An Awareness Programme on Intellectual Property Rights

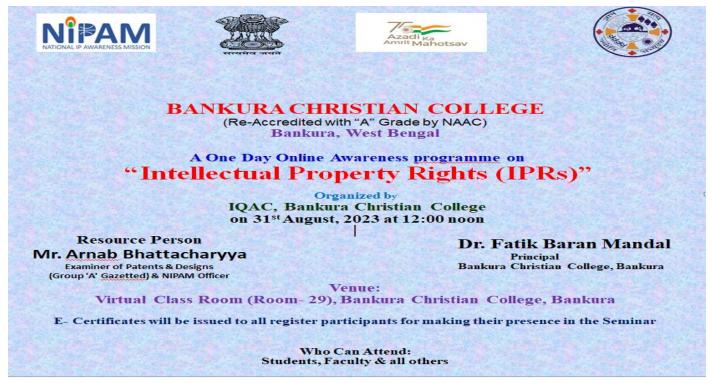
Date: 31.08.2023

Time: 12:00 Noon

Organized By: IQAC, Bankura Christian College

Funded By: Bankura Christian College

Brochure of the Seminar:



Resource Person with Designation: 1) Mr Arnab Bhattacharyya, Examiner of Patents & Designs (Group 'A' Gazetted) & NIPAM Officer

2) Dr. Fatik Baran Mandal, Principal, Bankura Christian College

No. of Participants

Teacher – 07

Non-Teaching Staff - 01

Students – 160

Others – NA

(Attach the attendance list of Participants)

Activity Report

An awareness program on Intellectual Property Rights (IPR) is crucial for educating individuals and organizations about the importance, types, and mechanisms of protecting intellectual property. Here's a structured approach you could consider for organizing such a program:

1. Introduction to Intellectual Property (IP)

Definition: Explain what intellectual property is (creations of the mind: inventions, literary and artistic works, designs, symbols, names, and images used in commerce).

Importance: Highlight why IP protection is essential for innovation, economic growth, and fair competition.

2. Types of Intellectual Property

Patents: Protect inventions and new technologies. Trademarks: Safeguard brands, logos, and symbols. Copyrights: Protect literary, artistic, and musical works. Trade Secrets: Protect confidential business information.

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3. Benefits of Intellectual Property Protection

Incentive for Innovation: Encourages creators and inventors to develop new ideas and technologies.

Economic Growth: Fosters industries based on knowledge and creativity.

Market Differentiation: Helps businesses distinguish their products and services from competitors. 4. IPR Infringement and Consequences

What Constitutes Infringement: Actions that violate someone else's IP rights.

Legal Consequences: Penalties and legal actions for infringement.

Case Studies: Examples of real-world IP infringement cases.

5. IPR Management Strategies

Registration: How to register patents, trademarks, and copyrights.

Documentation: Importance of keeping records to prove ownership.

Monitoring and Enforcement: Strategies for protecting IP rights and taking action against infringement.

6. Role of Intellectual Property in Different Sectors

Technology and Innovation: How IP drives advancements in technology.

Arts and Culture: Importance of copyright protection for artists and creators.

Business and Entrepreneurship: How IP rights impact startups and small businesses.

7. IPR and International Trade

Global Considerations: Importance of IP protection in international markets.

Trade Agreements: How international agreements protect IP rights across borders.

8. Resources and Support for IP Protection

Government Agencies: Organizations that oversee IP protection (e.g., USPTO, WIPO). Legal Assistance: Where to seek help for IP-related issues.

Online Tools and Databases: Resources for research and IP management.

9. Interactive Sessions and Q&A

Workshops: Hands-on activities for understanding IP concepts (e.g., trademark creation exercises).

Panel Discussions: Invite experts to discuss current IP trends and challenges.

Question and Answer Sessions: Address participants' specific concerns and queries.

10. Conclusion and Next Steps

Summarize Key Points: Recap the importance of IP protection and its benefits.

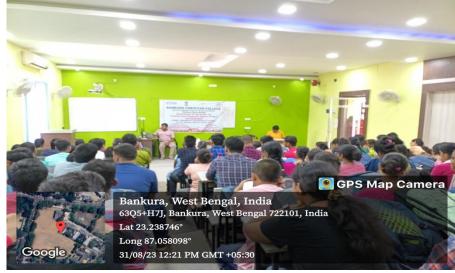
Call to Action: Encourage participants to apply their knowledge and protect their own or their organization's intellectual property.

Feedback: Gather feedback to improve future awareness programs.

Convenor of the Seminar (Name with Designation): Dr Atanu Ghosh, Assistant Professor, Department of Economics, Bankura Christian College

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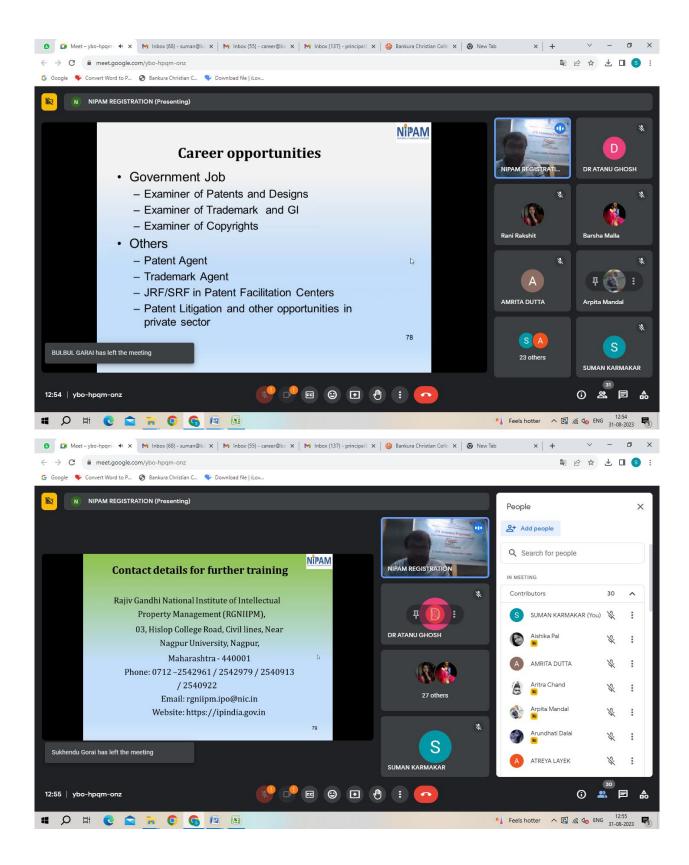




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