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## RAJIV GANDHI COLLEGE OF ENGINEERING AND TECHNOLOGY

(Approved by AICTE and Affiliated to Pondicherry University)

(Accredited with 'A' Grade by NAAC)

(Sponsored by Sri Balaji Educational and Charitable Public Trust)

Pondy - Cuddalore Main Road, Kirumampakkam, Puducherry - 607 403.

3 February 2020  
Puducherry

From

Mrs. Nirmala G,  
Event Coordinator,  
Department of MBA,  
Rajiv Gandhi College of Engineering and Technology,  
Kirumampakkam, Puducherry - 607 403.

To

The Principal,  
Rajiv Gandhi College of Engineering and Technology,  
Kirumampakkam, Puducherry - 607 403.

**THROUGH THE HEAD OF THE DEPARTMENT, DEPARTMENT OF MBA**

Respected Sir,

**Sub: - Request for permission to conduct a one day workshop on Introduction to Intellectual Property Rights (IPR) for II MBA Students-reg.**

We have planned to conduct a one day workshop on the topic "Introduction to Intellectual Property Rights" on 14/02/2020. Mr. Sangivikumar S Assistant Professor, will be the in-charge for conducting the workshop. The aforementioned workshop will be offered to the II Year / IV Semester students of the MBA Department.

I kindly request you to grant permission to conduct this program. Enclosed are the details of the workshop for your perusal and approval.

Thanking you,

Yours sincerely,

*Nirmala G*  
Mrs. Nirmala G  
Event Coordinator

*Forwarded to the*

*Principal*

*Nirmala G*

*Dr. E. Vijayakrishna Rapaka*  
**Dr. E. VIJAYAKRISHNA RAPAKA**  
B. Tech. (Mech.), M.Tech. (Energy), Ph.D. (IIT Madras)  
M.I.S.T.E., F.I.I.P.E., M.C.S.I M.C.I.I.,  
**PRINCIPAL**  
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## DEPARTMENT OF MANAGEMENT STUDIES

ACADEMIC YEAR 2019 – 20

No: RG CET/MBA/Circular/2019-20/ W01

Date: 05.02.2020

### CIRCULAR


I am excited to inform you that a Workshop on the topic "Introduction to Intellectual Property Rights" is going to be conducted on 14/02/2020. The aforementioned Workshop will be offered to the II Year students of the MBA Department.

All are invited!

  
HOD / MBA

#### Copy to:

1. The Principal
2. Circulate to all Faculty Members and MBA students
3. Notice board / file

  
**Dr. E. VIJAYAKRISHNA RAPAKA**  
B.Tech. (Mech.), M.Tech.(Energy), Ph.D. (IIT Madras)  
M.I.S.T.E., F.I.I.P.E., M.C.S.I.M.C.I.I.,  
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RAJIV GANDHI COLLEGE OF  
ENGINEERING AND TECHNOLOGY  
PUDUCHERRY 607 403

**DEPARTMENT OF MANAGEMENT STUDIES**

**Workshop**

on

**INTRODUCTION TO INTELLECTUAL  
PROPERTY RIGHTS**

14-02-2020

**Dr.E.Vijayakrishna Rapaka**

Principal

**Dr.K. Ayyappan**

Vice Principal

Resource Person

**Dr. Muralidharan P**

Professor

Department of S&H, RG CET

**Dr. Sinouvassane N**

Head of the Department

MBA



**E. VIJAYAKRISHNA RAPAKA**  
B.Tech. (Mech.), M.Tech.(Energy), Ph.D. (Energy)  
M.I.S.T.E., F.I.I.P.E., M.C.S.I. MEMBER  
**PRINCIPAL**

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### DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Course Name	Introduction to Intellectual Property Rights
Course Code	MBA20W01
Resource Person	Dr. Muralidharan P, Professor, Department of S&H, RG CET
Date	14/02/20
Course Offered to	Dept.: MBA      Year: II      Sem: IV

#### Course Module: Introduction to Intellectual Property Rights

Introduction to Intellectual Property Rights (IPR),

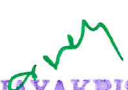
Covering essential types of intellectual property,

Their legal protections, and their importance in innovation and business.

Practical insights into managing and leveraging intellectual property.

#### Objectives:

- Understand the fundamental concepts and types of intellectual property rights.
- Be familiar with the processes and strategies for obtaining and enforcing patents, trademarks, copyrights, and trade secrets.
- Recognize the importance of IPR in fostering innovation and protecting business interests. Develop skills to manage and protect intellectual property in various contexts, including digital and international environments.
- Gain insights into current trends and future challenges in the field of intellectual property.

  
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## Program Schedule

Time	Activity	Content
9:00 am - 9:30 am	Opening Remarks	Welcome address and introduction. Overview of the workshop objectives and agenda.
9:30 am - 10:30 am	Session 1: Understanding Intellectual Property Rights	Types of intellectual property: patents, trademarks, copyrights, trade secrets, geographical indications. Importance and legal protections of intellectual property.
10:30 am - 10:45 am	Tea Break	-
10:45 am - 11:45 am	Session 2: Patents and Their Application	Basics of patent protection. Patent application process. Strategies for defending patents and addressing infringement.
11:45 am - 12:45 pm	Session 2: Patents and Their Application	Role of trademarks in brand protection. Trademark registration and enforcement. We are building and maintaining brand identity.
12:45 pm - 1:30 pm	Lunch Break	-
1:30 pm - 2:30 pm	Session 4: Copyrights and Creative Works	Understanding copyright protection. Duration and rights of copyright holders. Copyright registration and handling infringement issues.
2:30 pm - 3:30 pm	Session 5: Trade Secrets and Confidential Information	Definition and importance of trade secrets. Techniques for maintaining trade secret protection. Legal remedies for trade secret theft.
3:30 pm - 3:45 pm	Tea Break	-
3:45 pm - 4:00 pm	Session 6: International Perspectives and Enforcement	Overview of international treaties and Challenges in enforcing intellectual property rights globally. Best practices for managing intellectual property internationally.
4:00 pm	Interactive Q&A Session	Open forum for participants to ask questions and discuss specific intellectual property issues.

  
Event Coordinator

  
Head of the Department

  
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18/02/2020

## Report on One Day Workshop on Introduction to Intellectual Property Rights

**Title:** Introduction to Intellectual Property Rights

**Date:** 14-02-2020

**Timing:** 9:00 am to 4:00 pm

**Venue:** APJ Abdul Kalam Block, 2nd Floor.

The Entrepreneurship Development Cell (EDC) of Rajiv Gandhi College of Engineering and Technology (RG CET) hosted an informative workshop titled "**Introduction to Intellectual Property Rights**". The workshop aimed to educate MBA students and aspiring entrepreneurs about the fundamentals of intellectual property rights (IPR) and their significance in the entrepreneurial landscape. The event provided valuable insights into various types of intellectual property, their protection, and their role in fostering innovation and business success.

The primary objectives of the seminar were to:

- Enhance participants' understanding of the various types of intellectual property rights and their importance.
- Provide practical insights into how intellectual property can be leveraged to protect innovations and create business value.
- Share best practices for managing and enforcing intellectual property.
- Facilitate discussions on real-world applications and challenges related to intellectual property.

The workshop commenced with an opening address by **Dr. N. Sinouvassane**, Head of the Department highlighted the critical role of intellectual property in the business world and its impact on innovation and competitiveness. She outlined the workshop objectives and introduced the guest speakers who would provide in-depth knowledge on the topic.

*over*  
**Dr. E. VIJAYAKRISHNA RAPAKA**  
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## Keynote Address

The keynote address was delivered by Dr. Muralidharan P, Professor, Department of S&H, RG CET, Dr. Muralidharan P provided an overview of intellectual property rights, emphasizing their significance in protecting innovations and ideas. Her talk included insights into the legal framework surrounding IPR and practical advice on how entrepreneurs can effectively manage and enforce their intellectual property.

Intellectual Property Rights (IPR) protect creations of the mind, such as inventions, literary works, designs, and trademarks. These rights grant creators' exclusive control over the use of their creations, allowing them to benefit commercially and prevent unauthorized use by others. IPR is essential for fostering innovation, creativity, and economic growth by providing legal incentives for individuals and companies to develop new ideas and products. Understanding and protecting intellectual property is crucial in today's knowledge-driven economy.

Event Coordinator

Head of the Department

**Dr. E. VIJAYAKRISHNA RAPAKA**

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M.I.S.T.E., F.I.I.P.E., M.C.S.I M.C.I.I.,

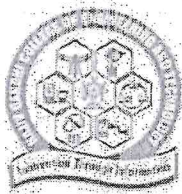
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### DEPARTMENT OF MBA

Course Name	Introduction to Intellectual Property Rights
Course Code	MBA20W01
Resource Person (s)	Dr. Muralidharan P, Professor, Department of S&H, RG CET
Date	14/02/20
Course Offered to	Dept.: MBA Year: II Sem: IV

### List of Students Attended

S.No	Register Number	Name	Year/Sem	Department
1	18MBA201	ABINAYASELVAN V	II/IV	MBA
2	18MBA202	ALLWYN G	II/IV	MBA
3	18MBA203	ARAVINDASAMY K	II/IV	MBA
4	18MBA204	ARUL SELVI T	II/IV	MBA
5	18MBA205	AVINAASHRAM S P	II/IV	MBA
6	18MBA206	BAKYALAKSHMI K	II/IV	MBA
7	18MBA207	BALAMURUGAN S	II/IV	MBA
8	18MBA208	DHANAVANDHAN T	II/IV	MBA
9	18MBA209	DHARMAN V	II/IV	MBA
10	18MBA210	DHILIP S	II/IV	MBA
11	18MBA211	DHINAKARAN T	II/IV	MBA
12	18MBA213	GOVINDOU URMILA A	II/IV	MBA
13	18MBA214	HARITHA K	II/IV	MBA
14	18MBA215	HASHMUKH @ DILIP @ DEEPAK	II/IV	MBA
15	18MBA216	ILANCHEZION V	II/IV	MBA
16	18MBA217	INDUMATHI T	II/IV	MBA
17	18MBA218	JASMEEN S	II/IV	MBA
18	18MBA219	JAYAPRIYA M	II/IV	MBA
19	18MBA220	JAYASRI N	II/IV	MBA
20	18MBA221	JEYAKUMAR J	II/IV	MBA
21	18MBA222	KALAIVANAN K	II/IV	MBA
22	18MBA223	KARTHIK S	II/IV	MBA
23	18MBA224	KEERTHANA R	II/IV	MBA
24	18MBA225	MOHAMED BILAL A	II/IV	MBA
25	18MBA226	MOHANAPRIYA R	II/IV	MBA

*swamy*  
Dr. E. VIJAYAKRISHNA RAPAKA

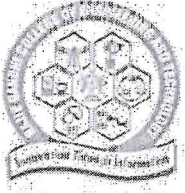
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S.No	Register Number	Name	Year/Sem	Department
26	18MBA227	MONOJ KUMAR M	II/IV	MBA
27	18MBA228	NIVETHA M	II/IV	MBA
28	18MBA229	OLIVIYA S	II/IV	MBA
29	18MBA230	PAVITHRA J	II/IV	MBA
30	18MBA231	POORANI R	II/IV	MBA
31	18MBA232	PRAMODH V	II/IV	MBA
32	18MBA233	PRIYANKA JAIN A	II/IV	MBA
33	18MBA234	PRIYANKA V	II/IV	MBA
34	18MBA235	RAMYA K	II/IV	MBA
35	18MBA236	RANJITHKUMAR S	II/IV	MBA
36	18MBA237	RISHAB ANAND M	II/IV	MBA
37	18MBA238	ROHINI S	II/IV	MBA
38	18MBA239	RUTH H	II/IV	MBA
39	18MBA240	SELVAGANAPATHY M	II/IV	MBA
40	18MBA241	SINEGA R	II/IV	MBA
41	18MBA242	SOWMIADEVI M	II/IV	MBA
42	18MBA243	SRIMATHI V	II/IV	MBA
43	18MBA244	THIRUSELVAN J	II/IV	MBA
44	18MBA245	TONY CHURCHILL A	II/IV	MBA
45	18MBA246	VIJAYAKOUSALYA V	II/IV	MBA
46	18MBA247	VINOD T	II/IV	MBA

Event Coordinator

Head of the Department

*any*  
**Dr. E. VIJAYAKRISHNA RAPAKA**

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**Rajiv Gandhi College of Engineering and Technology Puducherry**  
**Department of Management Studies**  
**Master of Business Administration**

**Feedback Form**

Workshop Title:.....

Date: ..... Venue:.....

Name: ..... Semester/Year: .....

**THE DESIGN OF THE WORKSHOP**

- A. Were objectives of the workshop clear to you? Y / N**
- B. The contents met with your expectations**  
1. Strongly disagree    2. Disagree    3. Neutral    4. Agree    5. Strongly agree
- C. The lecture sequence was well planned**  
1. Strongly disagree    2. Disagree    3. Neutral    4. Agree    5. Strongly agree
- D. The contents were illustrated with adequate examples**  
1. Strongly disagree    2. Disagree    3. Neutral    4. Agree    5. Strongly agree
- E. The level of the workshop was too high**  
1. Strongly disagree    2. Disagree    3. Neutral    4. Agree    5. Strongly agree
- F. The contents compared with your expectations was too theoretical**  
1. Strongly disagree    2. Disagree    3. Neutral    4. Agree    5. Strongly agree
- G. The workshop exposed you to new knowledge and practices**  
1. Strongly disagree    2. Disagree    3. Neutral    4. Agree    5. Strongly agree

**THE CONDUCT OF THE WORKSHOP**

- A. The lectures were clear and easy to understand**  
1. Strongly disagree    2. Disagree    3. Neutral    4. Agree    5. Strongly agree
- B. The teaching aids were effectively used**  
1. Strongly disagree    2. Disagree    3. Neutral    4. Agree    5. Strongly agree
- C. The material handed out was adequate**  
1. Strongly disagree    2. Disagree    3. Neutral    4. Agree    5. Strongly agree
- D. The instructors encouraged interaction and were helpful**  
1. Strongly disagree    2. Disagree    3. Neutral    4. Agree    5. Strongly agree
- E. Were objectives of the workshop realized? Y / N**
- F. Please give overall rating of the course**

90% - 100% ( )      60% - 70% ( )  
80% - 90% ( )      50% - 60% ( )  
70% - 80% ( )      below 50% ( )

Signature

  
**Dr. E. VIJAYAKRISHNA RAPAKA**  
B. Tech. (Mech.), M.Tech.(Energy), Ph.D. (IIT Madras)  
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**Rajiv Gandhi College of Engineering and Technology Puducherry**  
**Department of Management Studies**  
**Master of Business Administration**

**Feedback Form**

Workshop Title: Introduction to Intellectual Property Rights.  
Date: 14/02/20 Venue: API Abdul Kalam Block  
Name: Alwyn G Semester/Year: IV/II

**THE DESIGN OF THE WORKSHOP**

- A. Were objectives of the workshop clear to you? Y / N
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1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
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F. Please give overall rating of the course

90% - 100% (✓)      60% - 70% ( )  
80% - 90% ( )      50% - 60% ( )  
70% - 80% ( )      below 50% ( )

*Alwyn*  
Signature

*Alwyn*  
**Dr. E. VIJAYAKRISHNA RAPAKA**  
B.Tech. (Mech.), M.Tech. (Energy), Ph.D. (IIT Madras)  
M.I.S.T.E., F.I.I.P.E., M.C.S.I.M.C.I.J.,  
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**Department of Management Studies**  
**Master of Business Administration**

**Feedback Form**

Workshop Title: Introduction to Intellectual property Rights  
Date: 14/02/20 Venue: Apj Abdul kalam block  
Name: Haiitha .K Semester/Year: II / IV

**THE DESIGN OF THE WORKSHOP**

- A. Were objectives of the workshop clear to you?  Y / N
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80% - 90% ( )      50% - 60% ( )  
70% - 80% ( )      below 50% ( )

*Haiitha*  
Signature

*Dr. E. Vijayakrishna Rapaka*  
**Dr. E. VIJAYAKRISHNA RAPAKA**  
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**Rajiv Gandhi College of Engineering and Technology Puducherry**  
**Department of Management Studies**  
**Master of Business Administration**

**Feedback Form**

Workshop Title: Introduction to Intellectual property rights.  
Date: 14/02/20 Venue: APS Abdul kalam block.  
Name: JAYASRI.N Semester/Year: II / IV

**THE DESIGN OF THE WORKSHOP**

- A. Were objectives of the workshop clear to you?  Y / N
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F. Please give overall rating of the course

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80% - 90% ( )      50% - 60% ( )  
70% - 80% ( )      below 50% ( )

Jayasri  
Signature

  
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# RAJIV GANDHI COLLEGE OF ENGINEERING AND TECHNOLOGY

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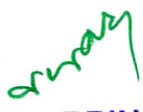
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WORKSHOP TITLE: INTRODUCTION TO INTELLECTUAL PROPERTY RIGHTS

Date: 14/02/2020

II Year IV Semester



  
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