape. It serves as a vital tool for fostering innovation, facilitating knowledge transfer, attracting investment, and ensuring fair recognition for creators. Effectively managing IPR is crucial for universities to realize the full potential of their intellectual pursuits and contribute to economic growth and societal well-being. Prof (Dr) Sanjeev Bansal welcomed Dr. Rahul Kakkar, Advocate, Founder and Managing Director of AKCONSIS Legal, Delhi.

Dr. Rahul Kakkar, Advocate, Founder and Managing Director of AKCONSIS Legal, Delhi was very delighted to stand in front of everyone to share his knowledge. Dr. Rahul Kakkar stated that he is a salesperson who sale his knowledge to people, knowledge such as taxation and IPR. IPR is the promotion of Intellectual Property Right awareness, the purpose is to encourage innovation and creativity by granting creators exclusive rights to their works, allowing them to benefit from their efforts and investment. Dr. Rahul Kakkar explained about the power fuel of India by explaining the origin of Ras-Gulla and Dal Makhani has its own origin place which cannot change due to copyright. In short IPR has its own right which cannot be recognized with someone else, IPR has its own nationwide program to educate the stakeholders in Public and Private sector such as Academia, Research and Development centers. He informed about IPRs, including their types like Patents, Trademarks (valid for Six Years), Designs and Copyrights is available to every individual by providing their role in safeguarding creations and inventions which needs to be renew and commercialized for safety purpose. IPR are outlined in Article 27 of the Universal Declaration of Human Rights which provides right to benefit from the protection of moral and material interests resulting from authorship.

Dr. B.K. Murthy, Dean (Translational Research and Entrepreneurship Development), discussed the importance of protecting digital assets. He explained how to protect these assets, including the process of trademark registration, citing relevant examples from a 1964 research paper, as well as the invention of the computer mouse. He emphasized the consequences faced by the inventor due to the failure to successfully register the patent for this invention.

Dr. Murthy highlighted the significance of filing patents for any innovative idea or product. He provided additional examples and discussed in detail the importance of protecting digital assets, both fungible and non-fungible. He also covered the creation of NFTs (non-fungible tokens), which allow individuals to commercialize their ideas or products.

Advocate Harish Sharma, on behalf of Dr. Smita Sahu, Director, Amity IPR Cell, discussed the importance of understanding rights and responsibilities, focusing on copyright. He explained that copyright provides legal protection to creators of original works, which include literary, artistic, musical, dramatic, and various other intellectual creations. Copyright protects the expression of ideas, not the ideas themselves. He emphasized the need for Intellectual Property Rights (IPR) in areas such as re-engineering and the duplication of items. In explaining the process of acquiring IPR, he stated that it is important not only to obtain IPR but also to regularly check the status of IPR, especially for entrepreneurs and small business startups. Additionally, he provided information about the levels of

copyright, noting that there are certain items that cannot be directly registered for copyright. He discussed the features of works that are protected by copyright, as well as those that are not. The discussion also covered copyright ownership, direction of copyright, copyright infringement, and the associated penalties.

Prof. (Dr.) M. Sajnani, Dean of the Faculty of Hospitality and Tourism, delivered a heartfelt expression of gratitude on behalf of Hon'ble Founder President Sir, Chancellor Sir and Vice Chancellor mam. He warmly acknowledged the dedicated organizing team of the workshop, as well as the esteemed faculty members from Management Studies and the Faculty of Hospitality and Tourism. He extended special thanks to the distinguished speaker and honored guests for their valuable presence and the wealth of knowledge they shared. In closing, he offered his sincere appreciation to everyone involved, recognizing their contributions in making the workshop a resounding success.

The workshop thus helped in understanding role of IPR, awareness and augmentation and protection and will help in strengthening culture of innovation.

Total participants -23 (Offline)

Pictures of the workshop:



