

Workshop on Intellectual Property Rights – A Report

Event Details:

- **Title:** Workshop on Intellectual Property Rights
- **Date:** July 28, 2023
- **Time:** 9:30 A.M. to 3:45 P.M.
- **Venue:** Multimedia Centre, SSSIHL Anantapur Campus
- **Organizer:** CSIR-IMMT, Bhubaneswar, Odisha in association with DMC, Sri Sathya Sai Institute of Higher Learning

CSIR-IMMT, Bhubaneswar in association with the Department of Management and Commerce, SSSIHL, organized a **Workshop on Intellectual Property Rights** on 28 July 2023 at the Anantapur Campus. The workshop was held as part of the month-long National Intellectual Property Festival promoted by the DSIR-DPIIT, Government of India from 1-31 July 2023.

The Workshop aimed to explore the multifaceted dimensions of intellectual property and its pivotal role in various aspects of contemporary society. With a diverse range of speakers, including experts, professionals, educators, and students, the workshop offered a comprehensive platform for insightful discussions and knowledge sharing.

The workshop's agenda was thoughtfully structured to cover a broad spectrum of intellectual property topics, catering to newcomers and those well-versed in the field.

The Resource persons who addressed the participants were:

- Mrs. Saipriya Balasubramanian, Senior Business Intelligence and IP Analyst with Rapid Alpha. Topic: **“Role of IP in Business Strategy”**
- Dr. Vijayalakshmi Asthana, Principal Scientist, CSIR - Traditional Knowledge Digital Library Unit. Topic: **“Intellectual Property Rights- An Overview”**
- Dr. Viswajanani Sattigeri, Head, CSIR - Traditional Knowledge Digital Library Unit. Topic: **“Traditional Knowledge: IP and People’s Rights.”**

The event commenced with Vedam chanting. Dr. (Mrs.) Swetha Thiruchanuru, Assistant Professor from the Department of Management & Commerce at SSSIHL's Anantapur Campus, extended a cordial welcome to all attendees. Her address emphasized the importance of understanding intellectual property's multifaceted implications in today's business landscape.

Speaker 1: Mrs. Saipriya Balasubramanian

Time: 9:45 A.M.- 12 P.M

Mrs. Saipriya Balasubramanian's session on the **Role of Intellectual Property (IP) in Business Strategy** was a riveting journey through the intricate connection between these two seemingly distinct domains. Through her adept presentation style, supported by engaging case studies and real-world examples, participants were immersed in a profound exploration of how intellectual property can serve as a catalyst for innovation and a potent tool for gaining a competitive advantage in the business world.

Introduction to Intellectual Property and Business Strategy: Mrs. Balasubramanian initiated the session by establishing the fundamental concepts of intellectual property and business strategy. She highlighted the significance of understanding intellectual property as a valuable asset that extends beyond patents and trademarks, encompassing copyrights, trade secrets, and more. Simultaneously, she underlined the role of business strategy in guiding a company's long-term goals and how intellectual property can intricately weave into this strategy.

Interactive Engagement: Participants were encouraged to share their insights and questions throughout the session, creating an interactive and dynamic learning environment. Mrs. Balasubramanian expertly addressed queries, further enhancing participants' understanding of the subject matter.

Conclusion and Takeaways: As the session drew to a close, participants were left with a profound appreciation for the strategic significance of intellectual property in the business realm. They had gained insights into how intellectual property goes beyond mere legal protection, becoming a cornerstone of successful business strategies. Mrs. Saipriya Balasubramanian's presentation not only demystified the intricate relationship between intellectual property and business strategy but also inspired attendees to view IP as a tool for innovation and a driver of competitive advantage.

This session, a highlight of the Workshop on Intellectual Property Rights, contributed significantly to the event's overarching goal of disseminating knowledge and fostering meaningful discussions about the role of intellectual property in shaping contemporary business landscapes. Mrs. Balasubramanian's expertise and the impactful case studies shared during the session left participants with a lasting impression and a newfound perspective on the dynamic synergy between intellectual property and business strategy.

Speaker 2: Dr. Vijayalakshmi Asthana

Time: 1:30-2:30 P.M.

Dr. Vijayalakshmi Asthana's session on **An Overview of Intellectual Property Rights** provided an insightful and comprehensive overview of the intricacies surrounding patents, copyrights, trademarks, and trade secrets. Aimed at equipping participants with a strong foundational understanding of intellectual property protection, the session delved into both the legal framework and practical considerations involved.

Introduction and Context: Dr. Asthana commenced the session by contextualizing the importance of intellectual property rights in the modern world. She emphasized how intellectual property acts as a driving force behind innovation, creativity, and economic growth, while also ensuring that creators and innovators are duly recognized and rewarded for their contributions.

Understanding Different Forms of Intellectual Property: The core of the session was a detailed exploration of various forms of intellectual property rights:

1. **Patents:** Dr. Asthana explained the concept of patents as exclusive rights granted to inventors for their inventions, preventing others from making, using, or selling the patented invention without permission. She illustrated the patent application process, including the significance of novelty, non-obviousness, and industrial applicability.

2. **Copyrights:** The session further delved into copyrights, which protect original creative works such as literary, artistic, and musical creations. Dr. Asthana elucidated the automatic nature of copyright protection, duration, and the balance between protecting creators' rights and promoting cultural exchange.
3. **Trademarks:** Participants gained insights into trademarks as unique identifiers for products and services, helping consumers associate specific qualities with a particular brand. Dr. Asthana discussed the registration process, the concept of trade dress, and the significance of avoiding infringement.
4. **Trade Secrets:** The discussion extended to trade secrets, emphasizing their value as confidential business information that gives companies a competitive edge. Dr. Asthana highlighted the importance of protecting trade secrets through contractual agreements and security measures.

Speaker 3: Dr. Viswajanani Sattigeri

Time: 2:30-3:30 P.M.

Dr. Viswajanani Sattigeri's captivating session on **Traditional Knowledge – Intellectual Property and People's Rights** delved into the intricate relationship between traditional knowledge, intellectual property, and the rights of indigenous communities. With a focus on preserving cultural heritage and ensuring equitable recognition, her session addressed the challenges and ethical considerations surrounding this vital aspect of intellectual property.

Preservation of Traditional Knowledge: Dr. Sattigeri began by highlighting the unique nature of traditional knowledge, often passed down through generations within local communities. She emphasized the need to safeguard this knowledge from misappropriation and commercial exploitation, while also acknowledging the challenges of defining and protecting traditional knowledge within existing intellectual property frameworks.

Indigenous Rights and Intellectual Property: The session underscored the importance of respecting the rights and interests of indigenous communities. Dr. Sattigeri discussed the ethical dimension of traditional knowledge protection, focusing on the empowerment of communities and ensuring they benefit from the commercialization of their cultural resources.

Challenges and Future Directions: Dr. Sattigeri delved into the complex challenges of defining ownership, consent, and benefit-sharing in the realm of traditional knowledge. She also touched on the efforts made by international organizations and initiatives to address these challenges, highlighting the need for culturally sensitive approaches.

Conclusion and Reflection: The dual sessions offered an enriching experience that traversed the broad spectrum of intellectual property rights. Dr. Asthana's comprehensive overview laid a solid foundation, equipping participants with the legal and practical aspects of intellectual property protection. Dr. Sattigeri's thought-provoking session delved into the intricate intersections between traditional knowledge, intellectual property, and indigenous rights, prompting participants to reflect on the broader ethical implications of intellectual property in the context of cultural heritage.

Both sessions collectively contributed to the Workshop on Intellectual Property Rights' objective of fostering holistic understanding and thoughtful discussions around intellectual

property's multifaceted dimensions. Attendees left the event with a deeper appreciation for the diverse roles that intellectual property plays in shaping our modern world and the imperative to strike a balance between innovation, cultural preservation, and equitable rights.

Vote of Thanks by Ms. Yamini H:

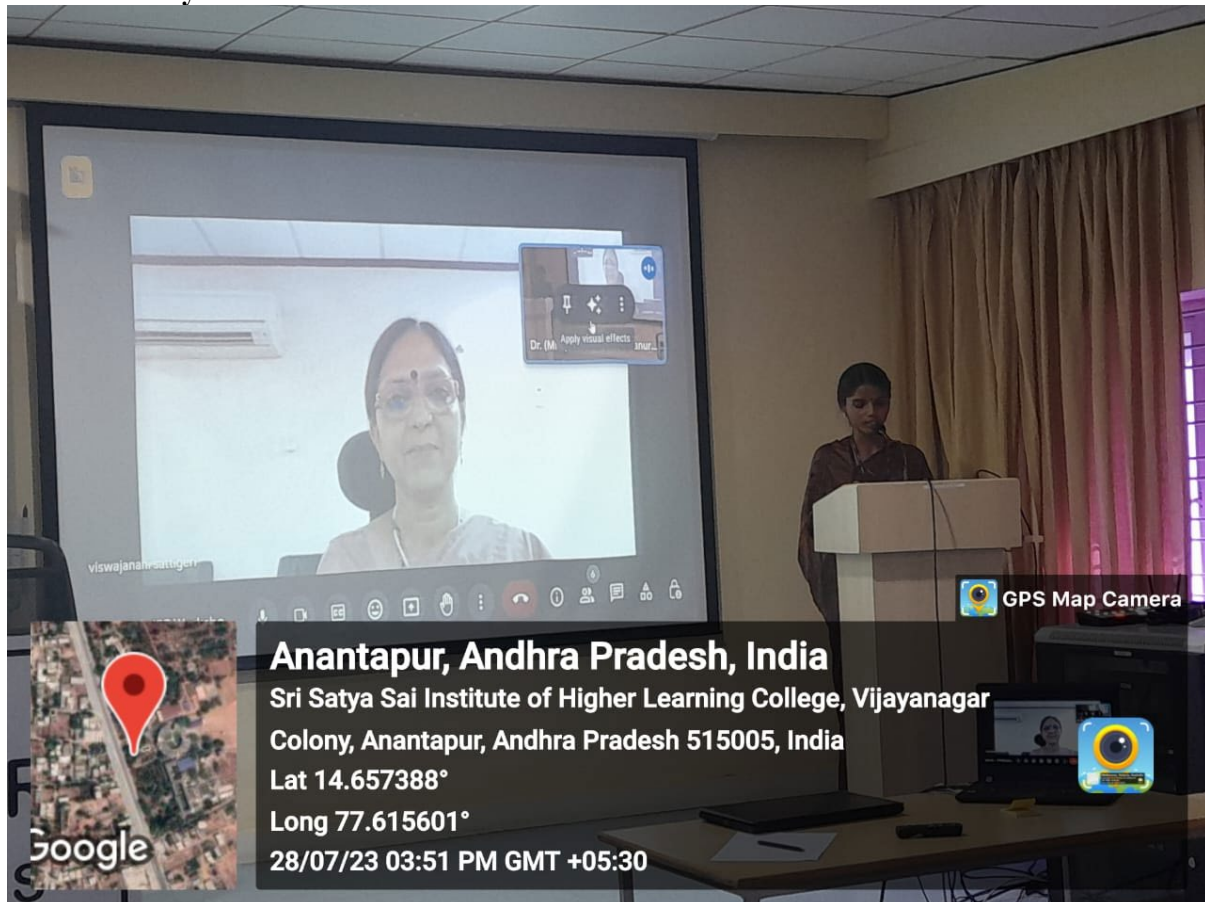
Expressing gratitude on behalf of DMC and of all participants, Ms. Yamini H., a student pursuing her II M.B.A. at SSSIHL's Anantapur Campus, extended heartfelt thanks to the organizers, speakers, and attendees for contributing to the workshop's success.

The workshop culminated in a harmonious note with a Mangala Aarthi.

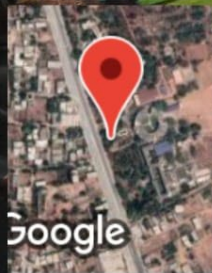
Conclusion:

The Workshop on Intellectual Property Rights offered a rich and insightful exploration of the diverse facets of intellectual property and its profound implications for business, culture, and society at large. The expertly curated agenda, combined with the expertise of speakers, facilitated a comprehensive understanding of the subject. Attendees left the event enriched with knowledge and inspired to navigate the complexities of intellectual property in their respective domains. The organizers, CSIR-IMMT, Bhubaneswar, and the host institution, SSSIHL Anantapur Campus, deserve commendation for orchestrating an enlightening and impactful workshop.

Photo Gallery:







Anantapur, Andhra Pradesh, India
Sri Satya Sai Institute of Higher Learning College, Vijayanagar
Colony, Anantapur, Andhra Pradesh 515005, India
Lat 14.657388°
Long 77.615601°
28/07/23 01:30 PM GMT +05:30

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