



GURU NANAK INSTITUTE OF TECHNOLOGY

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IPR Awareness Programme on 5-7-2019 to 6-07-2019



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BACKGROUND

Intellectual Property Rights (IPRs) are a set of exclusive rights protected by law which are accorded to creators or persons over their creations for a certain time of period. An IP right holder can realize value from its intellectual assets through utilizing it internally for its own processes or share it externally through provision of goods and services to customers. The latter can be achieved through legal mechanisms such as licensing or assignment.

In today's globally competitive environment, intellectual property has placed itself on a pedestal in the context of economic growth and is becoming increasingly important. Intellectual Property (IP) is the fuel that powers the engine of prosperity, fostering invention and innovation. The increasing significance of intangible assets in the global economy is forcing business organizations to actively manage their IP as a key driver for building and sustaining their competitive advantage and achieving superior performance.

IPRs are now being used not only as a tool to protect creativity and generate revenue but also to build strategic alliances for socio-economic and technological growth. Accordingly, in order to foster the protection of innovations and creativity, the Intellectual Property Office under the Ministry of Commerce and Industry is dedicated to mobilize the use of such technological advancement for the economic development of the country.

The generation of IP largely takes place at the State level through small, medium and big industries, academic institutions and individuals. Most States have not yet evolved their IP strategies and ecosystems in terms of effective facilitating of services among MSMEs and start-ups, creating awareness, conducting training programmes, systems for utilization of IPR etc. States need to maximize the benefits from their intellectual property by stimulating higher levels of innovation through a judicious system of rewards, ensuring timely and effective legal protection for IPRs and leveraging strategic alliances for enhancing the value of the intellectual property created in the State.

Relevance and Importance of Intellectual Property Rights for States

States have to formulate their IPR policies and action plans in various sectors such as education, industries including MSME, government offices, law enforcement agencies etc. IPRs will continue to play an important role in the industrial growth of States as technology-based industries rely more and more on innovations.

Management of IPR by various constituents of States needs to have proper focus and attention. Industries have to deal with IPRs in different situations in the competitive world; infringement of IPR can be a serious offence both in the domestic and international scenarios. Similarly, domestic industries must be watchful to ensure that their IPRs are not infringed in India and in other countries. Indian industries can benefit from the proper management of their IPRs such as patents, trademarks, copyrights, designs etc. Some Indian industries have suffered due to the copying of their trademarks but they have not been able to take requisite legal action in the absence of knowledge about the requirement of registration of their trademarks in the country of export in order to protect and enforce their intellectual property as also because of the lack of awareness regarding the mechanism available for such registration at international level.

Academic institutions will continue to play an important role in facilitating skilled human resource to industries, government institutions, academia & R&D. The knowledge society puts heavy demands on R&D in scientific, engineering and other areas in order to respond to market needs quickly. Collaborative Research and development among national and overseas institutions is likely to become very important for finding new solutions to problems. Therefore, the education, science & technology and industry departments have to create an environment which promotes knowledge about protection and management of IPRs generated in colleges and universities at different levels. This may call for a paradigm change in the manner research is done in the universities and emphasis would need to be placed on the practical business realities involved in technology development. IP policy has to be shaped accordingly.

States will do well to invest in IPR related activities from a long-term perspective. Some States like Punjab, West Bengal, Kerala, Uttarakhand and Madhya Pradesh have taken such

steps. Some other states like Gujarat and Uttarakhand have also started schemes for reimbursement of costs incurred by SMEs towards filing of patents, trademarks and GI applications.

To increase IP portfolio in respective states by building a robust IP ecosystem with credible institutional mechanism

These will be 2-day programs out of which the first day will be used to impart awareness to local industry and government department officials while the second day will be devoted to creating awareness about IP in the academia. The programs will specifically target students, research scholars, lecturers and professors, MSMEs and start-ups and government officers.

The objectives of the programme for were:

- To encourage widespread awareness and understanding of the role that intellectual property plays in fostering a creative and innovative culture.
- To encourage protection of IP achievements through increased registration of rights.
- Educate the participants on how to respond to infringements of rights including patent rights
- To educate about the protection and enforcement of IPRs from infringements.
- To raise the level of IP awareness in universities and colleges particularly among students and scholars.
- To establish a link between industry and academia on IPR.

The following subject/areas were covered in this 2 day programme:

Day 1: For Industry

International and national Framework of IPRs, Introduction to IPR tools such as Patents, Trademarks, Industrial Design, Geographical Indication, Copyright, Trade secrets, IP Enforcement and challenges, Leveraging IPR in Industry & Businesses, Success stories etc.

Day 2: For Academia

International and national Framework of IPRs, Introduction to IPR tools such as Patents, Trademarks, Industrial Design, IP Enforcement and challenges, Leveraging IPR in Academia and R&D institutions and Panel discussion on Industry–Academia collaboration

GNIT organised a two day Awareness Programme on “Intellectual Property Rights” for Industry and Academia in the city of HYDERABAD two days workshop on IPR on 5-7-2019 to 6-07-2019. The programme was organised in association with GNIT MANAGEMENT OF STUDIES.



The objective of the first day programme was to create a general awareness about Intellectual Property (IP), the advantages and the need of Small and Medium Enterprises (SMEs) to protect their own IPs.

On the second day the focus was on the academia with participants including professors, scholars and

students coming in from various universities and colleges. The speakers gave the participants an insight into the various IP instruments with special emphasis on patents and designs.

Mr. Sai kumar, Research Officer shared her thoughts on Leveraging IPR in Academia and R&D institutions with emphasis on the use of existing research. This was followed by a panel discussion of relevant stakeholders on Industry – Academia collaboration on IPR.

The programme ended with vote of thanks by Dr.H.S.SAINI, Managing Director –GURU NANAK INSTITUTIONS OF TECHNOLOGY.

IPR Awareness Programme
GNIT, HYDERABAD | 5-7-2019 to 6-07-2019

Programme

DAY-1

10:00hrs:Registration

10:30 hrs
Inaugural Session

- Welcome Address
Dr.S.SREENATHA REDDY, Principal-GNIT
- Address by
Dr.H.S.SAINI, Managing Director-GNIT
- Special Address by Chief Guest
Mr.K.RATNAKAR

11:00 hrs
Technical session 1

- National & International Framework of Intellectual Property Rights
(giving an insight to International treaties, filing and dispute resolution mechanisms, mandates for member countries to the treaties and its impact on national IPR regime)
 - Introduction to IP and IPR
 - IPR Laws & Practices in India
 - IPR Policy framework in India

1200 hrs: Tea break

13:00 hrs
Technical Session 2

- IP Enforcement
 - IP Enforcement Machinery in India
 - Practical challenges in enforcing an IP right
 - Judicial Scenario

DAY-2

10:30hrs

Technical Session 2

- Leveraging IPR in Academia and R&D institutions
- Use of existing research
- Licensing to the Industry
- Govt. support in promoting IPR

12:00 hrs: Tea break

13:00 hrs

Technical Session 3

- Panel Discussion on Industry – Academia collaboration
(Panelist representatives from institutions, industry associations,

**15:45 hrs Concluding
session**

- Vote of Thanks

16:15 hrs: Tea break

