

## *Telangana Mahila Viswavidyalayam*

### REPORT -1

**Place:** PG Seminar Hall, Telangana Mahila Viswavidyalayam, Koti, Hyderabad

**Date:** 11<sup>th</sup> August 2023

**Speakers:** 1) Mrs. Anitha Pyla

2) Dr. Radhika Vangala

#### **About the Program:**

The IPR & IQAC cell of Telangana Mahila Viswavidyalayam in collaboration with TSCOST organized their 3<sup>rd</sup> seminar on Intellectual Property Rights and Careers in IPR. The program aimed to shed light on the multifaceted world of intellectual property, its significance in modern society, and the various avenues it opens up for budding professionals.

#### **Speaker 1:**

The first lecture of the day was delivered by Mrs. Anitha Pyla, an esteemed Attorney in the field of intellectual property. Mrs. Pyla's lecture underscores the importance of establishing dedicated Intellectual Property Rights (IPR) cells within educational institutions and organizations. She concentrated on the fact that fostering a culture of IPR awareness and protection in educational institutions and organizations can help safeguard the intellectual property assets of students, faculty, and researchers and also encourages them to pursue further research and development. She strongly emphasized IPR can stimulate innovation and creativity within educational settings because as they understand the value of their intellectual property and the importance of protecting it, they are more likely to engage in inventive activities and contribute to advancements in various fields. Mrs. Pyla's insights into the diverse career options available in the field of IPR highlight the growing demand for professionals with expertise in intellectual property law, management, and enforcement. This information inspired aspiring professionals to pursue careers in this field, thereby contributing to the development of a skilled workforce in the realm of IPR.

#### **Speaker 2:**

Dr. Radhika Vangala explained in detail about patents and the exclusive rights granted for their inventions which enables the innovators to prevent others from making, using, selling, or importing their patented inventions without permission. Dr. Radhika discussed about the different types of patents including utility patents, process patents, product patents and product& process patent. She emphasized the requirements for patentability, the importance of prior art searches, and the challenges of navigating the patenting process. She briefed about the procedures involved in patent application and its prosecution. Dr Radhika concluded the session by encouraging participants to patent their research work.



## REPORT -2

**Place:** Seminar Hall, Telangana Mahila Viswavidyalayam, Koti, Hyderabad

**Date:** 6<sup>th</sup> December 2023

**Speakers:** 1) Prof. G.B. Reddy

2) Advocate Ashok Doppalapudi

### **About the Program:**

The IPR & IQAC cell of Telangana Mahila Viswavidyalayam in collaboration with TSCOST organized their 2<sup>nd</sup> seminar on IPR. The program commenced with an inaugural ceremony graced by the I/C Vice Chancellor, Prof. M. Vijjulatha, Special officer to VC Dr. Saraswathamma and IQAC Director, Dr. Loka Pavani. The session aimed at enhancing awareness amongst undergraduate students on importance of Intellectual property rights and its industrial applications

**Speaker 1:** Advocate Ashok Doppalapudi introduced the participants to Intellectual property rights and its various forms. He then delved into the fascinating history of Intellectual Property Rights (IPR), and evolution of patenting. Advocate Ashok focused on the different forms of IP- patents, copyrights, trademarks, trade secrets, industrial designs. He also emphasized on unprecedented significance of IP in the 21<sup>st</sup> century due to factors like globalization and digitalization, innovation as a primary driver of economic growth as well as to protect brand value. The speaker shared several examples and timelines of a patent. He described in detail the various elements of a patent draft such as title, field of Invention, background, summary, brief description, detailed description, abstract, claim(s), and drawings and their importance. The speaker outlined the different aspects of invention that could be claimed for patent protection. This likely included novel features, inventive steps, and industrial applicability. Advocate Ashok educated participants on combatting counterfeit auto parts and ensuring vehicle safety by collaborating with IP right holders and protecting the innovations through patents, trademarks and copyrights. Mr. Ashok also differentiated between the trade secrets and patents. The session concluded by Mr. Ashok advising the participants to be creative foster new innovations.

### **Speaker 2:**

Dr. G.B. Reddy, as a Professor and Nodal Officer of the IP cell at Osmania University, provides valuable insights into the emerging Intellectual Property (IP) ecosystem within universities. His lecture covered various aspects of IP, including trademarks, labels, designs, copyrights, and patents, along with their respective advantages and disadvantages. Prof. discussed the importance of trademarks in protecting brand identities and distinguishing products or services in the marketplace. Dr. Reddy highlighted the significance of unique and innovative designs in attracting consumers' attention and differentiating products from competitors and also informed the challenges associated with design infringement and the need for adequate protection. Dr. Reddy delved into the legal and practical issues involved in patenting academic research and innovations. The real-world examples of successful patent filings in agriculture highlighted innovative technologies, processes, or

products developed by universities and their impact on agricultural productivity, industrial efficiency, and economic growth.



## REPORT -3

**Place:** Seminar Hall, Telangana Mahila Viswavidyalayam, Koti, Hyderabad

**Date:** 24<sup>th</sup> February 2024

**Speakers:** 1) Dr. Phani Kumar

2) Mr. Sujit Verma

### **About the Program:**

The IPR & IQAC cell of Telangana Mahila Viswavidyalayam in collaboration with TSCOST organized their 3<sup>rd</sup> seminar on IPR. The program commenced with an inaugural ceremony graced by the I/C Vice Chancellor, Prof. M. Vijjulatha, and IQAC Director, Dr. Loka Pavani. The session aimed at enhancing awareness amongst undergraduate students on importance of patents and trademarks.

**Speaker 1:** In the first session of the Seminar Dr. Phanikumar explained in detail about tangible object or physical assets that have a finite monetary value as well as about intangible or non-physical assets which derive their value from the intellectual or legal rights. The intangible assts are the different form of IPR- patents, Copyrights, Trademarks, Trade Secrets. Dr. Phani Kumar emphasized on assessing the quality and quantity of the patent in terms of novelty, inventiveness or the innovation and trends and citation patterns involved in innovation. He informed the participants the significance of protecting and promoting the inventions to gain exclusivity and enable commercialization of their innovations. The speaker also discussed the invalidation the patent in case of the invention fails to meet the criteria of patentability or if the prior art demonstrates that the invention is not novel or non-obvious. Dr. Phani also outlined the need for rigorous patent analysis, protection strategies, and compliance with IP laws and regulations to protect against infringement.

### **Speaker 2:**

Mr. Sujit Verma's session centered around trademarks which are intellectual property rights to protect and differentiate any goods or services from enterprise to another. Mr Verma focused on importance of protecting a trade mark. The mark enables consumers to identify any product or service and helps in brand recognition. He also emphasized that a well-known trademark can serve as a symbol of quality, consistency and be valuable asset in marketing and advertising campaigns. They provide a recognizable symbol or slogan that can be used to effectively promote products or services and build brand awareness. The speaker elucidated the financial significance of trademarks as they can be bought, sold, licensed, or used as collateral for loans, providing additional revenue streams for the company. Another important aspect of trademark can potentially last indefinitely as long as they are properly maintained and renewed increasing longevity to the company. Overall, the speaker outlined the role of trademarks in shaping the identity, reputation, and success of commercial ventures.

