

# Vimala College (Autonomous), Thrissur

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## IPR cell Activity Report 2023-2024

### Seminar on 'IPR and IP management for start up'

Name of the Event: Seminar on 'IPR and IP management for start up'

Date: 21-07-2023

Venue: Zoology lab

Duration: 2 hrs

Organized by: Dept of Zoology

Number of Participants (Students): 64

Number of Participants (Teachers): 5

Resource Person: Ms Mary Andrews , Innovation Ambassador, Assistant professor, dept of computer applications. St Teresa's College Ernakulum

Objectives : to cover the following topics and discussions there after

Topic: "Introduction to Intellectual Property Rights and its Types."

Topic: "Copyrights and Creative Works: Protecting Artistic Creations."

Topic: "Patents and Innovations: Securing Technological Advancements."

Topic: "Trademark Protection: Building Brand Identity and Reputation."

### Outcome

The Seminar on Intellectual Property Rights proved to be a valuable platform for understanding the significance of protecting intellectual property in various sectors. The talks and discussions offered valuable knowledge about copyright, patents, trademarks, and the challenges faced in safeguarding intellectual property in the digital era. The event was successful in raising awareness and encouraging the adoption of best practices for protecting intellectual property rights. Participants left the seminar with a clearer understanding of the importance of intellectual property protection and its potential impact on businesses and creative endeavors.

The organizers express their gratitude to all the speakers, attendees, and volunteers for making this seminar a success and fostering a culture of intellectual property respect and protection.

## Report

**Understanding Intellectual Property Rights:** The seminar began with an overview of Intellectual Property Rights, highlighting its significance in the modern global economy. The speaker explained the various forms of intellectual property, such as patents, copyrights, trademarks, and trade secrets.

**Copyright Protection for Creative Works:** The second speaker emphasized the importance of copyright protection for artists, authors, and creators. They discussed how copyright infringement can hinder creative industries and ways to enforce copyright protection in the digital age.

**Patents and Technological Innovations:** The third speaker shed light on the patent system and its role in fostering innovation and technological advancements. They discussed the challenges faced in obtaining patents and the significance of patent protection for inventors and businesses.

**Trademark Importance for Branding:** The fourth speaker focused on trademarks and their role in building brand identity and consumer trust. They discussed the process of trademark registration and how to safeguard brands from potential infringements.

**IPR Challenges in the Digital Era:** Throughout the seminar, the discussions addressed the emerging challenges related to intellectual property rights in the digital age, such as online piracy, counterfeiting, and unauthorized use of copyrighted material.

### Interactive Sessions and Q&A:

The seminar also included interactive sessions and a Q&A segment, where attendees had the opportunity to engage with the speakers and gain deeper insights into the topics discussed. Participants actively raised questions and shared their experiences regarding intellectual property matters in their respective industries.

## Brochure



**21 July 2023**  
**Time: 10.30AM to 12.30 PM**  
**Venue: Zoology Lab**

**Mary Andrews**  
Innovation Ambassador IIC-MoE  
Assistant Professor  
Department of Computer Applications  
St Teresa's College(Autonomous), Ernakulam

**VIMALA COLLEGE (AUTONOMOUS)**  
THRISSUR  
**PG DEPARTMENT OF ZOOLOGY**

**IPR and IP**  
**Management for Startup**

Dr Sr Beena Jose  
Principal

Dr Sr Silvy Mathew  
IIC Convener

Faculty Coordinators:  
Dr Honey Sebastian  
Ms. Neethu CB

Dr Feebarani John  
HoD

Student Coordinators:  
Nandana Sudheer  
Gayathri PP

## Photos







**Dr Honey Sebastian**

**IPR Department Coordinator**  
(Name and Signature)

**Head of the Department**  
(Name and Signature)