



Jagannath International Management School

Vasant Kunj, New Delhi-110070

(Affiliated to Guru Gobind Singh Indraprastha University, New Delhi)
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Institution's Innovation Council

Event Report

Intellectual Property Rights (IPRs) and IP management for Start-up

by

Ms. Samhita Choudhary

(DGM and IPR Head DS Group)

Date: 23rd June, 2021

Time: 12:00 pm

The poster features logos for jims, INSTITUTIONS INNOVATION COUNCIL, and IQAC. The text reads: 'Institutions Innovation Council (IIC) And Internal Quality Assurance Cell (IQAC) Organises Orientation Session on Intellectual Property Rights (IPRs) and IP management for Start-up By Our Honourable Speaker Ms. Samhita Choudhary DGM (Legal) and IPR Head DS Group'. It also includes Zoom meeting details: 'Date : 23rd June, 2021 Time : 12:00 PM VIA : ZOOM Meeting ID : 944 6526 1095 Password : IICSESSION'. At the bottom, it repeats the school's name and accreditation details.

Event Category: Online Webinar

Topic: “Intellectual Property Rights and IP management for Start-up”

Date: 23rd June, 2021

Time: 12:00 pm

Venue: Online, Zoom

Resource Person(s) with Designation and Organization: Samhita Choudhary DGM and IPR head, DS Group

Learning Objective:

To make students aware of the use of Intellectual Property Rights, its types and importance in start-ups.

Report:

Institutions Innovation Council organized an online session for students on “Intellectual Property Rights and IP management for Start-up” which was taken by Ms. Samhita Choudhary DGM and IPR head, DS Group on 23rd June 2021 at 12 PM on Zoom Platform. Speaker started with the explanations of trademark, patent, copyright and its benefits, designs, reliefs and talked about the importance of IPR in start-ups. Speaker also addressed participants with an interactive presentation. The session ended with speaker answering the questions and doubts of students.


Learning outcome:

1. Students learnt about the various ways to grab the best opportunities available.
2. Speaker also told students about the advantages/ disadvantages of starting a business and role IPRs in it.

Quick look at the event

Introduction

- To prioritize and understanding the protection of IPR.
- To apply for registration of IPR
- To carry out due diligence
- To have agreement to safeguard IPR
- Having effective mechanism to protect IPR



Samhita Chou...

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What is IPR?

TM

IP rights are intangible in nature. Rights given to the person / creator of such rights which are origin of his own intellect. Protection granted to persons under the statute for creating something original of their minds. They usually give the creator an exclusive right over the use of his/her creation for a certain period of time.

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HISTORY!

There are more such marks which are more than 100 years old: In 1893



In 1897: 

This brand is known in Poland for ketchups



In the same year another trademark was registered

John Deere is a well-known all over the world the manufacturer of agricultural machinery. By the way, in one of the articles on my blog, I pointed out that John Deere registered his characteristic green and yellow painting:

JOHN DEERE

Samhita Chou...

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roduction

Copyright and trademark protection are essential for the protection of intellectual property. It is necessary to apply for registration of copyright and trademark. It is necessary to carry out due diligence to ensure that the rights are not infringed. It is necessary to have a clear agreement to protect the rights. It is necessary to have a clear agreement to protect the rights.

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Also

Fashion designs, Artistic works like paintings, Performances, Software and other computer programs and compilations, etc. However, copyright never protect any titles, names, ideas, concepts, slogans, methods, and short phrases.

BENEFITS:

- It creates a public record.
- You can file a lawsuit and take legal action
- Economic benefits You can sell or pass the rights of your work.
- It allows you to get legal evidence of your ownership.
- It allows you to change the form of your work. Eg. Update, revise or make sequel.

PATENT:

As per Section 2(1) (j) of the Patents Act, 1970, "invention" includes any new and useful; art, process, method or manner of manufacture; machine, apparatus or other article; substance produced by manufacture, and includes any new and useful improvement of any of them, and an alleged invention;

Prior disclosures cannot be patented such as displaying of products in exhibitions, trade fairs, etc. explaining its working, and similar disclosures in an article or a publication.

HISTORY!

The earliest records relating to IP dates back to the 6th century BCE, from Sybaris in ancient Greece. The bakers were given a year long protection exclusively for their culinary invention. In other words, the rise of Intellectual Property originated from the rising of bread.

Czech beer trademark PILSNER no 111602 from 1859:

The trademark has successfully been renewed on timely basis and is still subsisting after 160 years

Great Britain, the trademark registration act was passed there in 1875. Formally from the next year, the British Patent Office began work.

The first trademark was registered by the Bass company. The trademark was used to mark beer. Perhaps you associate it because it is produced until today in only slightly refreshed graphics

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Ms. Anisha Tandon
 Innovation Activity Coordinator

Dr. Meenakshi Narula
 IIC Convener