



## A Report on National Level Two Day workshop on



Convener

**Dr. J. Pandu Rangarao**

Chairmen

**Dr. C. KRISHNA, Principal**

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

**KAKINADA – 533001**

(A NAAC "A" Grade Institution 3.17 CGPA out of 4.00) Affiliated to Adikavi Nannaya University, Rajamahendravaram.

2019.

Chief Patron

**Sri. M.M. NAYAK, IAS**

Special Commissioner, Collegiate Education, Vijayawada

Partron

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**Dr. M. BABU RAO, Regional Joint Director**

Collegiate Education, Rajamahendravaram, Zone 1 & 2

Seminar Director

**Dr. KRISHNA CHAPPIDI**

Principal, P.R Govt College (Autonomous) KAKINADA

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 **PITHAPUR RAJAH'S GOVERNMENT COLLEGE, KAKINADA**  
(Autonomous & NAAC Accredited with 'A' Grade (3.17 CGPA))  
(Affiliated to Adikavi Nannaya University, Rajamahendravaram) 

**UGC Sponsored Two Day National Workshop on**  
**CONTEMPORARY ISSUES IN INTELLECTUAL PROPERTY RIGHTS**

**22<sup>nd</sup> & 23<sup>rd</sup> Nov 2019**

**Venue: Administrative Block**  
**IInd Floor, LCD Hall 2.**

**Dr. J. PANDU RANGARAO**  
Workshop Convener & Lecturer in Commerce

Organised by  
**Department of Commerce**

**Dr. C. KRISHNA**  
Workshop Director & Principal

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Workshop Director & Principal



## **1: STATE OF THE ART:**

This Workshop on proposed topic would create broad understanding among diversified stakeholders like faculty members, research scholars, students and young intellectuals about patents and patentability assessment. IPR also play an important role in making of Strategic plans in MSMEs and Start – ups. The stakeholders can understand the enforcement of IPR in various fields. Modern days are meant for Artificial Intelligence and innovative management, IPR can bring sustainability in these emerging fields. Understanding of IPR and its usage in industry is need of the hour. Thus, there is a need to create large public awareness about the contemporary Issues in Emerging Dimensions of IPR. 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, tap 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 workshop on Intellectual Property Rights (IPR). The main and subthemes of the workshop not only includes aspects of IPR like Patents, Copyrights, Trademarks, etc but also related areas to create awareness.

### **About the college:**

Our PR Government College (A) is recognized by UGC under 2(f) and 12 (b), this college is eligible to conduct national level seminars and workshops for quality enhancement; as per the UGC guidelines however this workshop proposal from Department of Commerce during 12<sup>th</sup> plan period. As per the directions of the committee formed, met in the department discussed the workshop issues; resolved to put registration fee for two day national level workshop Rs. 500/- resolved to conduct the Workshop between 22<sup>nd</sup> and 23<sup>rd</sup> November,

2019. The committee also resolved to appoint Convener for the Workshop Dr. J. Pandu Rangarao, Asst. Professor in the Department and Sri M. Srinivasarao as Co – convener.

**a. About the Workshop:**

Title of the workshop is: **“Contemporary Issues in Emerging Dimensions of IPR “Scheduled on 22<sup>nd</sup> and 23<sup>rd</sup> of November, 2019.**

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**b. Background including details of past events organized on the proposed topic:**

Even though there is much state level, national level and international level workshops conducted across the nation, this college also has its contribution in conducting Seminars and workshops on various contemporary issues by various departments. From the department of Commerce, this is the first National Level two day workshop proposal during this 12<sup>th</sup> plan. The topic selected for the workshop is quite relevant to contemporary Issues and emerging dimensions and there is an urgency to create awareness on IPR among stakeholders and policy makers. It is also time to tune the minds of academicians to focus on constitutional awareness on various aspects like IPR, Copy rights, Patents, Trademarks etc., and this topic is new and need to have attention at this juncture.

**c. TARGET AUDIENCE / PARTICIPANTS WITH EXPECTED NUMBER:**

National wide there are 757 universities, 38,056 colleges and 11,922 other institutions that were catering educational needs of many. Total 3.33 cores of students getting admissions at various levels in various institutions for every academic year. So, making update the knowledge levels of academicians can change the attitude of the citizens. So, this workshop gives an opportunity to bring together Prominent Scholars, Distinguished Academicians, Consultants, law professionals and other Professionals, Experts, Entrepreneurs, Policy Makers, Research Scholars Engineering Professors, to share their abundant knowledge to make use of all efforts. In local there is DIC in which many entrepreneurs are attending for workshops on various topics. In and around Kakinada there are two Law colleges and with the help of local Bar Council members and office bearers we

may expect good number of participants for this workshop. In east Godavari District there are more than 25 higher educational technical and non-technical institutions. We are also expecting academicians from other government and private institutions along with Andhra and Adikavi Nannayya University. This will also helps our own faculty members and PG and UG students so as to enhance their skills.

## **2: OBJECTIVES AND ACHEIVEMENTS MAPPING:**

The workshop will showcase the fact, how Intellectual property rights (IPR) have become important in the face of changing trade environment which is characterized by the following features namely global competition, high innovation risks, short product cycle, need for rapid changes in technology, high investments in research and development (R&D), and need for highly skilled human resources. Ministry of Electronics and Information Technology is also providing financial assistance for the promotion of IPR. In our country our central government under the able mentorship of Prime Minister Shri Narendra Modi various programs like Digital India, Inspire, Swabhiman, Swavalamban, Hriday, Smart Cities Mission, AMRUT, National Career Service, Standup India etc are promoting Indian economy towards growth. Now may government. Non Government and private organizations are running IPR cells and incubators by keeping in mind the importance and relevance of this concept. So, as to compete globally it is also important to have an idea on Global Intellectual Property Rights. With this intention the department of commerce came forward to conduct two day national level workshop on IPR.

Objectives of the Workshop:

1. To discuss the legislative framework of laws relating to Intellectual Property Protection.
2. To discuss about the role of judiciary in providing safeguards for the protection of Intellectual Property Rights
3. To discuss the law relating to Geographical Indication and Traditional Knowledge.
4. To discuss the importance of Intellectual Property and Sustainable Development
5. To serve as a 'think tank' to provide policy inputs in IPR at national, regional and international level.
6. To work on inter-disciplinary on IP involving multi stake holders.
7. To disseminate information on social, ethical, legal and economic aspects of IPR.
8. To engage in capacity building and providing inputs on IPR to policy makers are including judiciary.

**3: Delegates / Experts Details:**

	 <p><i>Hearty Welcome To</i> <b>Sri SANJEETH HEGDE Garu</b> Senior Partner, Chief Strategy Officer, Bangalore As Chief Guest for Contemporary Issues in <b>INTELLECTUAL PROPERTY RIGHTS</b></p>  <p><b>PITHAPUR RAJAH'S GOVERNMENT COLLEGE, KAKINADA</b> (Autonomous &amp; NAAC Accredited with 'A' Grade (3.17 CGPA) (Affiliated to Adikavi Nannaya University, Rajamahendravaram)</p>  
	 <p><i>Hearty Welcome To</i> <b>Sri OGGU PRASAD RAO Garu</b> Deputy Controller of Patents and Designs, Chennai As Chief Guest for Contemporary Issues in <b>INTELLECTUAL PROPERTY RIGHTS</b></p>  <p><b>PITHAPUR RAJAH'S GOVERNMENT COLLEGE, KAKINADA</b> (Autonomous &amp; NAAC Accredited with 'A' Grade (3.17 CGPA) (Affiliated to Adikavi Nannaya University, Rajamahendravaram)</p>  
	 <p><i>Hearty Welcome To</i> <b>Prof. Y. SATYANARAYANA Garu</b> First Vice Chancellor DCNLU, Visakhapatnam As Chief Guest for Contemporary Issues in <b>INTELLECTUAL PROPERTY RIGHTS</b></p>  <p><b>PITHAPUR RAJAH'S GOVERNMENT COLLEGE, KAKINADA</b> (Autonomous &amp; NAAC Accredited with 'A' Grade (3.17 CGPA) (Affiliated to Adikavi Nannaya University, Rajamahendravaram)</p>  



*Hearty Welcome To*

**Dr. C. SREE RAMULU Garu**

Reader in Economics

As Chief Guest for Contemporary Issues in  
**INTELLECTUAL PROPERTY RIGHTS**



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*Hearty Welcome To*

**Sri K. SATYA SRINIVASA RAO Garu**

President, Kakinada Bar Association

As Chief Guest for Contemporary Issues in  
**INTELLECTUAL PROPERTY RIGHTS**



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*Hearty Welcome To*

As Chief Guest for Contemporary Issues in IPR

**Sri N. RAVI KRISHNA Garu**

Member, A.P. State Bar Council, KKD



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#### **4. COMMITTEE LIST:**

##### **NATIONAL ADVISORY BODY:**

- **Prof. V. Kesava Rao**, Former Vice - Chancellor, NUSRL, Ranchi.
- **Prof. A. Rajendra Prasad**, Former Vice – Chancellor Acharya Nagarjuna University, Guntur.
- **Prof. Y. Satyanarayana**, Former Vice - Chancellor DCNLU, Visakhapatnam.
- **Sri . S. Thanga Pandiyan**, Deputy Controller of Patents & Designs & Head, Intellectual Property Rights in India, Chennai.
- **Dr. Sanjeeth Hegde**, Senior Partner, Chief Strategy Officer, Bangalore.
- **Prof. Naraharasetty Ravi Krishna**, Member, A.P. State Bar Council, Kkd.
- **Prof. Kotikalapudi Satya Srinivasa Rao**, President, Kakinada Bar Assn.
- **Prof. Varsha S. Sukhadeve**, Professor, SGB Amaravati University, Maharashtra
- **Prof. S. Teki**, Registrar, A.K.N.U., Rajahmahendravaram
- **Prof. A. Narasimha Rao**, Former Registrar, AKNU, Rjy, Andhra University, Visakhapatnam
- **Dr. Pathuri Mohan**, Principal, S.K.I.M. Khamman
- **Dr. P.V. Trinadh**, Principal, Rajiv Gandhi Institute of Law, Kakinada.
- **Dr. G. Satyanarayana**, Principal, P.S.R. Law College, Kakinada.

##### **ADVISORY COMMITTEE:**

- **Dr. T.K.V.Srinivas**, Vice-Principal, Head Department of English
- **Dr. V.Anantha Lakshmi**, IQAC Co-ordinator and Head Department of Maths
- **Dr. P.Hari Ramprasad**, UGC Co-ordinator, Head Department of Hindi
- **Dr. K.Jyothi**, Head Department of Physics
- **Dr. T.Varaprasad**, Head Department of Chemistry
- **Dr. Ch. Lalitha**, Head Department of Philosophy
- **Sri V.Narasimha Swamy**, Head Department of History
- **Dr. N.Srinivas**, Head Department of Zoology
- **Sri P.V.Krishna Rao**, Lecturer in English
- **Sri P.V.V.Satyanarayana**, Head Department of Political Science
- **Dr. K.Sobha Rani**, Head Department of Computer Applications
- **Dr. K.Subhashini**, Head Department of Economics

**ORGANIZING COMMITTEE:**

- **Dr. J. Pandu Rangarao, Convener & Head** Department of Commerce
- **Shri. M. Srinivasarao, Co- Convener &** Lecturer in Commerce
- **Dr. J.Vijay Kumar, G.** Lecturer in Commerce
- **Dr. D.Venkateswara Rao, G.** Lecturer in Commerce
- **Sri M. Gopala Krishna Yadav, G.** Lecturer in Commerce
- **Sri A.V.N.A.V. Prasad, G.** Lecturer in Commerce
- **Miss. Ch.Uma Devi, G.** Lecturer in Commerce
- **Smt. K. Rajeswari, G.** Lecturer in Commerce
- **Miss. M. Bhuavaneswari, G.** Lecturer in Commerce

**STUDENT COMMITTEE:**

- **R. Sai Mani Ram,** (Class C.R., I M.Com.)
- **V. Srikar,** (Class C.R., II M.Com.)
- **V. Harish,** (Class C.R., III B.Com, Eng. Med.)
- **P. Kalyan,** (Class C.R., III B.Com. Comp Appli)
- **N. Mahesh Babu,** (Class C.R., II B.Com. Eng. Med)
- **S.K.Parvez Ahmed,** (Class C.R., B.Com.)
- **M.B. Raju,** (Class C.R., I M.Com.)
- **L.Lova Kumari,** (Class C.R., II M.Com.)
- **G. Boon John Sundar,** (Class C.R., III B.Com.)
- **Siva,** (Class C.R., III B.Com.)
- **N. Siva Kumar,** (Class C.R., II B.Com.)
- **Krishna Murthy,** (Class C.R., II B.Com.)

## 5. PROGRAMME FLOW:

### • INAUGURAL SESSION



The Program begins with lightening of the lamp:



Welcome & Presidential Address by Our beloved Principal Dr. C. KRISHNA Garu

After inviting guests on to the dais students sing prayer song and president of the program invited distinguished guests on to the dais to lightening the lamp.

Later The program commenced with the presidential address. Dr. C. Krishna, Principal of the college explained how the college is giving priority for conducting programs at national and state levels on various burning topics. He also stated that this is the first program for the academic year 2019-20 under UGC funds and forth program under the same convener. He also added that Intellectual Property Right is one of the major focus area and he explained more number of innovations must come in to existence. He welcomes all members to participate in each session and also to enjoy the ambiance of the college and delicious foods arranged by the department of commerce. He is flanked by Chief Guest Dr. Sanjeeth Hegde, Guest of Honour Shri Oggu Prasada Rao, Prof. P.V. Thrinadh, Prof. G. Satyanarayana, Convener Dr. J. Pandu Rangarao. Co-Convener of the workshop Shri. M. Srinivasarao of commerce department offered vote of thanks.

• INAUGURAL SESSION



**Keynote Address: Shri Oggu Prasada Rao, Dy Controller of Patents Designs, Chennai.**



**Guest of Honor: Dr. G. Satyanarayana, Principal, PSR LAW College delivering message on IPR theme**

The Keynote address was done by Shri Oggu Prasada Rao, Dy Controller from Chennai Patents office. We requested Thanga Pandian the Controller, he deputed Prasadrao Garu. He said, everybody must feel the necessity of patenting their innovations. Many people fail to do so and later they thought that their innovations were copied. Even now people can get Geographical Identification. Even students also can get idea to get patenting on their way of thinking.

Prof. G. Satyanarayana , Principal PSR Law Collage, addressed the gathering and remind the IPR seminar hosted by this college. For all kinds of stakeholders including UG & PG general and Law students to participate in this kind of workshops. He also added that P.R. college stood first in conducting various programs on national importance. He said that ‘Indians innovate others get patents on their innovations’. He also focused on some core areas and presented the main theme of the seminar. He played a key role in inviting BAR Association President Shri K. Satya Sriivasrao, AP BAR Council member Sri. N. Ravi Krishna to the program.

• Chief Guest Speech



**Chief Guest: Dr. Sanjeeth Hegde, Senior Consultant addressing the gathering.**



**Delegates, Students, Staff and Invitees Attended for the Workshop**

While introducing the theme to the delegates, Dr. Sanjeeth Hegde highlighted the importance of innovation in our daily lives. He encourages the participants to dream of ideas which will lead to innovation and development of technologies in future. Later, he also hinted on how use of IPR tools can be helpful in protection of such technologies.

Besides this, he also mentioned about the functions and contributions of the Department of commerce towards creation of awareness on IPR. Stating this workshop to be a unique beginning, the Coordinators expressed that including concepts of IP and IPR at college level, in very basic form, shall instill a sense of respect among the students regarding of IPs for others and encourage them to become creative and appreciate originality. Setting the tone of the workshop by discussing very minute concepts like invention and discovery etc., Faculty of our college, participants more than 60 members including law students, other college faculty, and our own UG & PG students to attain knowledge on Contemporary Issues in Intellectual Property Rights.



**Convener Dr. J. PANDU RANGARAO, Opening Remarks**



**CO- Convener Sri M. M. Srinivasarao, offering Vote of Thanks**

**TECHNICAL SESSION – 1:**

**Theme: TRANSITION OF INTELLECTUAL PROPERTY RIGHTS:**

**Headed by: Dr. Santhosh Hegde, Senior Consultant, IPR Banana (P) Ltd. Bangalore**



He stated that IP is protected in law, for example, patents, copyright and trademarks, which enable people to earn recognition or financial benefit from what they invent or create. By striking the right balance between the interests of innovators and the wider public interest, the IP system aims to foster an environment in which creativity and innovation can flourish.

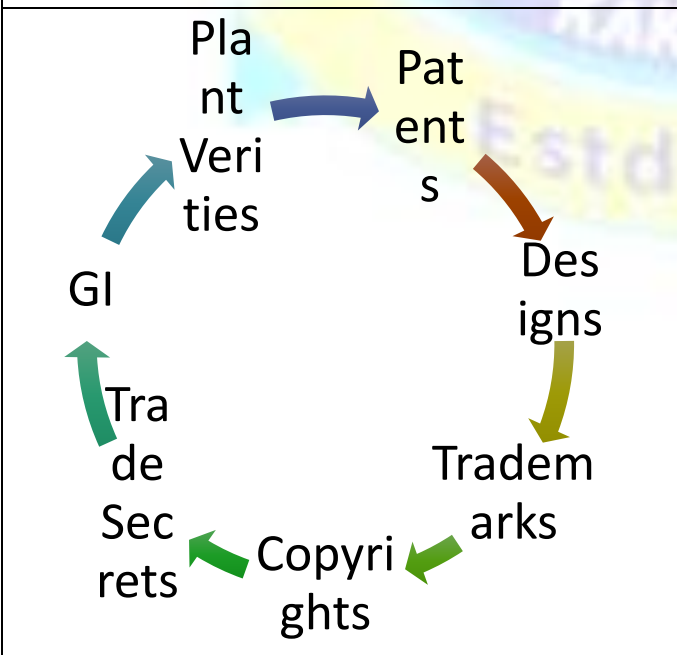
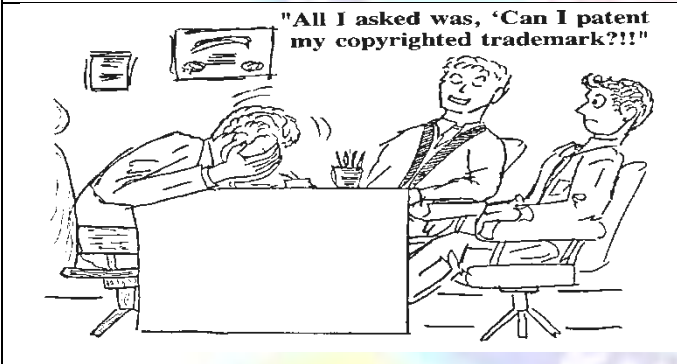
**What:** A *Patent* is a statutory right for an invention granted for a limited period of time to the patentee by the Government. In exchange for full disclosure of your invention you get the right to exclude others from making, using, selling, importing the patented product or process without consent.

**Subject Matter:** Products/Processes  
**Jurisdiction:** country of patent grant  
**Protection Term:** 20 years from the filing date

**What:** Copyright is a right given by the law to creators of literary, dramatic, musical and artistic works and producers of cinematograph films and sound recordings. It is a bundle of rights including rights of reproduction, communication to the public, adaptation and translation of the work.

**Subject Matter:** Literary, Dramatic, Artistic, Musical, Cinematographic, Photographic and Sound Recording works.

**Jurisdiction:** country of registration or creation  
**What:** Trademark is a name, device, mark or logo which is capable of distinguishing the goods or services of one person from those of others.



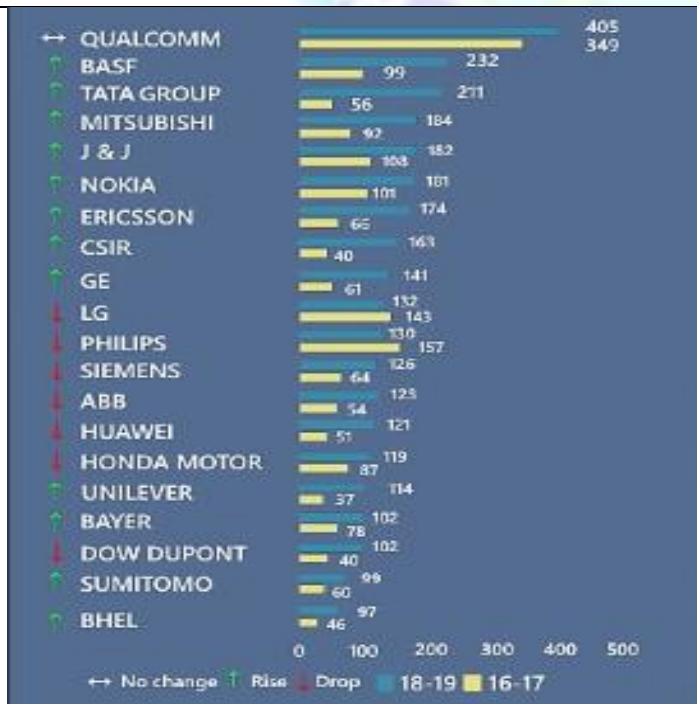
**TECHNICAL SESSION – II:**

**Theme: INTELLECTUAL PROPERTY RIGHTS IMPLICATIONS ON INNOVATIONS:**

**Headed by: Shri. Oggu. Prasada Rao, Dy. Controller, Govt of Patents and Trade Marks, Chennai.**



**Participant interacting with Dy. Controller to clarify doubts. This workshop helped to get hands on experience to participants and students.**



**World's Most Innovative Companies (2019)**  
(investor confidence based on innovation leading to positive net growth)

Alphabet/Google, Amazon, Apple, Microsoft, Samsung (Electronics), Netflix, IBM, Facebook, Tesla, Adidas,

**World's Smartest Companies (2017)**  
(combination of innovative tech with effective business models): Nvidia, SpaceX, Amazon, 23andMe, Alphabet, iFlytek, Kite Pharma, Tencent, Regeneron, Spark Therapeutics.

He explained how important to have Patents, trademarks. He also explained how value can be created to various brands. He explained in his lengthy ppt presentation the value of various brands during 2016- 17 . he also mentioned the world's most innovative companies and their positive net growth.

**Business/Competitive Advantage**

- **Exclusive rights to produce, market, license and profit from your IP rights**
- **Market monopoly and stronger market position as you can keep competitors out**



• **TECHNICAL SESSION – III:**

**Theme: DRAFTING OF A PATENT SPECIFICATION - A TECHNO – LEGAL DOCUMENT:**

**Headed by: Dr. C. SREE RAMULU, Principal, GDC, Puthuru, Chithoor Dist.,**



The Resource person from GDC, made an interesting start with a cartoon video of IP Nani-the mascot. The video highlighted how the IPR is a part of our everyday life. It talked about trade mark in T-shirts, trade secret in packed food, copyright in music, industrial design of phones and patents on technologies that enable functioning of these mobile phones. It also talked about another IP right i.e. GI. Making the deliberation highly interactive.

Talking about Patent, he informed that these are granted for twenty years since it is believed that technology changes after that period and may not remain economically rewarding. He discussed how a single mobile phone can have thousands of patents within it. Talking about Copyrights, another important IP Right, she gave very interesting instances of a copyright infringement in music industry.

• **TECHNICAL SESSION – 1V:**

**Theme: NTELLECTUAL PROPERTY RIGHTS LITIGATION AND GROWING TRENDS IN INDIA:**

**Headed by: Prof. Y. Satyanarayana, First Vice Chancellor of DCNLU, Visakhapatnam.**

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**Speech by Subject Expert and Chief Guest Prof. Y. Satyanarayana, Vice Chancellor DCNLU, Visakhapatnam**

Narrating his experience with administrators of institutes of higher education, he expressed that only 10% of the institutes in India have IPR policy. Highlighting the need to have stringent IPR laws in the country, he further discussed the past scenario when the absence of IPR laws in our country caused foreign entities claim ownership over Basmati rice & Turmeric. Discussing how even a simple reflective device like 'cat's eye' used for marking on road or raised pavements for better visibility at night, can lead to big implications & economic spinoffs. In his concluding remarks, he mentioned that for tapping the huge reservoir of talent in our country, it is important to have IPR rights for all. Lastly, he expressed his gratitude to the college authorities & the participants for participating in this workshop.

**• VALDICTORY FUNCTION:**

**VALDICTORY FUNCTION & CERTIFICATES DISTRIBUTION:**

**Preside Over by: Dr. C. Krishna Garu, Principal of this college.**

**Chief Guest: Prof. Y. Satyanarayana, First Vice Chancellor of DCNLU, Vizag.**



**Presidential Address By our beloved Principal Dr. C. Krishna Garu**



**Feedback from Participants**



**Certificates Distribution by the Chief Guest and President of the function**

## **6. OVERALL OUTCOME:**

Being an institution with vast experience i.e. more than one century, this Pithapur Rajah's Government College has reputation in and around south India. By doing this workshop the college may once again through some light on need for knowledge on IPR that were need of focus. The college is expecting more than 200 participations to the workshop throughout the nation. The outcome of the workshop also focused to serve the thrust of research scholars to have hands on discussion and data.

Here I am submitting a proposal for your kind perusal in pro-forma given by UGC. I am attaching annexure –I, II, & III along with brochure for the seminar. I also request you to sanction the sum of Rs. 75,000/- as advance to meet pre workshop expenditure; remaining amount can be sanctioned after submitting the bills in prescribed format.

## **7. PROGRAM SHEET:**

**DAY – 1: 22-11-2019**

9.00 TO 10.30 AM : REGISTRATION

10.30 TO 11:45 AM: INAUGURAL FUNCTION:

- Prayer song
- Inviting guest on to the dais
- Address by Principal **Dr. C. Krishna** being president of the inaugural function
- Speech and Workshop theme explanation by Convener.
- Welcome address by: **Dr. P. V. Trinadh**, Principal, Rajiv Gandhi Law College, Kakinada.
- Workshop theme explanation by **Dr. G. Satyanarayana**, Principal, PSR Law College, Kakinada.
- Chief Guest: Prof. **P. SURESH VARMA**, Vice Chancellor, Adikavi Nannaya University, Rajamahendravaram.
- Special Invitee: **NARAHARISSETTY RAVI KUMAR**, Member, AP State Bar Council.
- Keynote Speaker: **SANJEETH HEGDE**, Banana IP consultant, Bangalore
- Guest of honor: **K. SATYA SRINIVASARAO**, President, Kakinada BAR Association.
- Vote of Thanks
- National Anthem.

11.45 12.00 AM : TEA BREAK

12.00 to 1.30 : TECHNICAL SESSION-I [Transition of IPR]

- This session headed by **SANJEETH HEGDE**, Chief Partner, Strategic Officer, Banana IP consultant, Bangalore

1.30 to 2.30 : Lunch Break

2.30 to 5.00 PM : TECHNICAL SESSION – II [Intellectual property rights

Implications on Innovations] headed by **Shri Oggu Prasad Rao**,

Deputy Controller, Patents & Designs, IPR in India, Chennai.

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5.00 : High Tea

### **DAY – 2 (23-11-2019)**

10.00 to 11.30 : TECHNICAL SESSION – III [Drafting of a patent specification- a

- techno-legal document] headed by This session headed by **Sanjeeth Hegde**, Chief Partner, Strategic Officer, Banana IP consultant, Bangalore

11.30 to 11.45 : Tea Break

11.45 to 1.00 : Technical Session – III follows.

1.00 to 2.00 : Lunch Break

2.00 to 4.00 : Technical session – IV [IP Litigation & Growing Trends in India]

headed by **Prof. Y. Satyanarayana**, First Vice Chancellor, DSNLU

&

Distinguished professor – GITAM Deemed to be university

4.00 to 5.00 : Valedictory Function and distribution of certificates.

Preside over by Principal

Workshop proceedings presentation by convener

Chief Guest **Prof. Y. Satyanarayana**, First Vice Chancellor, DSNLU

&

Distinguished professor – GITAM Deemed to be university

5.00 to 5.15 : Distribution of Certificates, Vote of Thanks and  
NATIONAL ANTHEM.

\*\*\*\*\*

**8. PICTURER GALLERY:**



**Brochure release Function**



**Registration of Delegates**



Student Registration Desk

9. PRESS COVERAGE:

 <p><b>మేధోహక్కులపై కార్యశాల</b></p> <p>జగన్నాథపురం, న్యూస్ టుడే: చప్పిడి కృష్ణ తెలిపారు. ముఖ్య అతిథి స్థానిక పీఠ ప్రభుత్వ డిగ్రీ కళాశాలలో డిగా మేధోసంపత్తి హక్కుల విభాగాధి ఈ నెల 22, 23 తేదీల్లో కామర్స్ పతి తుంగపాండియన్ హాజరై ప్రసంగి విభాగం ఆధ్వర్యంలో మేధోసంపత్తి స్తారన్నారు. దీనికి సంబంధించిన గోడ ప్రతులను గురువారం ఆవిష్కరించారు. శాల నిర్వహించనున్నామని ప్రిన్సిపల్ ఈ కార్యక్రమంలో కామర్స్ విభాగాధి పతి పాండురంగా రావు, కార్యక్రమ సమన్వయకర్త ఎం. శ్రీనివాస్, యూజీసీ సమన్వయకర్త పసుపులేటి హరిరామప్రసాద్, ఐక్యూపీసీ సమన్వయకర్త ఆనం తలక్ష్మి తదితరులు పాల్గొన్నారు.</p> <p>Date : 08/11/2019 EditionName : ANDHRA PRADESH( EAST GODAVARI, KAKINADA GRAMEENAM ) PageNo : 03</p>	 <p><b>మేధో సంపత్తి హక్కులపై సదస్సు</b></p> <p>జగన్నాథపురం: సమకాలీన ఆర్థిక ప్రపంచంలో మేధో సంపత్తి హక్కుల పరిరక్షించుకోవాల్సిన అవశ్యకత ఎంతైనా ఉందని డిప్యూటీ కంట్రోలర్ ఆఫ్ పేటెంట్స్ ఒగ్గు ప్రసాదరావు అన్నారు. కాకినాడలోని పీఠ ప్రభుత్వ డిగ్రీ కళాశాలలో 'మేధోసంపత్తి హక్కులు- సమకాలీన అంశాలు' అనే అంశంపై శుక్రవారం జరిగిన సదస్సులో ఆయన ప్రసంగించారు. పేటెంట్ హక్కులు ఏ విధంగా తీసుకోవాలో విద్యార్థులకు వివరించారు. విశిష్ట అతిథిగా హాజరైన సంజీత్ హెగ్డే మాట్లాడుతూ మేధో హక్కులపై విలువైన పరిశోధనలు జరుగుతున్నాయన్నారు. రాజీవ్ గాంధీ న్యాయ కళాశాల నుంచి హాజరైన పి.వి.త్రినాద్ మాట్లాడుతూ స్థానిక ఉత్పత్తులు, సేవలకు సంబంధించిన మేధోసంపత్తి హక్కులను కాపాడుకోవాల్సి ఉందన్నారు. పిఎస్ఆర్ న్యాయ కళాశాల ప్రిన్సిపల్ సత్యనారాయణ మాట్లాడుతూ స్పష్టిలో మనకు కన్పించే వస్తువులకు స్పృశ నాత్మకత జోడిస్తే సవకల్పనకు సాధ్యమవుతుందన్నారు. కొటికెలపూడి సత్య శ్రీనివాసరావు మాట్లాడుతూ మేధావులు అందరూ ఇలాంటి కార్యక్రమాల్లో పాల్గొంటే భవిష్యత్తులో మరిన్ని ఆవిష్కరణలు చేయవచ్చన్నారు.</p> <p>23-Nov-19   Page 05</p>
<p><b>Brochure Opening function on 2<sup>nd</sup> November 2019</b></p>	<p><b>Day One Coverage</b></p>

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Zone

**2200+ units sold**  
 Premium township with over 2200 units sold. With world class amenities Marathon Nexzone, Panvel

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## సమకాలీన అంశాలను పరిశీలించాలి

జగన్నాథపురం,న్యూస్టుడె: పీఆర్ ప్రభుత్వ డిగ్రీ కళాశాలలో 'మేధోసంపత్తి హక్కులు- సమకాలీన అంశాలు' అనే అంశంపై జరుగుతున్న సదస్సు శనివారంతో ముగిసింది. ఈ కార్యక్రమానికి ముఖ్య అతిథిగా హాజరైన స్ట్రాటజీ అధికారి సంజిత్ మాట్లాడుతూ మేధో సంపత్తి హక్కుల ప్రభావాన్ని సమకాలీన అంశాలను జోడించి విద్యార్థులకు వివరించారు. శ్రీకాళహస్తి నుంచి హాజరైన ప్రభుత్వ డిగ్రీ కళాశాల ప్రిన్సిపల్ పి. శ్రీరాములు మాట్లాడుతూ వర్తమాన ప్రపంచంలో భౌతిక వనరుల కంటే మానవ వనరులు అత్యంత ప్రాముఖ్యత వహిస్తున్నాయన్నారు. రాజీవ్ గాంధీ న్యాయ కళాశాల ప్రిన్సిపల్ పి.వి త్రినాథ్ మాట్లాడుతూ మేధోసంపత్తి హక్కుల ప్రాముఖ్యతను వివరించారు. ఆంధ్రవిశ్వవిద్యాలయం ఆచార్యులు వై.సత్యనారాయణ మాట్లాడుతూ ప్రతి విద్యార్థి సమకాలీన ప్రపంచంలో జరిగే పరిణామాలను నిశితంగా పరిశీలించాలన్నారు. ఈ కార్యక్రమంలో ప్రిన్సిపల్ చప్పిడి కృష్ణ, వైస్ ప్రిన్సిపల్ టి.కె.వి శ్రీనివాసరావు, అధ్యాపకులు పాండురంగారావు, సుభాషిణి తదితరులు పాల్గొన్నారు.

←
24-Nov-19 ▾ | Page 05 ▾
→

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**Day Two coverage**



**10. LETTER OF APPRECIATION & FEEDBACK:**



☎ 0884 - 2376654

**P.S.R. LAW COLLEGE**

Approved by Bar Council of India, New Delhi, A.P. State Council of Higher Education  
(Affiliated to Adikavi Nannaya University)

TURANGI, Kakinada - 533 016, E.G.Dt., A.P.,

website : [www.psrlawcollege.in](http://www.psrlawcollege.in) e-mail : [psrlawcollegekkd@gmail.com](mailto:psrlawcollegekkd@gmail.com)

**Dr.Ganta Satyanarayana**

M.A.,PGDHR.,M.S.W.,M.L.,Ph.D.,LL.D.,

Principal, P. S. R Law College,Kakinada.

E.C.Member: Indian Constitution and Parliamentary Studies, New Delhi.

Academic Member: International Bar Association, London.

To

**Dr.J. Panduranga Rao**

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

Head, Dept. of Commerce,

Workshop Convener,

**PITHAPUR RAJAH'S GOVERNMENT COLLEGE.**

**Dear Sir,**

I take this opportunity to thank you personally on behalf of the entire Legal Fraternity for having completed Work shop on **CONTEMPORARY ISSUES IN EMERGING DIMENSIONS OF I.P.R.**, successfully under you and able guidance of your esteemed Principal. Your valuable inputs, experience and **TEAM WORK** have played a major role in showing a proper direction to the work shop. On the account of the successful completion of seminar and work shop my heartiest **CONGRATULATIONS.**

I am confident that you will continue your inputs for leading your college through the future projects as well. I am really appreciating your **COMMITMENT and DEDICATION** for work even in the limited sources most stressful and demanding time pressures all through the completion of the workshop.

We once again thank and **APPRECIATE** all your efforts and hope to have a long association.

**Wishing you all the very Best.**

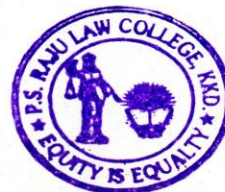
Yours Sincerely

**Dr.Ganta Satyanarayana**

*Ganta Satyanarayana*

Principal

P.S.R. LAW COLLEGE  
TURANGI, KAKINADA-16



## 11. Profiles of Chief Guests:



**Sanjeeth Hegde, MIP/JD, Sr. Partner, Chief Strategy Officer**

**BananaIP Counsels, Email: [sanjeeth@bananaip.com](mailto:sanjeeth@bananaip.com)**

**Phone: 96865 33523**

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## Sanjeeth Hegde

### SENIOR PARTNER

**Sanjeeth has a Juris Doctorate (JD) and a Master's degree in IP Law, commerce and technology from Franklin Pierce Law Center USA**

Nationally recognized entertainment law, IP licensing, and trademark attorney  
Has significant US in-house experience in tech licensing with Fortune 500 companies  
Advises leading organizations on branding, IP protection, and valuation

Sanjeeth Hegde is a Senior Partner at BananaIP (BIP) Counsels, a premier IP firm based out of Bangalore. He leads the Trademarks/Copyrights, Media & Entertainment, and IP Licensing & Transactions practices of the firm. Prior to BananaIP he has worked for some of the leading Fortune 500 companies such as Archer Daniels Midland (ADM) and EMC-Dell in an IP advisory, licensing and transactions capacity in the United States. He holds a Masters in Intellectual Property, Commerce, & Technology, and a Juris Doctorate degrees from Franklin Pierce Law Center, USA (UNH School of Law).

Sanjeeth has diverse experience advising clients on IP strategy, transactions, licensing, monetization and dispute resolution in technology, entertainment, and digital industries. Sanjeeth's clients include Anand Audio, Dharma Productions, Essilor, Peps Industries, and Bosch. From time to time he also advises select start-ups and SMEs. Sanjeeth and his dedicated team of attorneys help clients in IP discovery, process set up for protection and monetization, monitoring and management of misuse, and dispute resolution. Much of their activities looks at building strong IP portfolios through trademark/copyright/trade secret opinions, drafting and filings of applications, prosecution and opposition proceedings for their

clients in India and abroad.

He specializes in working hands-on with clients to discover and realize the value of IP in their businesses, and how these IPs can be leveraged to build a strong portfolio in gaining competitive advantage, and higher valuation. Sanjeeth's teams regularly conduct IP mining and IP auditing activities to not just discover new opportunities for the client but also assess the effectiveness of long laid out strategies, processes and systems.

Sanjeeth is regularly called to deliver lectures at leading institutions such as National Law School, Bangalore, Indian Institute of Management, Bangalore and Gujarat National Law University. He also is the creator of the popular online IP and legal education initiative "Hegde Simplifies" which disburses simple to follow guidelines to students and professionals through YouTube and other social media channels.

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**Prof. Y. SATYANARAYANA**

*First Vice-Chancellor-DSNLU &  
Distinguished Professor-GITAM Deemed to be University  
Mobile: 98495 81184 / 0891-2840511  
ysnarayana44@gmail.com*

*An eminent Legal Scholar with about three and half decades of teaching and research experience and has an interesting academic pursuit. Graduated in Commerce from Bangalore University, got his LL.B Degree from the University of Delhi and LL.M degree from Osmania University. He was awarded Ph.D Degree on the study of Union-State relations (A Critical Study on the Sarkaria Report on the Union State Relations) by the Andhra University in the year 1995. He was one of the contributors to the prestigious project on the "Evolution of the Federalism in India", by Dr.Subhash C.Kashyap, Former Secretary General, Parliament of India. He was one of the advisers at the deliberations on "Making of a New Constitution for Nepal", at an International Conference in Kathmandu, Nepal, in May 2008 in the distinguished company of Justice J.S.Varma, Chief Justice of India (Retd) and learned senior Supreme Court Advocate and Member of the Law Commission of India, Shri R.Venakataramani.*

*Prof.Satyanarayana is the recipient of the Best Teacher Award from the Government of Andhra Pradesh and Best Researcher Award from the Andhra University in the year 2008. He was Dean, Head, Principal Dr.B.R.Ambedkar College of Law, AU, Visakhapatnam before his elevation as the First Vice-Chancellor of AP University of Law (now DSNLU) and served in that capacity till November 2011. He has to his credit about 50 publications in the journals of National and International*

repute and guided 26 Ph.Ds, about 80 LL.M scholars and three LL.Ds. GITAM (Deemed to be University) conferred upon him the status of “Distinguished Professor” and also Founder Director, GITAM School of Law at Visakhapatnam Campus.

\* \* \*

**12. CERTIFICATE MODEL:**

**13. BROCHURE OF THE SEMINAR:**



**The DEPARTMENT OF COMMERCE**

**Pithapur Rajah's Government College (Autonomous) ::  
Kakinada**

**FORM FOR SUGGESTING TOPICS FOR THE TECHNICAL SESSIONS**

I

\_\_\_\_\_ (NAME), \_\_\_\_\_ (DESIGNATION), \_\_\_\_\_

\_\_\_\_\_ Of \_\_\_\_\_ (Department) , suggest the following topics for the Workshop Session, 4 Technical Sessions in Two Day national level workshop during 22<sup>nd</sup> and 23<sup>rd</sup> November, 2019.

Sr No	Area: Intellectual Property Rights	Proposed Topic
1		
2		
3		
4		

5

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(SIGNATURE)



**KAKINADA-533001, E.G.Dist, A.P.**

Organized by

**The Department of Commerce**

**Dr. J. PANDU RANGARAO**

Seminar Convener

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

**Dr. P. HARI RAM PRASAD**

UGC Co-ordinator

[prgccommerceseminar@gmail.com](mailto:prgccommerceseminar@gmail.com)

**Dr. C. KRISHNA**

PRINCIPAL

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