

**A Report on**  
**Two Day national Seminar on**  
**“INTELLECTUAL PROPERTY RIGHTS**  
**CHALLENGES & ISSUES IN INDIA”**

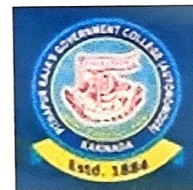
(6<sup>Th</sup> & 7<sup>Th</sup> March, 2019)



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ज्ञान-विज्ञान विमुक्तये



ORGANIZED by: Department of Commerce

**Pithapur Rajah's Govt College (Autonomous)**

(NAAC Reaccredited with “A” Grade with 3.17 CGPA) KAKINADA.

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Principal, P.R Govt College (Autonomous) KAKINADA

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**THE PROCEEDINGS:**

With UGC Academic funds, the department of commerce was given a chance to conduct a seminar at National Level. After knowing and discussing with various stakeholders, we spent lot of time to finalize the areas of the seminar. As per the new guidelines of NAAC, Bangalore, Intellectual Property Rights was suggested by the chief patrons and national advisory board. In fact, this seminar is the brain child of our college Principal Dr. C. Krishna garu, who motivated us to conduct 3<sup>rd</sup> National Seminar in college by this Commerce Department. The organizing activities for the seminar started with inviting applicants by preparation of a brochure. However this is third seminar from the department of Commerce, as we have conducted first seminar



in the year 2016 on September 23<sup>rd</sup> and 24<sup>th</sup> on *"Innovative Trends & Global Advancements in Technology, Industry, Banking & Finance"*.

Second seminar in the year 2017 on December 5<sup>th</sup> & 6<sup>th</sup> on *"Recent Innovations in Commerce, Management Skill Development, e – Commerce (CMSDE)"*

This is third seminar from the department of commerce. After having primary discussions at Department level, we held a meeting in the department and made resolutions and get acceptance by all members. Later duties were assigned in various cadres. It was decided to call professionals from the academia and also from corporate delegates and students. After passing resolution in that department meeting, we consulted our college principal to nominate Dr. J. Pandu Rangarao as Seminar convener and Mr. M. Srinivasara as Co-convener.

**TITLE OF THE SEMINAR:**

*"INTELLECTUAL PROPERTY RIGHTS – ISSUES & CHALLENGES IN INDIA"*

Date of Seminar: 6 - 03 - 2019 to 07- 03 - 2019 (Two Days)

**Objective of the seminar:** The Major focus of the seminar is to ignite academicians, students, lawyers, corporate and research scholars. This seminar also tried to create awareness on importance of plagiarism. This seminar has its third objective to avoid cut copy paste tradition.

Indian economy is knowledge economy and occupied fifth place in development worldwide with its Innovative abilities, it is the key to protect innovations using available Intellectual Property Rights (IPR) in order to benefit the society and minimizing the risk of valuable ideas remain on the shelf. The competitive and globalised environment contains threats and weakness along with possible strengths and opportunities. However, the current global economic crisis is also focusing on renewed attention on the urgent need to incentivize and protect innovation to both solve the world's most challenging problems and to generate jobs and economic growth. The power to evolve innovations and thinking in an innovative manner in an organizations can be increased by means of creating Intellectual Property (IP) awareness amongst its employees and students, who are directly or indirectly



not only includes aspects of IPR like Patents, Copyrights, Trademarks, etc but also related areas.

#### SESSION WISE BREAK-UP OF PAPERS:

NAME OF THE TECHNICAL SESSION	No. of papers received
Introduction to Intellectual Property Rights	36
Over view of Patents	17
Copy rights	9
Trade marks & other related sub themes	18
Total	80

After consulting each author, the Seminar Convener approached the college principal to publish the collected articles as a compiled book form with ISBN number 978-81-933256-7-4,. With this encouragement a book with 418 pages was released in Inaugural function by the Chief Guest Prof. G.B. Reddy, Dean Osmania College of Law Hyderabad, our College Principal, Editor in Chief and Seminar Chairman Dr. C. Krishna garu, Guest of honour Sri. Kotikalapudi Satya Srinivas, Kakinada BAR association President, Key note speaker Sri. Narahari Setti Ravi Krishna and Dr. J. Pandu Rangarao as editor.

## PROGRAMME SCHEDULE

### Valedictory function

0900 – 1000 am	Registration
1000 – 1010 am	Inviting guests on to the dais and college prayer song, lightening the lamp
1010 – 1015 am	Welcome & presidential address by our college Principal and president of the function Dr. C. KRISHNA
1015 - 1020 am	Chief Guest address by Prof. G. B. Reddy, Dean Osmania College of Law, Hyderabad



1020 - 1025 am	Remarks by Guest of HONOR Sri. K. Satya Srinivasrao, President Kakinada BAR Association.
1025 - 1030 am	Keynote address by Sri. N. Ravi Krishna, Member AP BAR Association, Vijayaward
1030 - 1035 am	Seminar theme presentation by Seminar Convener Dr. J. PANDU RANGARAO,
1035 - 1040 am	Vote of Thanks by Sri. P.V. Krishna Rao, Lecturer in English,
1040 - 1050 am	National Anthem
1050 - 1055 am	High Tea

#### **TECHNICAL SESSION – I (11.00 AM to 01.00 PM) (INTRODUCTION TO INTELLECTUAL PROPERTY RIGHTS)**

Chair Person -1 : Dr. G.B. Reddy, Dean Osmania College of Law, Hyderabad

Rapporteur : Dr. Podili Venkata Thrinadh, Principal, Rajiv Gandhi College of Law, Kakinada.

First two hours chair person Professor G. B. Reddy had a mesmerized presentation.

Paper presentation : Participants:

#### **LUNCH BREAK (1.00 to 2.00 pm)**

#### **TECHNICAL SESSION – II (1.00 PM to 5.00 PM ) overview on PATENTS**

Chair Person -1 : Sri. K. Satya Srinivas, President, BAR Association Kakinada.

Rapporteur : Sri. M. Srinivasarao, Asst Professor in Commerce Dept

Paper presentations : Participants

#### **DAY – 2: 07-03-2019 (Thursday)**

#### **TECHNICAL SESSION – III (10.00 AM to 1.00 PM) Overview on Copy rights**

Chair Person - 1 : Prof. Mohan Krishna, specialist in Copy Rights.

Rapporteur : Dr.G. Satyanarayana, Principal P.S.R Law College, Kakinada

Paper presentation : Participants before that Professor Mohan Krishna took a class on Copy Rights .



LUNCH BREAK (1.00 to 2.00 pm)

**TECHNICAL SESSION – IV (2.00 PM to 3.00 PM) TRADE MARKS & OTHER ALLIED TOPICS**

- Chair Person -1** : N. Ravi Krishna, AP BAR Association member
- Rapporteur** : Dr.G. Satyanarayana, Principal P.S.R Law College, Kakinada
- Paper presentation** : Participants
- Followed by** : VALEDICTORY FUNCTION

**REGISTRATION PROCEDURE:**



**Day One: 1 (06-03-2019)**

By 9.00 Am, the process of Registration started at Ground Floor. K.V.B.N.Kumar, Ch. Uma Devi, from our department and B.N. Prathusha, Lecturer in English took initiative and completed the process of registration. We received total 40 registrations off line and on line. May be due to examination the expected number of registrations mark is not reached. However total 30 law students across the state attended and benefited by this program along with remaining 32 scholars and academicians. Apart from the above 40 faculty of our college registered and thoroughly participated in live sessions.



**REPORT ON INAUGURAL FUNCTION:**

The seminar was duly inaugurated on the day 06-03-2019 with a grand ceremony in the main LCD Hall – II of the college. The presidium was comprised of patron of Prof. G. B. Reddy, Dean Osmania College of Law, Hyderabad as Chief Guest, Narahari Setti Ravi Krishna, AP BAR association member as Guest of Honor and Sri. K. S. Srinivasao, President of BAR Association Kakinada, as Keynote Speaker. All of our college staff, students and NCC cadets formally invited Chief Guests, Guest of honors, and other delegates to the college, The Inaugural session was presided over by our College Principal, Dr. C. Krishna, and the inaugural program was commenced from 10.00 am with Jyothi Prajwalana. The dignitaries on the stage were duly welcomed with flower bouquets.





### PRESIDENTIAL SPEECH:



3<sup>rd</sup> National level Seminar organizing by the department of commerce.

#### About The IPR seminar:

- This seminar on “Intellectual Property Rights” would create broad understanding among diversified stakeholders like faculty members, research scholars, students and young intellectuals about the beneficial aspects of patenting their Creative and NOVEL IDEAS.
- Creativity and innovation are new drivers of the world economy.
- As we know that Intellectual Property Rights (IPR) plays a vital role in enhancing the socio-economic prosperity of the country.
- With the increasing relevance of Intellectual Property (IP) in this era of globalization, it is important to recognize the role which IP systems play in the growth of the Nation.
- Thus, there is a need to create large public awareness about the pivotal role of IPR in a globalized knowledge economy.
- Intellectual property is a “Product of Mind”. It is similar to the property consisting of movable and immovable property which can be used by the owner along with and not lawfully by others without owner's permission.



- World Intellectual Property Organization (WIPO) states that “Intellectual Property” includes rights related to works in literary and artistic fields, performance of artists, broadcasts (in the form of CD, DVD, tap recording etc),
- It also includes innovations in science and technology, industrial designs, trademarks, service marks etc.
- It also includes inventions in all fields of human endeavor and protection against unfair competition and all other rights resulting from Intellectual activity in the industrial, scientific or artistic fields.
- With the view to create awareness on the significance of IPR to the people from various sectors in the Country, this college is organizing a two day UGC Sponsored National Level seminar on Intellectual Property Rights.
- The main and subthemes of the seminar not only includes aspects of IPR like Patents, Copyrights, Trademarks, etc but also related areas.

Even though various state level, national level and international level seminars conducted by various department of our college, this is third seminar from the department of commerce.

I appreciate the team for their overwhelming hard work and efforts to organize this seminar.

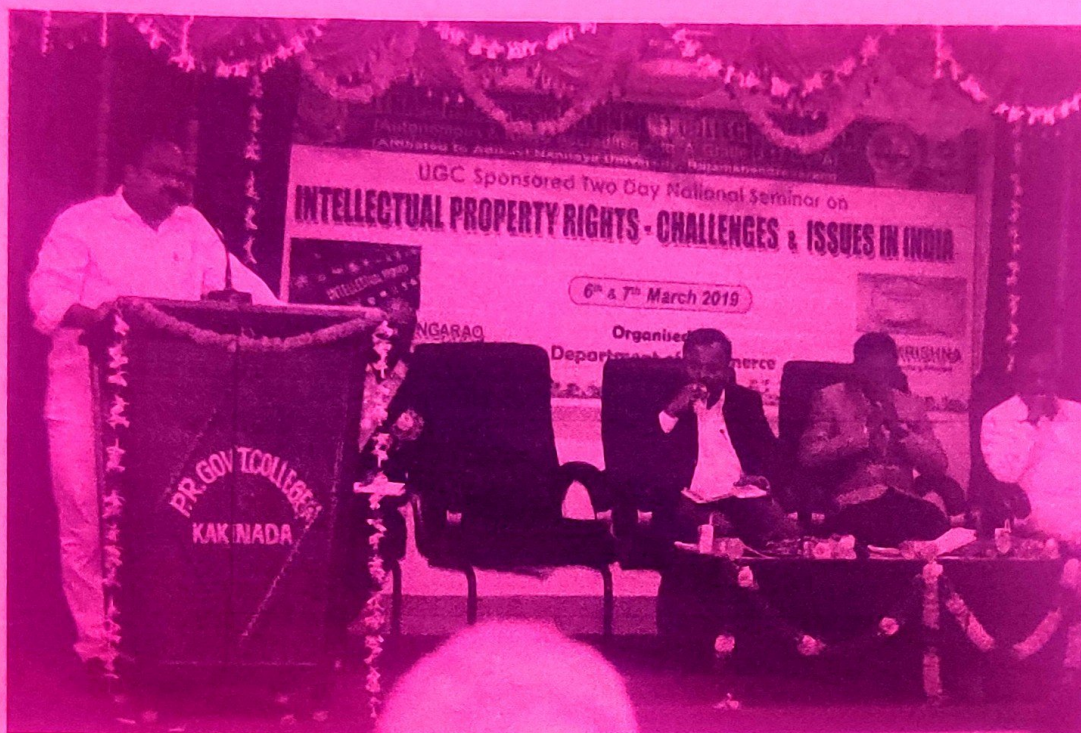
I am sure this program also will stand the best in history of this college



The national seminar opened melodiously with the College Dedicated song Jaya Jaya Priya Bharatha Janayithri . . . . . After prayer song Inaugural function commenced at 11:00AM. N.B.Prathyusha invited guests on the dais. Prayer done by Kumari Bhargavi, and others of this college. After prayer lightening of the lamp is done by our honourable Chief Guest and other dignitaries on the dais and off the dais. Convener of the seminar Dr.J.Pandu Rangarao welcome all members and participant to this seminar. Followed by Dr.C.Krishna, Principal of P.R.Govt College NAAC “A” grade college had given the presidential address. Sri. Naraharasetty Ravi Krishna, Member, A



BAR Association was the first speaker being guest of honour in this session. The compiled Book was inaugurated by all guests. Prof. G.B. Reddy Professor & Dean, University College of Law, Osmania University, Hyderabad explained and express his willing to be part of this great institution. . Sri. Kotikalapudi Satya Srinivasa Rao, President BAR Association submitted Keynote address. Finally . Sri. M. Srinivasa Rao, Asst professor from this commerce submitted Seminar Vote of Thanks.



### 1. DR.J.PANDU RANGARAO, HEAD OF THE COMMERCE DEPARTMENT

Throw some light on the National Seminar topic Intellectual Property Rights (IPR). He stated that this is the 3<sup>rd</sup> Seminar under the Commerce Department. Then he invited Sri. Naraharasetty Ravi Krishna, Member AP State BAR Council. He focused on the objectives of conducting this kind of National Seminar was filled with tight schedule due to Annual function and Sports functions in the college. So, finally after facing all these difficulties this day (6<sup>th</sup> & 7<sup>th</sup> of March) was finalized. He appreciated M.com & B.com students for their contribution to this National Seminar. He felt proud that there is culture in this college that when one department is organizing seminars, the other departments involves and supports it is the god culture of this College.



**4. Key Note Speaker Sri. Kotikalapudi Satya Srinivasa Rao, President****BAR Association, Kakinada:**

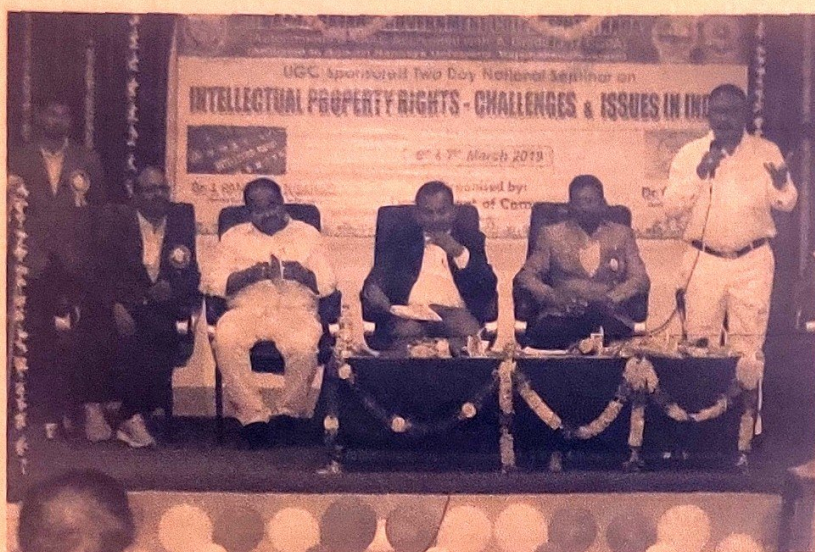
Delivered his valuable speech on seminar topic:

- Indian economy is knowledge economy and occupied fifth place in development worldwide with its Innovative abilities, it is the key to protect innovations using available Intellectual Property Rights (IPR) in order to benefit the society and minimizing the risk of valuable ideas remain on the shelf.
- The competitive and globalised environment contains threats and weakness along with possible strengths and opportunities. However, the current global economic crisis is also focusing on renewed attention on the urgent need to incentivize and protect innovation to both solve the world's most challenging problems and to generate jobs and economic growth.
- The power to evolve innovations and thinking in an innovative manner in an organizations can be increased by means of creating Intellectual Property (IP) awareness amongst its employees and students, who are directly or indirectly involved in the process of innovation.
- The deliberations of this two day national level seminar on IPR help to establishing a basic level of IP awareness amongst the participants, such that the chances of obtaining well-protected innovation (Patents) for their organizations are increased.
- The world of Internet of Things and Artificial Intelligence creates new challenges for industrial property. In such a context, how to protect its innovation and which are the good practices to adopt?
- Participants can share their challenges and good practices and get informed during this seminar. However the seminar speeches and your active participation will cover the following important aspects which are required to all stakeholders to enlarge their KNOWLEDGE. On behalf of BAR



association and PR college we extend our help whenever this college required.

- I hope in coming future this college will organize many more seminars under the able chairmanship of Principal Dr. C. Krishna Garu. We wish the convener, co-convener and whole department of commerce, students for great success of this PROGRAM.
- THANK YOU one & All



### **5. Dr. Srinivas Rao Garu, Vice Principal & Head Dept of English :**

There is difference between Eastern & Western culture. Western culture is Individual oriented culture but in India there is Society oriented culture. He told that Intellectual Property Right rules and regulations is brought up by Duncan an American. He said that due to this there is a scope of imposing of western standards towards us. If this question arises who invented Radio then everybody answers would be Guglielmo Marconi but before him Radio was invented by Jagadeesh Chandra Bose. But he is not recognized as the first person why because he hadn't patented first for it. So, because of it worldwide there would be the name of Guglielmo Marconi but not the name of Jagadeesh Chandra Bose though he invented the Radio earlier than him.

Previous guests all through on light upon that till 20<sup>th</sup> century there is no necessity of Intellectual Property Rights. But vigorous researches made in west if



patented in India then how much extent it is lawful. Mainly problems come when as Hepatitis-B vaccine was invented in India it is the gift to the world. Some issues arises when they perform researches and they patent it when we prepare it here, there is problem faced in the field of medicines, India follows Process Patent System in West Product Patent System and they now urges us to change to Product Patent System from Process Patent System. If we make this kind of change would be hazardous to how much extent to us should be discussed among the guests as they are concerned to BAR Association. According to him Process System is nothing but producing medicines for example headache medicine into two categories:

(1)Producing medicine for A, B, C form and

(2)Producing medicine for X, Y, Z form

Both the medicines are used for headache.

China has developed so exceedingly because of not obeying IPRs (Intellectual Property Rights). China Products are fully copied, they are not innovative products. But the problem with us is that we do not copy fully nor we cannot make fully original that's why we are still backward. So in this scenario here we have to discuss whether if necessary can we violate IPRs. If suppose medicine of malaria is patent then what would be the situation of the countries which is more effected by malaria. They have to be completely dependent on the country who patented that malaria medicine which would be hazardous. BT-Cotton plant patented that no insect in the cotton but in fact there are insect in the cotton so, they violated the IPR hadn't cancelled the patent. Brinjals curry is patented in Japan however this patent had been removed after sometime. The politicians without examining blindly implementing as per the orders of their respective higher authorities that we should follow. And finally he concluded saying that there is huge difference between Product Society Oriented Culture and Individual Culture. So, before entering in this IPR Act everybody should analyse all the above mentioned points.



**TECHNICAL SESSION – I (11.00 AM to 01.00 PM) (INTRODUCTION TO INTELLECTUAL PROPERTY RIGHTS)**

Chair Person -1 : Dr. G.B. Reddy, Dean Osmania College of Law, Hyderabad

Rapporteur : Dr. Podili Venkata Thrinadh, Principal, Rajiv Gandhi College of Law, Kakinada.

First two hours chair person Professor G. B. Reddy had a mesmerized presentation.

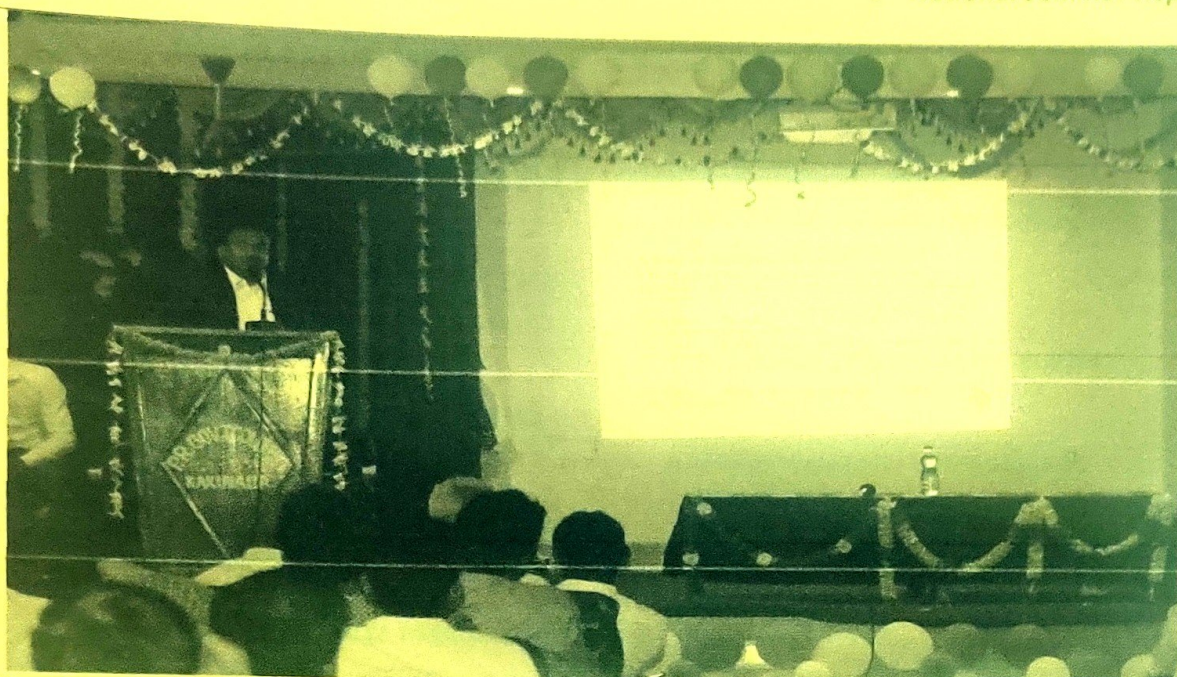
Paper presentation : Participants:

**The Sub – themes for Technical Session one were as follows:**

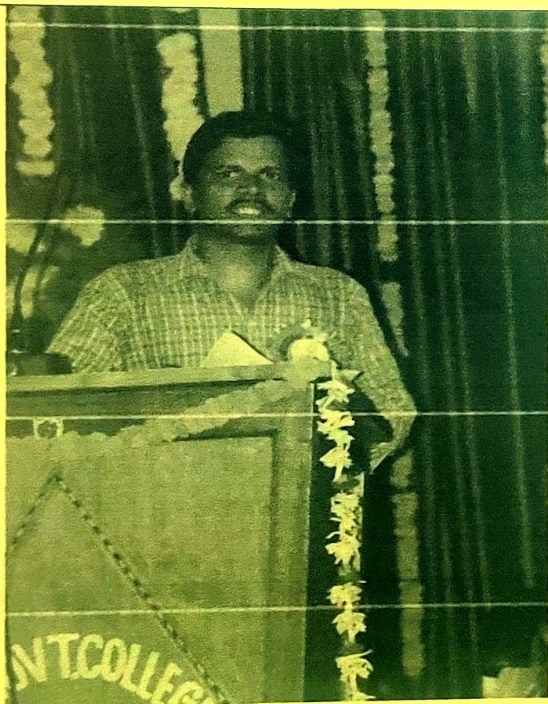
- IPR – Historical perspectives & Significance in Modern times.
- Need for establishing a patent culture: inventions & Innovations
- Patent Inventions: Procedure, Practice & Protection
- IPRS in Aesthetic Creations – Protection of Industrial Designs
- IPR & Institution Industry interaction, Human Rights & Sustainable Management
- IPR – it, Communication and service sectors & Data Protection laws in India and abroad

11.00 AM: After small break for high Tea, Professor GB Reddy took a wonderful class on IPR. In which every student involved and interacted with the speaker. Sri. Y. Rajesh Kumar, Advocate of Andhra High Court presented the profile of the speaker. Our local college Rajiv Gandhi College of Law Principal Dr. Podili Venkata Trinadh acted as raportier. Total 36 papers received however 8 papers were presented in this area. Lunch followed from 1.00 pm to 2.30 pm.





Prof. G. B. Reddy mesmerizing speech on Intellectual Property Rights.



Sri. M. Srinivasarao, Lecturer in Commerce presenting paper



Dr. P. Ravi Kiran presenting paper on IPR.



## List of Participants presented papers in Technical Session - I

S.n	Title	Author
<b>Session – i: introduction to intellectual property rights</b>		
1	Dr. R. Uma devi. Asst. Professor of commerce, Dr. S. R. K. Govt. Arts college, yanam - 533464.	Intellectual property rights and social media: an overview"
2	Dr. j. Vijaya kumar & Sri. M. Srinivasa rao P.r. Government college (a) kakinada	Intellectual property crime in india
3	Dr. Lalita kumari Assistant professor Malwa college, samrala (ludhiana) punjab	Human rights and environmental sustainability
4	- dr.k.chandrasekhararao., dy. Commissioner, dept of state tax, ap. - dr.u.atchi babu, acharya nagarjuna university, guntur	Intellectual property rights in indian context - a critical review
5	Dr.anand bethapudi National institute of tourism & hospitality management, hyderabad.	Role of intellectual property rights in enchancinghg global competitiveness of the tourism & hospitality industry
6	Dr.m.neeraja, mba.,pgd-irpm.,ph.d. Professor in management studies & hr officer chadalawada ramanamma engineering college , tirupathi, andhra pradesh 517506.	Leveraging ipr ecosystem for startups and academia: a case study of Andhra Pradesh “
7	Dr. M. Aravind, professor & head Department of business administration Narasaraopeta institute of technology Narasaraopet - 522 601, guntur - dt.	Current trends of intellectual property law in India
8	Dr. R. Sreenivasa rao & Dr. Thiruvengala chary Andey venkata ramana	Issues of financing and risk mitigation of PPP projects: some policy implications
9	*dr.d.venkateswara rao  **ch. Balaji, p.r. Govt college, kakinada	Intellectual property rights: impact of pharmaceutical industry in India
10	T.tirupati naidu Assistant professor of economics m.r. College (a) Vizianagaram – 535002.	Violation of human rights in India
11	Ramarao, mehar, rammurthy	Industrial design influence the development of new India
12	Mallappa. Sidaram. Khodnapur Dept of p.g. Studies in studies in commerce government first grade college, vijayapur (karnataka)	Intellectual property rights –a drive for economic growth
13	S.Sitaramamurty, Retd lecturer in economics House no.5-8, munisf street, payakaraopeta	WTO, TRIPS and challenges in India



14	Ms. N. Nirmala kumari, department of commerce, SGA government degree college, yellamanchili, visakhapatnam district.	Patent inventions procedure practice & protection
15	Chidanand s. Anur assistant professor government first grade college for Women's, vijayapur, karnataka	Importance of IPR
16	Ameerunnisa, 5 year ll.b. (final year), P.s.r. Law college, kakinada.	Innovation of IPR in India
17	Dr.k.rajesh kumar, asst professor Besant theosophical college Madanapalle, chittoor dist, a.p	A study on constitutional provisions for Intellectual property rights
18	Dr.p.Mohan, Principal, S.K.I.M, khammam	A study on IPR and institution -- industry interaction in India
19	Dr. Rama krishna ch, asst.professor in commerce, G.D.college, mandapeta, eg dist. - 533308 (ap)india	Intellectual property rights in the service sector – a study
20	Sonali badi Assistant professor, college of law for women, AMS, hyderabad.	National and international laws on data protection - a study"
21	C. Lalitha Asst.professor, college of law for women, A.M.S	A focus on geographical indications as intellectual property right – a study
22	Ghanta yaswanth sai, 5year ll.b, Rajiv gandhi institute of law,	Development of IPR & their enforcement in India
23	R.n.s.sravva, d.vydehi , 5year law course ,3 <sup>rd</sup> llb p.s.r. Law college, kakinada	A brief study on intellectual property rights
24	K. Narendra kumar , asst professor Department of management studies vishnu institute of technology bhimavaram - 530002	Protection of trademarks –emerging issues
25	Dr. Thathi reddy. Sasikanth reddy lecturer in english, s.c.n.r govt. Degree college proddatur town, ysr dist, a.p. India, 516360	IPR an outlook
26	Dr. P. Venu gopal, m.com, mba, ph.d. Asst. Professor of commerce , govt. Degree college, puttur town, chittoor dist, a.p. 517583	IPR – economic activity a review
27	Dr.p.sailaja, b.sc.,m.a. (pub.ad), ll.m., ph.d.in law, associate professor d/o p.mani, srikakulam-532001	Geographical indications to goods and consumer protection
28	Prof. G. Satyanarayana	An epitome of intellectual property rights-judicial perspective
29	Naga sai nandini, 1st mba student, Sanjeev institute of planning and management, Kakinada.	Balancing IPR
30	Athili annapurna P.R. Govt college Kakinada.	IPR in India



**TECHNICAL SESSION – II (1.00 PM to 5.00 PM ) Overview on PATENTS**

- Chair Person -1 : Sri. K. Satya Srinivas, President, BAR Association Kakinada.
- Rapporteur : Sri. M. Srinivasarao, Asst Professor in Commerce Dept
- Paper presentations : Participants

**The Sub – themes for Technical Session one were as follows:**

- Patent Inventions: Procedure, Practice & Protection
- Geographical indications of good – registration & protection
- IPRS in Aesthetic Creations – Protection of Industrial Designs
- Creative India & Innovative idea – the mandate of the National IPR policy- 2016.

The second technical session was started after the lunch break by 2.00 P.M. on OVERVIEW OF PATENTS. The profiles of Technical Chair person and Rapportier were presented by our Guest Faculty in the department of Commerce Dr. J. Vijaya Kumar, and Dr. D. Venkateswararao, in this session total 17 papers received and 8 were presented by participants. K. Satya Sreenivasa Rao, addressed the gathering and stated his views on Patent Laws, participants interacted with him.

Dr. P.V.V. Satyanarayana, Asst Prof of JNTU, Kakinada along with co-author GVDN Prasarao, presented their paper on Intellectual Property – Need to Protect Commerce and Trade. They explained Intellectual Property refers to intellectual creativity of a creator. In contrast to physical property, intellectual property is an intangible asset of a person. Intellectual Property Rights (IPR) is the exclusive rights given to the creators to their creations. Common types of Intellectual Property Rights are patents, copyrights, trademarks, industrial deigns, geographical indications, trade secrets, layout designs for integrated circuits and even ideas. Intellectual property rights provide an incentive to the creator to develop his creation and to share it with other people for the development of the society. The basic aim of the IPRs is to help in meeting the challenges in the development like reducing poverty, stimulating economic growth, improving the health status by providing medicines to the poor, improving access to education and contributing the overall sustainable development. Though IPRs provide incentive to the author or the creator and lead to a competition in



the field of invention but it is also an intellectual protectionism or a form of a temporary monopoly enforced by the state.

Dr. J. Vijaya Jayanthi Kumari and Ch. Uma Devi Jointly presented a paper on IPR in India, they presented **OVERVIEW OF LAWS RELATED TO IPR IN INDIA**. As per their paper the following The Rules and Laws governing Intellectual Property Rights in India are as follows:

1. The Copyright Act, 1957, The Copyright Rules, 1958 and International Copyright Order, 1999
2. The Patents Act, 1970 The Patents Rules, 2003, The Intellectual Property Appellate Board (Patents Procedure) Rules, 2010 and The Patents (Appeals and Applications to the Intellectual Property Appellate Board) Rules, 2011
3. The Trade Marks Act, 1999, The Trade Marks Rules, 2002, The Trade Marks (Applications and Appeals to the Intellectual Property Appellate Board) Rules, 2003 and The Intellectual Property Appellate Board (Procedure) Rules, 2003
4. The Geographical Indications of Goods (Registration and Protection) Act, 1999 and The Geographical Indications of Goods (Registration and Protection) Rules, 2002
5. The Designs Act, 2000 and The Designs Rules, 2001
6. The Semiconductors Integrated Circuits Layout-Design Act, 2000 and The Semiconductors Integrated Circuits Layout-Design Rules, 2001
7. The Protection of Plant varieties and Farmers' Rights Act, 2001 and The Protection of Plant varieties and Farmers Rights' Rules, 2003
8. The Biological Diversity Act, 2002 and The Biological Diversity Rules, 2004
9. Intellectual Property Rights (Imported Goods) Rules, 2007

Dr. Ch. Apparao et.al presented paper on IPR in India an over view: Intellectual property (IP) is a general term for the set of intangible assets owned and legally protected by a company from outside use or implementation without consent. Intellectual Property Rights (IPR) have become important in the face of changing trade environment which is characterized by global competition, high innovation risks, short product cycle, need for rapid changes in technology, high investments in research and development (R&D), production and marketing and need for highly skilled human resources. The term intellectual property reflects the idea that this subject matter is the product of the mind or the intellect, and that Intellectual Property rights



may be protected at law in the same way as any other form of property. Intellectual property laws vary from jurisdiction to jurisdiction, such that the acquisition, registration or enforcement of IP rights must be pursued or obtained separately in each territory of interest. Intellectual property law aims at safeguarding creators and other producers of intellectual goods and services by granting them certain time-limited rights to control the use made of those productions. There is an emergent need for enterprises and professionals to systematically consider the steps required for protecting, managing and enforcing intellectual property rights, so as to get the best possible commercial results from its ownership. Intellectual Property (IP) is the fuel that powers the engine of prosperity, fostering invention and innovation.





## List of Participants presented papers in Technical Session - II

S.No.	Title of the papers	Author(S)
1	<b>Dr.P.V.V.Satyanarayana</b> Assistant Professor, School of Management Studies, JNTUK, Kakinada <b>G.V.D.N.Prasadarao</b> Research Scholar Krishna University and Lecturer in Commerce, SRVBSJ MR College, Peddapuram	INTELLECTUAL PROPERTY – NEED TO PROTECT COMMERCE AND TRADE
2	Dr. K. Narendra Kumar, *Assistant Professor, Department of Management Studies, Vishnu Institute of Technology, Bhimavaram.	Role of HRD in Information age
3	Dr. J. Vijaya Jayanthi Kumari, Principal Goenka College (w) Tadepalligudem. Ch. Uma Devi, Lecturer in Commerce, PR. Govt College (A) Kakinada	IPR in India
4	Dr. Kankipati.Vijaya Bhaskara Rao-, working as a lecturer of D.N.R.College of Law, Bhimavaram,	IPR and its protection under international conventions and domestic legislations
5	<sup>1</sup> Research Scholar, Department of Commerce & Business Administration, Acharya Nagarjuna University, Nagarjuna Nagar, Guntur-522510	IPR – A Boon to the inventors
6	Dr. D.CH.APPARAO, Assistant Professor in Commerce, VSR Govt. Degree & P.G. College, Movva, Krishna Dist.	Intellectual Property Rights Laws in India - An Overview
7	Priyabrata Dash <sup>1</sup> , Barsha Rani Panigrahi <sup>2</sup> Vignan Institute of Technology and Management, Berhampur, Odisha, India	ROLE OF INTELLECTUAL PROPERTY RIGHTS: CHALLENGES & ISSUES IN INDIA
8	SMT K.N.B.KUMARI, LECTURER IN COMMERCE P.R.GOV.T.DEGREE COLLEGE(A),KAKINADA	INTELLECTUAL PROPERTY RIGHTS: INDIAN SCENARIO
9	Dr.D.N.V.Krishna Reddy Assistant Professor, Department of MBA, Sai Spurthi Institute of Technology	A Study on the Usage of Internet and the developing Challenges of IPR Issues in India
10	Rama Durga Sirisha Reddy, Asst Prof ASD College for Women, Kakinada	IPR Licensing in India
11	P. Kalpana, Bhimavaram Vishnu	PATENT INVENTIONS – PROCEDURE, PRACTICES & PROTECTION
12	<b>T.VINILA, Asst prof of Commerce, Social Welfare Residential Govt Degree College(G) Chittoor.</b>	INTELLECTUAL PROPERTY RIGHTS-IN INDIA: ISSUES AND CHALLENGES
13	Dr. Thera Rajesh, C.R. Reddy College, Eluru West Godavari District	INTELLECTUAL PROPERTY RIGHTS IN INSURANCE SECTOR
14	Dr. K.Madhava Rao, Associate Professor K.L. Business School, KL University,	A STUDY OF PATENT SYSTEM FOR PROTECTION OF INVENTIONS
15	Dr.V.GANESH BABU, Lecturer in Commerce D.CHANDRA SEKHAR, M.COM (2 <sup>nd</sup> Year)	A study on the role of IPR in technology Transfer and economic growth
16	V.R.A. Lakshmi, Ideal College of Arts & Sciences, Kakinada	IPR in India
17	Anji Babu Achanta, and Rama Krishna, J.L. in Commerce	IPR for taxations



**TECHNICAL SESSION – III (10.00 AM to 1.00 PM) Overview on Copy rights**

Chair Person - 1	: Prof. Mohan Krishna, specialist in Copy Rights.
Rapporteur	: Dr.G. Satyanarayana, Principal P.S.R Law College, Kakinada
Paper presentation	: Participants before that Professor Mohan Krishna took a class on Copy Rights

The Sub – themes for Technical Session one were as follows:

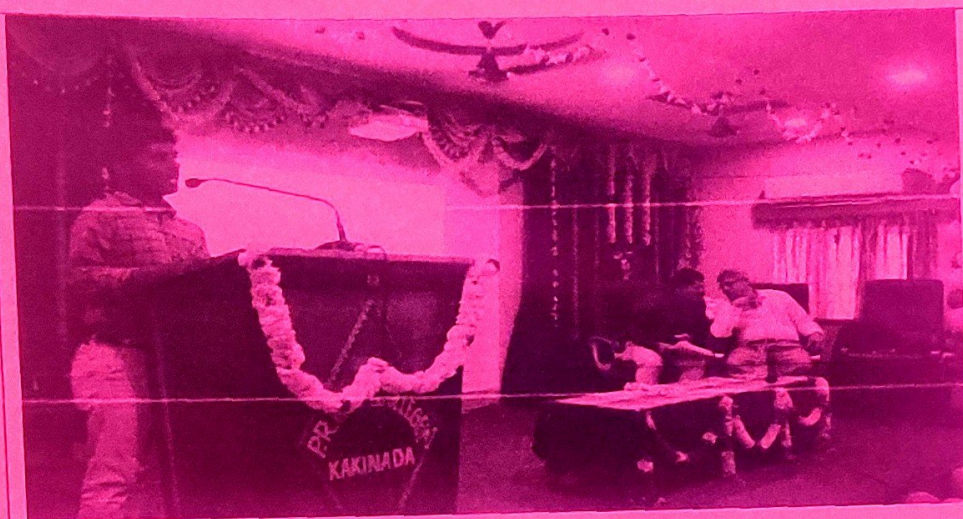
- **Protecting Expression of ideas: Copyright & neighboring rights**
- **International agreements on IPR, Free IP database sources, IPR & Collaborative innovations in India.**
- **Know – how, Tax incentives for IPR, IPR & Constitutional Reforms, Harmonization of IPR and Anti – Trust Laws**

On Day Two 07-03-2019, Thursday, the day started with technical session three. The profiles of Chair Person and Rapporteur was presented by Miss Ch. Umadevi, Miss Athili Annapurna, and Smt K.N.B. Kumari, Contract faculty of the Commerce department Respectively. This technical session covered the sub theme, “COPY RIGHTS”. In this session total 9 papers received and 3 papers were presented from various parts of the country.

This session started with the opening remarks of Chairperson Prof (Dr.) Mohana Krishna, Pendiganti College of Law, Hyderabad. In the beginning he took a long session for two hours about IPR and Copy Rights. People were ignited on these two topics.

Dr. S.A.G. ANSAR ALI, presented paper ON Creative India, Innovative India and an expressive India” he covered almost all aspects relating to copy rights. DR. K. V Sobha rani, Head the department of Computer science presented paper on IPR – its, communication and other sectors. She added how technology play an important role in modern days to protect IPR.





After speech of the technical chairperson, participants are presenting papers



# 1. Co-chairmen Speech and presentation of Participants

List of participants in this Technical Session – III are as follows:

S. No	Title of the paper	Author (s)
1	Dr. Ratna Manikyam Govt Arts College (A) Rajamahendravaram.	A STUDY ON PROCEDURE TO OBTAIN PATENT IN INDIA
2	Dr. Bendalam Lavaraju M.K Vihar Apartments, Madhurawda, Visakhapatnam-48	Emerging Issues of Intellectual Property Rights – A Brief Note
3	Dr. K. Manikya Kumari Professor and Head, Department of Botany, St. Joseph's College for Women (A), Visakhapatnam. Stephen Anurag P Founder and President, Yes We Can (youth organization for SDGs), Visakhapatnam.	Industry Innovation and IPR- In Context to Start-up India mission
4	ADDANKI L G VARA PRASAD, LL.B Final Year, P S R LAW COLLEGE, KAKINADA,	INTELLECTUAL PROPERTY RIGHTS
5	Dr. S.A.G. ANSAR ALI	Creative India, Innovative India and an Expressive India" India: the land of intellectuals
6	Dr. K.V. Sobha Rani Department of Computer Applications, P.R. Government Degree College, Kakinada	IPR-IT, COMMUNICATION AND OTHER SECTORS
7	DR.RAVI KIRAN PATURI M.B.B.S., M.B.A.,(LL.B)	The necessity of "smart education for Smart phone generation".
8	Dr. K.V. Ramana Murthy, Dasiga Rama Krishna 5-198, Behind Gayathri Kalyana Mandapam, Ravindra Nagar, Turangi, Kakinada-5330016	DISPLAY DOES THE MAGIC
9	B. Sangeetha, PSR LAW COLLEGE, KAKINADA.	Patent Inventions – Procedure Practice & Protection



## **TECHNICAL SESSION : IV: TRADE MARKS & other:**

### **TECHNICAL SESSION – IV (2.00 PM to 3.00 PM) TRADE MARKS & OTHER ALLIED TOPICS**

Chair Person -1	: N. Ravi Krishna, AP BAR Association member
Rapporteur	: Dr.G. Satyanarayana, Principal P.S.R Law College, Kakinada
Paper presentation	: Participants
Followed by	: VALEDICTORY FUNCTION

**The Sub – themes for Technical Session one were as follows:**

- Protection of trademarks, commercialmarks / names and trade names – emerging issues.,
- IPR & Institution Industry interaction, Human Rights & Sustainable Management
- IPR – it, Communication and service sectors & Data Protection laws in India and abroad

The main theme of fourth technical session is TRADE MARKS: the profiles of Chair person, Co chair person and Rapporteur were presented by M.Com Students Mr. D. Chandra Sekhar Reddy. In this total 18 papers were received, and 12 papers were presented by both participants and students of PR government college, Kakinada. This session too started with the speech of Technical Chair Sri. N. Ravi Krishna who emphasized the importance of trademarks and commercial marks and its impact on various sectors of the economy. After the chairperson's speech, participants presented their papers. K. Satyanarayana, Asst Prof of JNTU, K, Ucev, Vizianagaram presented his paper on IPR cyber Crimes and the law common Man's perspective. Sri. J. Vijaya Babu and P. Srinivasulu, Lecturers in GDC, Jangareddy gudem on their topic Management of IPR in India: An updated Review. Dr. K. Udaya Sree presented paper on Impact of TRIPS Agreement on Indian Pharmaceutical Companies.

This session also ended with fruitful deliberations.

These are the some of the outcomes of the paper presenters



**List of Paper Presenters:**

1	Mr. Rajeev Kassey Associate Professor, Department of MBA Adarsh College of Engineering, Chebrolu.	HISTORICAL REVIEW OF PATENTS
2	Priyanka Gupta, Assistant Professor, Nims University Rajasthan, Jaipur	Indian Patent law: Analytical Study of Section 3(d) of Indian Patent Law 2005
3	Dr. Lokeswara Rao .T. Subbalakshmi P Professor & HOD of MBA Advocate (LLM) Swarnandhra College of Engineering & Technology Kakinada E.G.Dt. Narsapur, W.G.Dt.	Creative India and Innovative Idea - The mandate of the National IPR Policy".
4	K .MURALI KRISHNA, Assistant Professor, Department of Management Science, SASI INSTITUTE OF TECHNOLOGY & ENGINEERING, Tadepalligudem.	A STUDY ON PATENT ADMINISTRATION IN INDIA
5	Mr. G. Sachindra, Associate Professor & HOD, , Adarsh College of Engineering, Chebrolu.	AN OVERVIEW OF THE IP SYSTEM IN INDIA
6	K.Satyanarayana, Asst.Prof, jntu-k ucev, vizianagram.	I P R, CYBER CRIMES AND THE LAW – COMMON MAN'S PERSPECTIVE
7	MANMOHAN TIWARI, Asst.professor, dept of MBA Swarna bharathi institute of science and technology (sbit) khammam, telangana	Recent trends, issues and challenges involved in intellectual property rights- an Indian and foreign perspective.
8	J. Vijaya Babu, P. Srinivasulu C.S.T.S Govt College, Jangareddygudem	Management of intellectual property rights in India: An updated review
9	Dr.B.Prabhakara Rao, Lec. in Economics, GDC, Palakonda, Srikakulam (Dist.)	Development of Intellectual Property in India: An Overview
10	Anji Babu, Rama Krishna	INTELLECTUAL PROPERTY RIGHTS FOR TAXATION
11	Dr. Ramesh Moturi Dr. S. Ravi Dharma Raju, Asst Professor, Dept of Commerce & Management Studies, Adikavi Nannaya Univeristy Rajamahendravarm	IPR ISSUES AND CHALLENGES OF ACADEMIC LIBRARIES IN DIGITAL ENVIRONMENT
12	Dr. Rambabu Kalneedi Assistant Professor, Department of Management studies, Sri Vasavi Engineering College, Pedatadepalli, Tadepalligudem	Intellectual Property Rights: Historical perspectives and agencies responsible for Intellectual property registration
13	Dr. Kamjula Neelima, NIT Warangal	A write up on IPR in Aesthetic Creations – protection of industrial creations.
14	Dr. M. Ramabhadra rao, Reseach Head Nova Group of College, Jangareddygudem	IPR uses in Mobile Apps
15	V. Sridevi, Asst prof of DR. S.R.K. Govt College, Yanam	Geographical indicationsof goods – an overview
16	Dr. N. Mallika, Professor in Annamalai University	Management of Intellectual Property Rights: A literature Review
17	Suresh Buddala, and Durga Prasad Naidu of MBA department of NOVA College of Engineering, Jangareddygudem	Intellectual property rights issues and concerns



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| 18 | <p><i>Dr. P. Hariram Prasad, M.A., Ph.D.</i><br/>                 Head, Department of Hindi, Academic &amp; UGC<br/>                 Coordinator, P.R. Government College (Autonomous),<br/>                 Kakinada, Andhra Pradesh.</p> |
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Prof Mohana Krishna, addressing the gathering about technical session



Sri. J. Vijaya Babu presenting his paper along with his co-author



**VALEDICTORY FUNCTION: THURSDAY, MARCH 7<sup>th</sup> 2019:****VALEDICTORY FUNCTION (3.450 PM to 5.00 PM)**

<b>0345 pm</b>	<b>Prof. D.Y.N. VARMA, Regional Joint Director, Collegiate education, Rajamahendravaram</b> <b>Guest of Honor: Prof. Mohann Krishna, Professor, Pendiganti College of Law, Hyderabad.</b>
<b>0345 – 0350 pm</b>	<b>Bouquet presentation</b>
<b>0350 – 0355 pm</b>	<b>Welcome address by Principal Dr. Chappidi Krishna,</b>
<b>0355 – 0400 pm</b>	<b>Glimpses of the National Seminar by convener Dr. J. Pandu Rangarao</b>
<b>0400 – 0405 pm</b>	<b>Remarks by Guest of Honour Prof. Mohan Krishna</b>
<b>0405 – 0420 pm</b>	<b>Valdictory address by Chief Guest Prof. D.Y.N. Varma</b>
<b>0420 – 0430 pm</b>	<b>Presentation of mementos</b>
<b>0430 – 0440 pm</b>	<b>Distribution of certificates to the participants</b>
<b>0440 – 0450 pm</b>	<b>Vote of Thanks by UGC CO- ordinator Dr. P. Hariram Prasad, Head the department of Hindi</b>
<b>0450 - 0451 pm</b>	<b>National anthem</b>
<b>0452 – 0500 pm</b>	<b>High tea</b>

On day two, after completion of technical session four, valedictory function was arranged by inviting professor Mohana Krishna, who is specialist in Patent laws from pendiganti college of Law, Hyderabad, our beloved RJD my guru Dr. D.Y.N. Varma, Zone – II, Collegiate Education, Rajamahendravaram. He covered the theme and objective of this seminar is to inculcate right education as one of the leader in Economics area. He explained how this kind of seminars can create knowledge about law.

Convener Dr. J. Pandu Rangarao submitted seminar report and certificates were distributed to all participants. Dr. P. Hari Ram Prasad, Head the Department of Hindi, presented Vote of Thanks. For this valedictory function our entire college faculty attended.





Our Beloved RJD Dr. D.Y.N. Swamy addressing in Valedictory Function Flanked by our college Principal Dr. C. Krishna garu, Dr. J. Pandu Rangarao, Prof. G. Satyanarayana, Principal PSR LAW COLLEGE, KAKINADA



Our college Principal Dr. C. Krishna garu, delivering his presidential remarks in the presence of R.J.D. Dr. D.Y.N. Swamy, Dr. R. Usha, Principal ASD women's College, Prof. Mohana Krishna , Dr. G. Satyanarayana and convener Dr. J. pandu Rangarao





Dr. S. Vinay a participant giving feedback of the success of the seminar



Seminar report presentation by The Convener Dr. J. Pandu Rangarao, Total 80 papers received and this seminar covered eight states including two telugu states, Rajasthan, Pandicherry, Tamilnadu, Odisha, Panjab and Karnataka.





Certificates distribution to all participants



Total participants, students scholars, audience attended for two day seminar



### EXPECTED OUTCOMES / OUTPUTS FROM THE EVENT: .

The national seminar conducted in our college had been great success as we receive a lot of appreciation from the participants. They expressed their happiness and praised our commitment during participants' feedback session. Without having knowledge about Intellectual Property Rights (IPR) economic development is not possible. Skill development and advances in Information Technology made business secondary less. The papers presented in the seminar covered almost all the aspects of Patent Innovations.

The seminar aimed to help individuals, Research Scholars, Professors and teachers to rethink about IPR. For this a lot of change is required in people mind set, market conditions, skill wise and technology wise. The seminar covered the fourteen themes indicated by its title that IPR – Issues & Challenges in India, participant have access to LCD projectors, Mike and good illumination. . This seminar is intended to provide for participatory, informational and procedural rights in all matters.

### COMMENDATIONS OF THE SEMINAR:

The seminar discussed the different aspects of inevitable innovations in the area of E-Commerce and Management along with Skill requirements and e- Commerce alternatives.

1. Chief Guest Prof G.B. Reddy, Osmania College of Law, Hyderabad opined that IPR is the key area in constitution in which the economy of the state is underlying. Down the line people are focusing on these legal aspects.
2. Sri. N. Ravi Krishna, AP BAR Association Member stated the need of students to promote into Law profession.
3. Keynote Speaker called for Law is everywhere and useful for everyone. P.R. College is a hub for knowledge sharing and knowledge seeking.



4. Dr. Podili Trinadh, Principal, Rajiv Gandhi Law College, Kakinada also technical chair person, emphasized the importance of Patents Rights and advised Students to show interest towards Patent Rights.
5. Dr. G. Satyanarayana, Principal, PSR Law College, Kakinada and technical co – chair person spoke on TRADE MARKS and its role in modern days.
6. Dr. D.Y. N. Varma, Chief Guest on valedictory function praised the efforts of commerce department in conducting 3<sup>rd</sup> National seminar on important topic.
7. Prof. Mohana Krishna, guest of honor in valedictory function expressed his satisfaction towards the involvement of participants. He praised the services of volunteers.

The Department Of Commerce, Seminar Convener expressing our heartfelt thanks to our college principal Dr. Chappidi Krishna, UGC co-ordinator Dr. P. Hariram Prasad, Vice – Principal Sri. T.K.V. Srinivasarao, IQAC coordinator Dr. V. Anantha Lakshmi. We are also thankful to UGC for their financial support. We are also thankful to all teaching and non-teaching faculty who supported us to make this program a grand success. I personally thank my faculty in the department of Commerce who supported for successful completion of this seminar.

All four sessions were compeered by two students, Mr. D. Chandra Sekhar Reddy and Mahesh Babu.

All the way the seminar was a grand success. Total 160 Participants, Scholars, our college own faculty and P. G. students were registered. More than two hundred people benefitted by listening to and participating in the overall discourse, total one hundred fifty resource persons were invited for this national event.



## **NATIONAL ADVISORY COMMITTEE:**

1. **Prof. G. B. Reddy**, Professor & Dean, University College of Law, Osmania AUniversity, Hyderabad.
2. **Prof. V. Balakista Reddy**, Registrar, NALSAR University of Law, Hyderabad.
3. **Sri. Naraharasetty Ravi Krishna**, Member, AP State BAR Council
4. **Sri. Kotikalapudi Satya Srinivasa Rao**, President, BAR Association, Kakinada.
5. **Prof. S. Teki**, Registrar, A.K.N.U. Rajamahendravaram ,
6. **Prof. A. Narasimha Rao**, Andhra University, Visakhapatnam.
7. **Prof. Varsha S. Sukhadeve**, Prof, SGB Amravati University, Maharashtra.
8. **Dr. D.T. Mohana Krishna**, professor, Pendikanti Law College, Hyd
9. **Dr. P.V. Trinadh**, Principal Rajiv Gandhi Institute of Law, Hyd
10. **Dr. Pathuri Mohan**, Principal, SKIM, Khammam
11. **Sri. Y. Rajesh Kumar**, Asst Govt Pleader (APAT) Hyderabad
12. **Dr. N. Malika**, Annamalai University, Chennai.
13. **Sri. M. Srinivasarao**, Co – Convener of the seminar

## **VARIOUS COMMITTEES:**

### **VARIOUS COMMITTEES FORMED BY THE PRINCIPAL, PR GOVT. COLLEGE (AUTONOMOUS), KAKINADA:**

#### **1. HOSPITALITY AND TRANSPORT COMMITTEE**

##### **Sarvashri**

- 1 T.K.V. Srinivas , Head Department of English
- 2 Ch. Balaji Contract Faculty in Commerce
3. Kum Ch.Uma Devi Guest Faculty in Commerce (Principal Room)

#### **2. FOOD ARRANGEMENT COMMITTEE**

##### **Sarvashri:**

1. P.V Krishna Rao Lecturer in English
2. Dr. D.Rama Rao Lecturer in Chemistry
3. Dr. K.V.Sobha Rani Lecturer in Computer Applications



4. Dr D.Venkateswara Rao, Guest Faculty in Commerce

### **3. STAGE, SHAMYANA, BANNERS, MEMENTOS, LCD HALL ETC.**

**Sarvashri**

- 1 U.V.V.B KRISHNA PRASAD Lecturer in Physics
2. Dr. J. Vijaya Kumar Guest faculty in Commerce
- 3 G. Suneetha Guest Faculty in Math's
4. A. Annapurna, Guest Faculty in Commerce
5. KVV S Murthy, Mechanic

### **4. REGISTRATION, SEMINAR KIT , ISSUE OF CERTIFICATES ETC.**

**Sarvashri**

1. K.N.B. Kumari Contract, Faculty in Commerce
2. T.Venkateswara Rao, Contract Faculty in Zoology
3. M. Srinivasa Rao, Co-convener of the seminar
- 4 Chinamambha, Guest Faculty in math's

### **5. DICIPLINE AND FLAGS PUTTING CARPET ETC. COMMITTEE**

**Sarvashri**

1. K Ammana Chowdary P.D.
2. P.V.V. Satyanarayana Lecturer in Political Science

### **6. PRESS RELATION COMMITTEE**

- 1 Dr.P.Hari Ram Prasad Lecturer In charge Dept of Hindi
- 2 CH Balaji, Contract Faculty in Commerce
- 3 Dr.D.Venkateswara Rao Lecturer in Commerce
4. B. Adi Seshu, JKC mentor

### **ORGANIZING COMMITTEE:**

- **Dr. J. Pandu Rangarao**, Convener of the seminar
- **Sri. M. Srinivasarao**, Co – Convener of the seminar
- Sri. P.V. Krishna Rao, Lecturer in English
- Sri. P.V.V. Satyanarayana, Lecturer in Political Science
- Dr. K. Sobha Rani, Lecturer in Computer Applications,
- Dr. K. Subhashini, Lecturer in Economics,
- Sri. K. Ammana Chowdary, Physical Director
- Smt. K.N.B. Kumari, Lecturer in Commerce (Contract)



# PRESS COVERAGE ON DAY - 1:

## నేటి నుంచి పెద్దింట్లమ్మ ఉత్సవాలు

కేవలపాఠశాల(అంతర్గత), స్కూలుల్లో: కోడను, కుమార్తెలకు  
లేదు పెద్దింట్లమ్మగా పేరే కేవలపాఠశాల(అంతర్గత) పెద్దిం  
ట్లమ్మ వారి ఉత్సవాలు గురువారం మొదటి ప్రారంభం కానున్నాయి. ఇది  
ప్రతి 4వ తేదీ వరకు అయిదేండ్లకు నిర్వహించబడుతుంది.

## హక్కులు తెలుసుకోవడం పాఠశాల బాధ్యత

జగన్మోహన్ : ప్రతి పాఠశాలలోనూ హక్కుల గురించి తెలుసుకోవాలని పట్టణ పరిషత్తు నిర్ణయించింది. పాఠశాలల్లో మేలో సంవత్సర హక్కులు-చూడ రోజులో పాఠశాల అంతర్గత రెండు రోజులపాటు నిర్వహిస్తున్న జాతీయ స్థాయి సభాసభ బుధవారం ప్రారంభమైంది. కార్యక్రమానికి ప్రెజిడెంట్ గొప్పటి శ్రీశ్రీ అధ్యక్షత వహించారు. ముఖ్య అతిథిగా పాల్గొన్న ఉస్మానియా విశ్వవిద్యాలయం ప్రొఫెసర్ జి.వి. రెడ్డి మాట్లాడుతూ నవతల్లిగారే స్వతంత్రతకు గుర్తింపు తెచ్చిస్తున్నారు. మేలో సంవత్సర హక్కులకు సంబంధించిన చారిత్రక పరిణామాలు విద్యార్థులకు వివరించారు. విశిష్ట అతిథిగా హాజరైన పీ.పీ. బాల్ అసోసియేషన్ సభ్యుడు నరహరిశెట్టి రవిశ్రీశ్రీ మేలో సంవత్సర సంబంధించిన న్యాయపరమైన అంశాలను వివరించారు. రాజీవ్ గాంధీ న్యాయ కోశాల ప్రెజిడెంట్ పి.వి. శ్రీనాథ్ మేలో సంవత్సర హక్కుల ప్రాముఖ్యతను విద్యార్థులకు వివరించారు. కార్యక్రమంలో కోశాల ఛైన్ ప్రెజిడెంట్ డి.కె.సి. శ్రీనివాసరావు, కామర్స్ విభాగాధిపతి పాండురంగారావు, పీజీఆర్ కోశాల ప్రెజిడెంట్ సత్యనారాయణ పాల్గొన్నారు.

Sakshi daily news paper telugu dated on 7<sup>th</sup> March 2019

## హక్కులు తెలుసుకోవడం పాఠశాల బాధ్యత

జగన్మోహన్ : ప్రతి పాఠశాలలోనూ హక్కుల గురించి తెలుసుకోవాలని పట్టణ పరిషత్తు నిర్ణయించింది. పాఠశాలల్లో మేలో సంవత్సర హక్కులు-చూడ రోజులో పాఠశాల అంతర్గత రెండు రోజులపాటు నిర్వహిస్తున్న జాతీయ స్థాయి సభాసభ బుధవారం ప్రారంభమైంది. కార్యక్రమానికి ప్రెజిడెంట్ గొప్పటి శ్రీశ్రీ అధ్యక్షత వహించారు. ముఖ్య అతిథిగా పాల్గొన్న ఉస్మానియా విశ్వవిద్యాలయం ప్రొఫెసర్ జి.వి. రెడ్డి మాట్లాడుతూ నవతల్లిగారే స్వతంత్రతకు గుర్తింపు తెచ్చిస్తున్నారు. మేలో సంవత్సర హక్కులకు సంబంధించిన చారిత్రక పరిణామాలు విద్యార్థులకు వివరించారు. విశిష్ట అతిథిగా హాజరైన పీ.పీ. బాల్ అసోసియేషన్ సభ్యుడు నరహరిశెట్టి రవిశ్రీశ్రీ మేలో సంవత్సర సంబంధించిన న్యాయపరమైన అంశాలను వివరించారు. రాజీవ్ గాంధీ న్యాయ కోశాల ప్రెజిడెంట్ పి.వి. శ్రీనాథ్ మేలో సంవత్సర హక్కుల ప్రాముఖ్యతను విద్యార్థులకు వివరించారు. కార్యక్రమంలో కోశాల ఛైన్ ప్రెజిడెంట్ డి.కె.సి. శ్రీనివాసరావు, కామర్స్ విభాగాధిపతి పాండురంగారావు, పీజీఆర్ కోశాల ప్రెజిడెంట్ సత్యనారాయణ పాల్గొన్నారు.

కార్యక్రమంలో భాగంగా ప్రెజిడెంట్ శ్రీనివాసరావు



## PRESS COVERAGE ON DAY - 2:



శుక్రవారం 8 మార్చి 2018

### పేదలకు కళ్లజోళ్లు, దుస్తుల పంపిణీ

భానుగుడి సెంటర్: స్నేహబంధు సేవా కార్యక్రమాలకు నిదర్శనమని పూర్వ విద్యార్థి పి.పాటి అరుణ్ కుమార్ అన్నారు. రామరావుపేట అయిస్ క్లబ్ సమావేశ హాల్లో రెడ్ క్యాన్సర్డ్ స్కూలెంట్స్ ధారితబుల్ ట్రస్టు ఆద్య ర్థంలో బాదం బాలకృష్ణ థాత్ అండ్ బగ్గస్ ప్రాజెక్టులో ఎంపిక చేసిన 15 మంది పేదలకు కళ్లజోళ్లు, దుస్తులు గురువారం పంపిణీ చేశారు.

## చేట్టాలపై అవగాహన పెంపొందించుకోవాలి

జగన్నాథపురం, న్యూస్టుడే: పీఆర్ ప్రభుత్వ డిగ్రీ కళాశాలలో 'మేధో సంపత్తి హక్కులు-మన దేశంలో సవాళ్లు' అంశంపై జాతీయ స్థాయి సదస్సు రెండోరోజు గురువారం కొనసాగింది. కార్యక్రమంలో టెక్నికల్ సెషన్ డైరెక్టర్గా పీఎస్ఆర్ లా కళాశాల ప్రెసిడెంట్ గంటా సత్య



ప్రసంగిస్తున్న కళాశాల విద్య ప్రాంతీయ సంచాలకుడు డీవైఎన్ వర్మ

నారాయణ వ్యవహరించారు. ఈ సందర్భంగా ఆయన మాట్లాడుతూ మేధో సంపత్తి హక్కుల చేట్టాలను సరళ తరం చేయాల్సిన అవసరం ఉందన్నారు. ముఖ్య అతిథిగా విచ్చేసిన ఉస్మానియా విశ్వవిద్యాలయం ప్రొఫెసర్ జి.బి.రెడ్డి మాట్లాడుతూ మేధో సంపత్తి హక్కుల చారిత్రక నేపథ్యం, సమకాలీన పరిణామాల గురించి వివరించారు. విశిష్ట అతిథిగా విచ్చేసిన ప్రొఫెసర్ బి.మోహన కృష్ణ మాట్లాడుతూ ఆలోచనలకు రూపం ఇస్తేనే మేధో సంపత్తి హక్కులను రక్షించుకోవడానికి కాపీరైట్ చట్టం బాగా ఉపకరిస్తుందన్నారు. ముగింపు కార్యక్రమంలో కళాశాల విద్య ప్రాంతీయ సంచాలకుడు డీవైఎన్ వర్మ మాట్లాడుతూ సమకాలీన అంశాలపై సదస్సుల ప్రాధాన్యాన్ని వివరించారు. కళాశాల ప్రెసిడెంట్ చప్పిడి కృష్ణ, కామర్స్ విభాగాధిపతి పాండురంగారావు, అన్నవరం సత్యవతిదేవి డిగ్రీ కళాశాల ప్రెసిడెంట్ డి.రత్నగిరి ఉష, రాజీవ్ గాంధీ లా కళాశాల ప్రెసిడెంట్ పి.మోహన్, వైస్ చైర్మన్ డి.కె.వి. శ్రీనివాసరావు, ఐక్యోపేన్ సమన్వయకర్త ఆనంతలక్ష్మి తదితరులు పాల్గొన్నారు.



UGC Sponsored  
Two Day National Seminar on

## INTELLECTUAL PROPERTY RIGHTS - CHALLENGES & ISSUES IN INDIA

6<sup>th</sup> & 7<sup>th</sup> March 2019

Organised by  
Department of Commerce  
**P.R. GOVERNMENT COLLEGE (A)**  
Kakinada

### REGISTRATION FORM

Name: Dr./Sri/Smt. ....  
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### Details & Format of Paper Presentation:

The soft copy of full Paper along with Abstract should reach the Seminar Convener by **25-2-2019** with Times New Roman Font, Size 12, Single Space, not exceeding 10 pages. Acceptance will be intimated through Email by **25-2-2019**.

- Registration Fee includes Conference Kit, Certificate, working Lunch, High Tea.
- Maximum 3 Authors for paper.
- LCD Projector for PPT's is available.

**Registration Fee : Rs. 500/-**

(Joint Papers are accepted, but all the authors should get registered separately)

Payment should be made either in cash or electronic transfer to  
**PRINCIPAL, PR GOVT. COLLEGE (A) Kakinada**  
A/c. No. 003101000026555  
IFSC Code : IOBA0000031  
Indian Overseas Bank, Main Branch, Kakinada

**Last Date for Registration**  
**25-2-2019**

**How to reach Kakinada :** Kakinada is the district head quarters in East Godavari District in Andhra Pradesh. It is well connected with Road and Rail. The nearest airport is Madhurapudi at a distance of 60KMS.

Soft copies of registration form and payment details should reach the **Seminar Convener** by **25-2-2019**  
In ABSENTIA should be communicated well in advance

... send your Papers to ...

[prgccommerceseminar@gmail.com](mailto:prgccommerceseminar@gmail.com)  
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## PITHAPUR RAJAH'S GOVERNMENT COLLEGE

An Autonomous & NAAC "A" Grade Institution (CGPA-3.17)

(Affiliated to Adikavi Nannaya University, Rajahmendravaram)

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Tel : 0884-2379489, Fax : 0884-2387888

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UGC Sponsored  
Two Day National Seminar on

## INTELLECTUAL PROPERTY RIGHTS - CHALLENGES & ISSUES IN INDIA

6<sup>th</sup> & 7<sup>th</sup> March 2019

*Seminar Convener*

**Dr. J. PANDU RANGARAO**

M.Com., M.B.A., M.Phil., Ph.D., NET, APSET

Head, Dept. of Commerce

Mobile : 94410 69978

Email: [jettirangarao@gmail.com](mailto:jettirangarao@gmail.com)

*Co-Convener*

**Sri M. SRINIVASA RAO**

M.Com., MBA, CIA, CISA, CIMA, Adv. Dip. in M.A., FIIL, PGDUPOL, APSET, NET

Lecturer in Commerce



## Pride of PRGC

Spread over 27 acres of sprawling Campus housing 5 major blocks, 18 well equipped laboratories, 3 Digital and 4 Virtual Class rooms, Girls Hostel, Gigantic Open Air Auditorium and Multi Gym. 24 UG courses and 7 PG courses catering to the diverse needs of nearly 2500 students. Only college in East Godavari having UGC sponsored Skill Oriented courses (3 B.Voc., 1 Community College). Academically strong with 91 dedicated faculty and 10 enthusiastic research guides.

## Profile of the Department

The Department of Commerce came into existence in 1956 by offering B.Com programme in the college. The department was headed by Sri EV Narasimhamurthy on establishment and currently headed by Dr J Panduranga Rao. The students of the department have brought several laurels in the fields of Accounting, Taxation Management, Public Service, Sports and Creative Arts. The Department has produced several Chartered Accountants and companies secretaries also. Additionally started M.Com programme 2014 onwards. The students of the department were placed in various positions in renowned public and private enterprises. The department has initiated several best practices such as Green Audit, College Documentary, Student Research Projects, sustainable development projects and Student Welfare Association. So far the dept conducted two national seminar, many more workshops this will be the third seminar.

## Seminar Theme

This seminar on proposed topic would create broad understanding among diversified stakeholders like faculty members, research scholars, students and young intellectuals about the beneficial aspects of patenting their creative and novel ideas. As we know that Intellectual Property Rights (IPR) plays a vital role in enhancing the socio-economic prosperity of the country. Creativity and innovation are new drivers of the world economy. With the increasing relevance of Intellectual Property (IP) in this era of globalization, it is important to recognize the role which IP systems play in the growth of the Nation. Thus, there is a need to create large public awareness about the pivotal role of IPR in globalized knowledge economy. Intellectual property is a "Product of Mind". It is similar to the property consisting of movable and immovable property which can be used by the owner along and not lawfully by others without owner's permission. World Intellectual Property Organization (WIPO) states that "Intellectual Property" includes rights related to works in literary and artistic fields, performance of artists, broadcasts (in the form of CD, DVD, tape recording etc), innovations in science and technology, industrial designs, trademarks, service marks etc. it also includes inventions in all fields of human endeavor and protection against unfair competition and all other rights resulting from Intellectual activity in the industrial, scientific or artistic fields. With the view to create awareness on the significance of IPR to the people from various sectors in the Country, this college is organizing a two day UGC Sponsored National Level seminar on Intellectual Property Rights. The main and subthemes of the seminar not only includes aspects of IPR like Patents, Copyrights, Trademarks, etc but also related areas.

## Topics of interest include but are not limited to the following: Sub-Themes

1. Intellectual Property Rights : Historical Perspectives & Significance in Modern times.
2. Need for establishing a Patent Culture : Inventions & Innovations
3. Patent Inventions : Procedure, Practice & Protection
4. Protection of Trademarks, Commercialmarks / Names and Trade Names - Emerging Issues.
5. Geographical Indications of Good - Registration & Protection
6. IPRS in Aesthetic Creations - Protection of Industrial Designs
7. Protecting Expression of Ideas : Copyright & Neighbouring Rights.
8. International Agreements On IPR, Free IP database sources, IPR & collaborative innovations in India
9. Know-how, Tax incentives for IPR, IPR & Constitutional Reforms, Harmonization of IPR and Anti-Trust Laws
10. IPR & Institution Industry Interaction, Human Rights & sustainable management
11. IPR - IT, Communication and Service sectors & Data protection laws in India and abroad.
12. Creative India & Innovative Idea - The mandate of the National IPR Policy-2016.

## ACCOMMODATION

Participants who want to avail accommodation facility can contact Sri Ch.Balaji (9885465866). In city we are having very good hotels for stay and which ranges from budget of Rs.800 to Rs.5000 per day.

- A book will be published with the selected articles with ISBN number. The book will be available with the Seminar Convener and the participants can get a copy by paying Rs.700/-

## STUDENT COMMITTEE

- |                              |                            |
|------------------------------|----------------------------|
| R. Sai Mani Ram, (B.Com.)    | M.B. Raju, (B.Com.)        |
| Y. Sunil Kumar, (B.Com.)     | M. Pavani, (M.Com.)        |
| S.V.V.M. Pavan Sai, (B.Com.) | M. Srinivasa Rao, (M.Com.) |
| KGNK Swamy Reddy, (B.Com.)   |                            |

Chief Patron : **Smt. Sujatha Sarma, IAS**  
Spl. Commissioner, Collegiate Education, A.P.

Patron : **Dr. D.Y.N. Varma**  
Regional Joint Director Collegiate Edn.,  
Rajamahendravaram.

Seminar Director : **Dr. C.Krishna, Principal**

## NATIONAL ADVISORY COMMITTEE

- Prof. Dr. G.B. Reddy**, Professor & Dean,  
University College of Law, Osmania University, Hyd.  
**Prof. V. Balakista Reddy**,  
Registrar, NALSAR University of Law, Hyd.  
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**Sri Kotikalapudi Satya Srinivasa Rao**,  
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**Prof. A. Narasimha Rao**, Andhra University, Visakhapatnam.  
**Prof. Varsha S. Sukhadeve**, Professor,  
SGB Amaravati University, Maharashtra  
**Dr. D.T. Mohana Krishna**, Associate Professor,  
Pendekanti Law College, Hyd.  
**Dr. P.V. Trinadh**, Principal, Rajiv Gandhi Institute of Law, Kld.  
**Dr. Pathuri Mohan**, Principal, S.K.I.M. Khamman  
**Sri Y. Rajesh Kumar**, Asst. Govt. Pleader (APAT, Hyd.)  
**Dr. N. Mallika**, Annamalai University, Chennai.

## ADVISORY COMMITTEE

- Dr. T.K.V.Srinivas**, Vice-Principal, Lecturer in English  
**Dr. V.Anantha Lakshmi**, IQAC Co-ordinator and Lecturer in Maths  
**Dr. P.Hari Ramprasad**, UGC Co-ordinator, Lecturer in Hindi  
**Dr. K.Jyothi**, Lecturer in Physics  
**Dr. T.Varaprasad**, Lecturer in Chemistry  
**Dr. Ch. Lalitha**, Lecturer in Philosophy  
**Sri V.Narasimha Swamy**, Lecturer in History  
**Dr. N.Srinivas**, Lecturer in Zoology

## ORGANISING COMMITTEE

- Sri P.V.Krishna Rao**, Lecturer in English  
**Sri P.V.V.Satyanarayana**, Lecturer in Political Science  
**Dr. K.Sobha Rani**, Lecturer in Computer Applications  
**Dr. K.Subhashini**, Lecturer in Economics  
**Sri K.Ammanna Chowdary**, Physical Education  
**Smt. K.N.B.Kumari**, Lecturer in Commerce (Contract)  
**Sri Ch.Balaji**, Lecturer in Commerce (Contract)  
**Dr. J.Vijay Kumar**, Lecturer in Commerce (Guest)  
**Miss. Ch.Uma Devi**, Lecturer in Commerce (Guest)





## INVITATION

Department of Commerce,  
P. R. Rajah's Government College (Autonomous), Kakinada

Cordially invites you to the inaugural function of Two Day National Seminar on  
"Intellectual Property Rights Challenges and Issues in India"

Venue: LCD HALL – II, Administrative Block, P.R. College (A)  
Kakinada.

Date & Time: 6<sup>th</sup> March, 2019, 10.30 A.M.

### CHIEF GUEST

**PROF. G. B. REDDY,**

Professor & Dean, University College of Law, Osmania University, Hyderabad.

### GUESTS OF HONOURS

**Sri. Naraharasetty Ravi Krishna, Member,** AP State BAR Council

**. Kotikalapudi Satya Srinivasa Rao, President,** Kakinada BAR Association

### KEYNOTE ADDRESS

**PROF. V. BALAKISTA REDDY,**

Registrar, NALSAR University of Law, Hyderabad.

### PRESEDENT

**DR. CHAPPIDI KRISHNA, PRINCIPAL**

**Dr. J. PANDU RANGARAO**



Pithapur Rajah's Government College (Autonomous), Kakinada  
Department of Commerce,

TWO DAY NATIONAL SEMINAR ON

**“Intellectual Property Rights Challenges and Issues in India”**

TENTATIVE PROGRAMME SCHEDULE

**DAY – 1:**

**06-03-2019**

Sessions – I	10.30 TO 11.30 am	:	INAUGURAL FUNCTION:
Inviting Guests on to the dais		:	M. Pavani, II M.Com
Prayer		:	Kum. Bhargavi, III MCCS
Lightening of the lamp		:	
Welcome Address		:	Dr. J. Pandu Rangarao
Presidential Address		:	Dr. C. Krishna, Principal
Speeches by Guest of Honours		:	1. Sri. Naraharasetty Ravi Krishna, Member, AP BAR Assoc., 2. Sri. Kotikalapudi Satya Srinivasa Rao, President BAR Assoc
Inaugural Address by Chief Guest		:	Prof. G.B. Reddy, Professor & Dean, University College of Law, Osmania University, Hyderabad.
Keynote Speaker		:	Prof. V. Balakista Reddy, Registrar, NALSAR University of Law
Vote of Thanks		:	Sri. M. Srinivasarao, Seminar Co-convenor

**TECHNICAL SESSIONS**

<b><u>SESSION – I: (11.45 to 1.00)</u></b>	:	Introduction to Intellectual Property Rights, <b>Dr. G.B. Reddy</b> , Professor & Dean, University College of Law, Osmania University, Hyderabad.
Introducing the invited Speaker	:	Dr. V. Anantha Lakshmi, IQAC CO-Ordinator
Review of the talk	:	Sri. Y. Rajesh Kumar, Asst. Govt Pleader (APAT, Hyd)
1.00 to 2.30	:	<b>LUNCH BREAK</b>
<b><u>SESSION – II: (2.30 to 5.00 pm)</u></b>	:	Patents, <b>Dr. V. Balakista Reddy</b> , Registrar, NALSAR University of Law, Hyderabad.
Introducing the invited Speaker	:	Dr. P. Hariram Prasad, UGC co-ordinator, Head Dept of Hindi
Review of the talk	:	Dr. P. Mohan, Principal, SKIT, Khammam.





Organized by  
**The Department of Commerce**

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Seminar Convener

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Published by  
**PND Publishers**  
Vijayawada, INDIA



# INTELLECTUAL PROPERTY RIGHTS CHALLENGES & ISSUES IN INDIA

## UGC TWO DAY NATIONAL SEMINAR ON INTELLECTUAL PROPERTY RIGHTS CHALLENGES & ISSUES IN INDIA



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