



AMITY UNIVERSITY

MADHYA PRADESH

OUTCOME REPORT

Of

National Seminar

On

“INTELLECTUAL PROPERTY RIGHTS”

Organized on 29th July, 2019

By

Amity Business School, Amity University Madhya Pradesh

In association with

Consortium of Women Entrepreneurs of India (CWEI)

General

1. Intellectual Property Rights are legal rights governing the use of creations of the human mind. The recognition and protection of these rights is of recent origin. Patents, designs and trademarks are considered as industrial property. As per International Convention for the protection of industrial property (Paris Convention) the protection of industrial property has its object Patents, Utility Models, industrial designs, Trademarks, Service Marks, Trade names, Indications of source or appellations or origin and the repression of unfair competition when Copyrights, Geographical indicators, Layout Designs and confidential information were included to industrial property, they all become intellectual property. Amity Business School in association with Consortium of Women Entrepreneurs of India (CWEI) conducted a National seminar on “*Intellectual Property Rights*” on 29th July, 2019 in the Seminar Hall, Block C of the University to create a forum for discussion over this contemporary topic. CWEI is accredited by Govt. of India and is a Member of National Board, Ministry of MSME and is working closely with Ministry of Rural Development. Several distinguished guests from academic and industry background made their presence felt and participated in the programme to share their ideas, views and experiences on identified topics in the above area, like, intellectual property rights, copyrights, patents, fostering women entrepreneurship using IP tools, facilitation & systems of protection of IPR tools, trademarks and brand building etc.

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Objective(s) of the Seminar

2. The National Seminar was organized with following objectives:

- (a) To create awareness amongst participants, students, scholars and faculties about the importance of intellectual property rights, copyrights patents & trademarks etc.
- (b) To facilitate interaction among experts of IPR organizations, researchers, and academia.
- (c) To explore thrust areas of research in this contemporary field.
- (d) To provide a networking opportunity to participants, scholars, students, faculties and experts.
- (e) To provide a platform to participants, experts & faculties to showcase their knowledge.
- (f) To foster Brand building of ABS and AUMP as a premiere educational Institution.
- (g) To enhance industry-academia network of AUMP Gwalior.

Pre – Seminar Outcomes

3. Tangible Outcomes

- (a) The Seminar attracted a fair amount of attention from Experts & Educationists in the field of Intellectual Property Rights and Entrepreneurship Development. More than 100 students of AUMP Gwalior and various experts in the field of IPR attended the seminar.
- (b) Rs. 8,300/- were contributed by CWEI and Rs 5,000/- were received against the sponsorship in this seminar.

4. Intangible Outcomes

- (a) The media campaign, conducted prior to the conduct of the event resulted in wide coverage of the seminar by all leading newspapers. This has resulted in branding of Amity University.
- (b) The National Seminar was vigorously advertised on the social media as well as in number of important social platforms such as Facebook and Whatsapp. A large number of persons who would have seen these posts would have got a very positive impression about ABS in particular and AUMP in general.
- (c) Strong association was developed with Consortium of Women Entrepreneurs of India (CWEI) which will further help AUMP in future.

During Seminar Outcomes

5. Tangible Outcomes

- (a) Five eminent speakers (as per Appendix-I) from different domains of intellectual property rights were invited. They enriched the sessions with their vast knowledge. Participants and students of ABS were benefited by their deliberations.
- (b) In his inaugural address, Hon'ble Vice Chancellor, Lt. Gen. V.K. Sharma AVSM (Retd.) gave a brief illustration on the evolution and development of IPR around the globe in general and in India in particular. He also elaborated on the rights of the patentee with special reference to the application of law on the violation of IPR rights.
- (c) Dr. Shashi Singh Chairperson CWEI, spoke about Fostering women entrepreneurship using IP tools. She said that IPR is a tool to strengthen the innovation and ancient art. She also analyzed the patent laws with reference to international treaties and conventions and explained that in order to obtain patent for an invention it has to pass triple test of novelty, non-obviousness and usefulness. The same was discussed at length with the procedure of filing patent application.
- (d) Dr. Jyoti Choithani Ramani, Senior Associate, KNS Partners was one of the key note speakers during the Inaugural Session. Dr. Ramani delivered her lecture on Overview of IPR. She covered introduction to various forms of Intellectual Properties, types of Patents & Design which comes under IP act in India. Patents include both technical and legal information. She told that in order to perform good and useful search, it is essential to understand the structure of patent information, whatever form it can take as well as where and how to use the available search tools.
- (e) Ms. Sweta Rajkumar, Asst. Controller of Patents, IPO delivered her keynote speech on Facilitation & Systems of Protection of IPR tools. She explained the process of filing & registration of Intellectual Property in India. She gave various examples in Indian Scenario to explain the importance of filing patents for any new product or innovation. She gave emphasis on the need of IPR protection and informed the audience about the various conventions and treaties. In addition to this she also gave an overview of the mechanism for filing of the patent application and emphasized on the importance of the date of filing the same.


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- (f) Ms. Ankita Aich, Examiner, Copyrights, Intellectual Property India delivered her keynote speech on copyright act and various technical aspects of copyrights. She also informed about Online Copyright Registration i.e. E-filing and the working of the same. Through her talk she explained how patent searching is very useful for several purposes not only for organizations and universities, but also for researchers. She explained the timeline, process and legal requirements of copyright and also covered various tangible and intangible advantages of Copyrights.
- (g) Ms. Anumita Verma, Examiner, Trademarks, Intellectual Property India addressed the students on the topic Trademarks and Brand Building. She also covered various ethical and non-ethical practices which we encounter in our daily life with respect to use of registered properties under IP act.
- (h) Students and faculty members of AUMP, approx. 100 persons attended the seminar.
- (i) As per policy of the University all the relevant documents were recorded and kept for future reference of faculty, scholars and students.

6. Intangible Outcomes

- (a) National Seminar resulted in knowledge sharing by experts from various areas of intellectual property rights in the form of key-note speeches. The experts presented innovative ideas and concepts related to IPR in various sessions. This has resulted in enhancement of knowledge of faculty, students, participants and delegates.
- (b) Knowledge was disseminated not only to the students of ABS but also to other students of AUMP who attended the Conference.
- (c) The technical sessions amplified the awareness on various diversified issues related to copyrights, patents and trademarks that have increased knowledge and awareness among the students, research scholars and faculty.


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Post Seminar Outcomes

7. Tangible Outcomes

- (a) The most important outcome of the National Seminar is the certificates of Seminar given to all the participants who attended the seminar. It will also enhance our brand visibility.
- (b) The event was covered by leading newspapers/ news-sites including Nav Bharat, Bharat Mat etc. (News clippings and Web-links are given in Appendices-II & III). This has resulted in brand building of AUMP and is likely to result in enhanced admissions in the forthcoming session.
- (c) A database of all the keynote speakers and participants have been developed and maintained for future reference.

8. Actionable Progressive Outcomes

- (a) The strong relationship built up with the esteemed speakers will pave the way for future collaborations. Dr Shashi Singh Chairperson CWEI, assured to organize more activities in association with AUMP Gwalior in various areas related to IPR, Women Entrepreneurship etc.
- (b) Ms. Sweta Rajkumar, Asst. Controller of Patents, Intellectual Property India assured to extend her help in filing of patents and obtaining copyrights for different innovations done by AUMP Gwalior.
- (c) The seminar has created an orientation towards importance of IPR among the students, which would drive them towards thinking it as a career option and implementing it in their new business ideas.
- (d) The esteemed guests and keynote speakers invited for the seminar are the valued addition to the resource data base of AUMP, which may be used for fulfilling the future requirements of forming departmental committees and expert groups etc.


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Mr. Naresh Kedia
Convener

Prof. (Dr.) Anil Vashisht
Director-ABS

Director Outcome

Pro – Vice Chancellor

Hon'ble Vice Chancellor


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Appendix –I

Sl. No	Name of the Speaker	Designation with Organization	Topic of the Talk
1	Dr. Shashi Singh	Chairperson CWEI	Fostering Women Entrepreneurship using IP Tools
2	Dr. Jyoti Choithani Ramani	Senior Associate, KNS Partners	Overview of IPR - Introduction to Various forms of I.P - Concepts of Patents & Design
3	Ms. Sweta Rajkumar	Asst. Controller of Patents, Intellectual Property India	Facilitation & Systems of Protection of IPR Tools
4	Ms. Ankita Aich	Examiner, Copyrights, Intellectual Property India	Copyright Act, 1957- Uses and Advantages & Case Studies
5	Ms. Anumita Verma	Examiner, Trademarks, Intellectual Property India	Trademarks and Brand Building:- I.P As a tool for Marketing & Protecting Trademarks in India


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संगोष्ठी

एमटी यूनिवर्सिटी मध्यप्रदेश में 'बौद्धिक संपदा अधिकारों' पर एक राष्ट्रीय संगोष्ठी आयोजित

'आईपीआर नवाचार और प्राचीन कला को मजबूत करने का एक उपकरण'

तुनीस ग्रेवट, ग्वालियर

एमटी बिजनेस स्कूल, एमटी यूनिवर्सिटी मध्यप्रदेश में भारत के महिला उद्यमियों के संघ के सहयोग से 'बौद्धिक संपदा अधिकारों' पर एक राष्ट्रीय संगोष्ठी का आयोजन किया। कार्यक्रम का शुभारंभ एमटी के एमटी के कुलपति, लेफ्टिनेंट जनरल वी.के.शर्मा, एबीएसएम (सेवानिवृत्त), डॉ. शशि सिंह चेरपरसन सी.डब्ल्यू.ई.आई और प्रो (डॉ) एम.पी. कौशिक, प्रो-वाइस-चांसलर, एमटी यूनिवर्सिटी ने किया।

अपने प्रारंभिक उद्बोधन में एमटी के कुलपति, लेफ्टिनेंट जनरल वी.के.शर्मा, एबीएसएम (सेवानिवृत्त) ने आज के गतिशील वातावरण में बौद्धिक संपदा अधिकारों की वर्तमान



आवश्यकता पर बात की। डॉ. शशि सिंह चेरपरसन सी.डब्ल्यू.ई.आई ने आई.पी.टूल्स का उपयोग कर महिला उद्यमिता को बढ़ावा देने के बारे में बताया। उन्होंने कहा

कि आईपीआर नवाचार और प्राचीन कला को मजबूत करने का एक उपकरण है। कंपनीस पार्टनर्स की सीनियर एसोसिएट डॉ. ज्योति चैथानी रमानी ने

आईपीआर के अवलोकन पर व्याख्यान दिया। उन्होंने भारत में आईपी अधिनियम के तहत आने वाले विभिन्न प्रकार के बौद्धिक गुणों, पेटेंट्स और डिजाइन पर

विचार व्यक्त की। सुश्री स्वैता राजकुमार, सहायक पेटेंट नियंत्रक, आईपीओ और आईपीओ उपकरणों के संरक्षण और प्रणालियों के संरक्षण और बौद्धिक संपदा के पंजीकरण प्रक्रिया के बारे में बताया। उसने किसी भी नए उत्पाद या नवाचार के लिए पेटेंट दाखिल करने के महत्व को समझाने के लिए भारतीय परिदृश्य में विभिन्न उदाहरण दिए।

तकनीकी सत्र में अंकिता आइच, परीक्षक, कॉपीराइट, बौद्धिक संपदा भारत सरकार ने कॉपीराइट अधिनियम और कॉपीराइट के विभिन्न तकनीकी पहलुओं पर अपना संबोधन दिया। उन्होंने कॉपीराइट की समयावधि, प्रक्रिया और कानूनी आवश्यकताओं की व्याख्या की और कॉपीराइट के विभिन्न पहलुओं पर व्याख्यान दिया। सुश्री अनामिता वर्मा,

परीक्षक, ट्रेडमार्क, बौद्धिक संपदा भारत ने छत्रों को ट्रेडमार्क और ब्रांड बिलिडिंग विषय पर संबोधित किया।

सभी आमंत्रित वक्ताओं के संबोधन के बाद ओपन हाउस पैनल डिस्कशन किया गया। यह संगोष्ठी का एक बहुत ही महत्वपूर्ण हिस्सा था, जहाँ छत्रों ने अपने नए व्यापारिक विचारों को रक्षा करने और नवोदित उद्यमियों को उनके व्यावसायिक विचारों और गुणों की रक्षा के लिए सरकार के समर्थन के बारे में विभिन्न प्रश्न पूछे। इस अवसर पर प्रो (डॉ) एम.पी. कौशिक, प्रो-वाइस-चांसलर, एमटी यूनिवर्सिटी मध्यप्रदेश, रजिस्ट्रार श्री राजेश जैन, प्रो (डॉ) अनिल वशिष्ठ सहित सभी विभागाध्यक्ष, प्राध्यापक और बड़ी संख्या में छत्रों उपस्थित रहे।

<http://www.bharatmat.in/boxgrabber.php?boxid=ZXhGvYl2d3YwXpb3iVMDiwODEL3BhZ2ZuL05ld3NFMdiwODM4LmpwZw==#Done>

Signature

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Appendix-III

Web links for News clipping of

National Seminar on “Intellectual Property Rights”

Organized on 29th July, 2019

1. {02-08-2019} https://portal.amity.edu/backoffice/Uploads/media/2484_NavBharat-2.8.2019-AUMPNationalSeminaronIPR-Amity.jpg

Nav Bharat

2. {02-08-2019} https://portal.amity.edu/backoffice/Uploads/media/2486_BharatMat-2.8.2019-AUMPNationalSeminaronIPR-Amity.jpg

Bharatmat


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Event at a Glance



Group Photograph of all the dignitaries, guests and faculty members



Lighting of the Lamp during Inaugural Ceremony of Seminar



Opening Remarks by Hon'ble Vice Chancellor, Lt. Gen V. K. Sharma, AVSM (Retd.)



Director- ABS, Prof. (Dr.) Anil Vashisht presenting Memento to Hon'ble Vice Chancellor Sir



Keynote Address by Dr. Shashi Singh, Chairperson CWEI



Keynote Address by Ms. Sweta Rajkumar, Asst. Controller of Patents, Intellectual Property India

Deepa Jain
Registrar
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