DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

Shavige Malleshwara Hills, Kaumarswamy Layout, Bangalore-560082

Research Cell (ANVESHANA)

In association with

Internal Quality Assurance Cell (IQAC) Cell

Report of the Event Conducted

Department: MBA-BU   **Date:** 10-05-2022

Sl. No.	Particulars	Event related Details			
1	**Event***	Guest Talk			
2	**Title of the Event**	Intellectual Property Rights: Patent, Copy right, Trade mark, Trade secret			
3	**Date**	10-05-2022			
4	**Time**	09:30 AM to 11:00AM			
5	**Venue**	Room No. 504, 5th Floor, Department of Management Studies, BU, DSCASC			
6	**Resource Person 1 Details** ** (Profile to be enclosed)**	Dr. Karthika P			
7	**Topics Covered**	Intellectual Property Rights(IPRs) - An Introduction with need of its protection, Copyright and Trademark Management in India with case studies			
8	**Resource Person 2 Details** ** (Profile to be enclosed)**	NA			
9	**Topics Covered**	NA			
1	**No. Faculty Participants (Enclose a copy of names with signatures)**	**Internal:**	01	**External:**	NA

Sl. No.	Particulars	Event related Details			
1	No. Student Participants (Enclose a copy of names with signatures)	Internal:	50	External:	NA
1	Faculty Coordinator/s	Dr. Chetan Shetty			
1	Student Coordinator/s	Ms. Anagha Inamdar			
1	Total Expenditure (Details to be enclosed)	NA			
1	Sponsors and Amount (if any)	NA			
1	Agenda of the Event (Enclose a copy)				
1	Report uploaded on college website? If yes, give details:				
1	Report sent to media? If yes, give details:	No			
1	Report uploaded in Social Media? If yes, give details:	No			
2	Certificates Printed? (Enclose a copy***)	NA			
2	Feedback Collected? (Enclose a copy***)	NA			
2	Summary of the Event (Minimum 100 words)	Dayananda Sagar College of Arts, Science and Commerce under MBA-BU had conducted a Guest talk on Intellectual Property Rights: Patent, Copy right, Trade mark, Trade secret for the students of 2nd semester B Sec Students on 10 May 2022. The speaker of the program was Dr. Karthika who has 12 years of experience in the field of teaching and co-founder of Edify Edutech Pvt. ltd, Bangalore.			

Sl. No.	Particulars	Event related Details
		Dr Karthika explained on Intellectual property and category of property that includes intangible creations of the human intellect, and primarily encompasses copyrights, patents, and trademarks. It also includes other types of rights, such as trade secrets, publicity rights, moral rights, and rights against unfair competition. Artistic works like music and literature, as well as some discoveries, inventions, words, phrases, symbols, and designs can all be protected as intellectual property.
		Major Intellectual Property
		Copyright Copyright is a legal term describing rights given to creators on their literary and artistic works. **Related Rights** Rights granted by law to communicators of works to the public ◦ Performers ◦ Broadcasting Organizations **Performer's Rights**
		It includes recording, broadcasting and communicating to the public of a live performance. Its duration is about 50 years.
		Patent
		A patent is an exclusive right granted for an invention, which is a product or a process that provides a new way of doing something, or offers a new technical solution to a problem. The limited monopoly right granted by the state enables an inventor to prohibit another person from manufacturing, using or selling the patented product or from using the patented process, without permission. The time period of patent is about 20 years.
		Trademark
		A trademark is a distinctive sign which identifies certain goods or services as those produced or provided by a specific person or enterprise.
2	**Photographs of the Event** **(At least 10 relevant, clear, and appropriate photos with title and explanation. The jpg files need to be attached)**	**Attached.**

Notes:
* Seminar / Workshop / Symposium / Conference / Cultural Fest / Quiz / Sports / Literature Fest, etc.
** Name / Organization / Designation / Area of Expertise
*** Format Copy need to be attached and hard copy need to be filed

PS: Whichever column is not applicable, write as NA.

Event Coordinator   HOD/Director   IQAC Head   Principal