



Dr. D. Y. Patil Unitech Society's
Dr. D.Y. PATIL INSTITUTE OF MANAGEMENT & RESEARCH
Sant Tukaram Nagar, Pimpri, Pune-411018, Maharashtra, India.
(NAAC Accredited ('A' Grade with CGPA of 3.29) , MBA Programme
Re-Accredited by NBA , Approved by AICTE New Delhi and DTE Maharashtra
and Affiliated to Savitribai Phule Pune University)

A Report on
Webinar
On
“Identifying Intellectual Property Component at the
Early Stage of Innovation”
Under Institution’s Innovation Council

Date: 09-09-2021

Institution’s Innovation Council (IIC) of Dr. D. Y. Patil Institute of Management & Research, Pimpri, Pune organized a webinar on “Identifying Intellectual Property Component at the Early Stage of Innovation” on 9th September 2021. Around 65 participants including MBA, MCA students and faculty members attended the webinar. Dr. Atul Kumar, Professor, Dr. D.Y. Patil B-School was the resource person for the session. Dr. Meghana Bhilare, I/c Director felicitated Dr. Atul Kumar.

The main objective of conducting this session was to create awareness about IPR Policies. Dr. Kumar discussed the dimensions of Intellectual Property (IP) and also expressed his thoughts on Economic, legal and social environment of Indian business. Intellectual Property Rights (IPR) are legal rights aimed at protecting the creations of the intellect, such as inventions, the appearance of products, literary, artistic, and scientific works & signs, among others.

He also discussed the importance of Intellectual Property Rights i.e., Patents, Copyrights, Designs, Trademarks, Geographical Indication, Plant Variety protection, Layout design protection and importance of trade secret.

Dr. Kumar emphasized on Intellectual Property laws primarily covering Patent, design and Trademark. He motivated students to take up the career opportunities available in field of IPR such as patent examiner, Patent Agent, etc. He pointed out the important aspects of business know-how and expertise required in IPR field related to innovation & the role of Intellectual Property for long term strategic benefits and competitive environment.

He also spoke that patents are expected to increase both innovation and technology investment opportunities. By providing an incentive to undertake R&D and the association to create new technology, institutions such as government and private agencies should encourage innovation.

Dr. Kumar discussed that students can benefit from IIC through receiving mentoring and guidance, training and exposure, receiving funding and incubation linkage, and expert sessions to nurture their skills and getting the awareness about various initiatives of different agencies.

At the end, Mr. Samadhan Jadhav, IIC member, DYPIMR proposed vote of thanks and extended his gratitude towards MHRD's IIC, resource person, management of the institution and all the participants.

Flyer of the Webinar:

DPU Institution's Innovation Council of
Dr. D. Y. Patil Unitech Society's
Dr. D. Y. Patil Institute of Management & Research,
Pimpri, Pune

INSTITUTION'S
INNOVATION
COUNCIL
A Member of IIC Network

Organizes a webinar on

**“Identifying Intellectual Property
component at the early stage of Innovation ”**

Resource Person: (Prof.) Dr. Atul Kumar
Professor, Dr. D.Y. Patil B-School

Thursday, 9th Sep. 2021 Time: 11.45 am

Registration Link: <https://forms.gle/ZcpAdqErYC8Y14LA8>

Screenshots of the webinar:

LIVE on Custom Live Streaming Service

You are viewing Dr. Atul Kumar's screen View Options



**Institution's Innovation Council of
Dr. D. Y. Patil Unitech Society's
Dr. D. Y. Patil Institute of Management & Research
Pimpri, Pune**



Organizes a webinar on

**"Identifying Intellectual Property
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Resource Person: (Prof.) Dr. Atul Kumar
Professor, Dr. D. Y. Patil B-School
Thursday, 9th Sep. 2021 Time: 11. 45 am
Registration Link: <https://forms.gle/ZcpAdqErYC8Y14LA8>




Dr. Sandeep Sarkale
Dr. Vishal Wadajkar
Dr. Atul Kumar
Dr. Meghana Bhilare

Unmute Start Video Participants Chat Share Screen Record Reactions Leave

LIVE on Custom Live Streaming Service


You are viewing Dr. Atul Kumar's screen View Options

Meeting is now streaming live on Custom Live Streaming Service



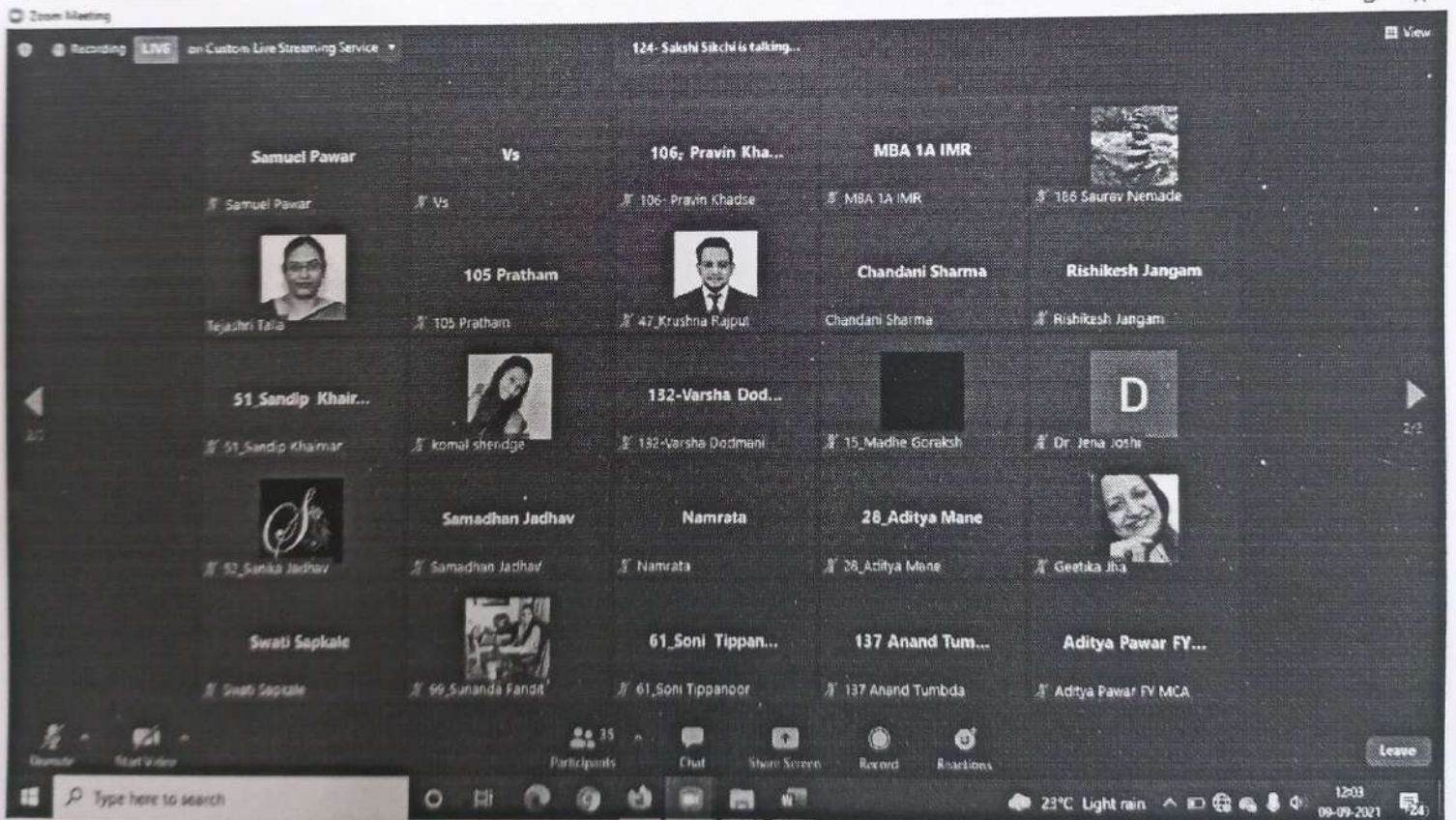
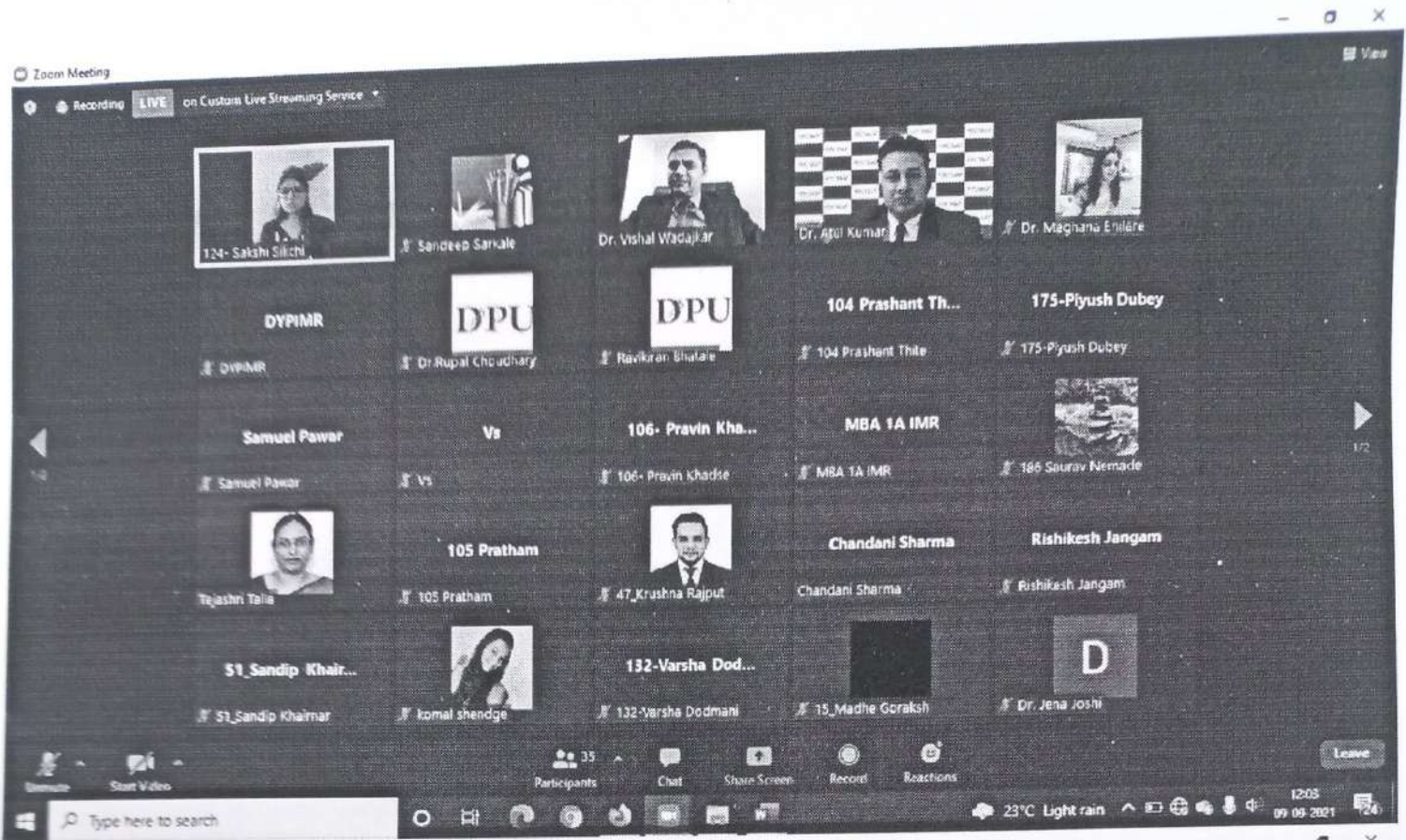
**IDENTIFYING INTELLECTUAL PROPERTY
COMPONENT AT THE EARLY STAGE OF
INNOVATION**

Dr. Atul Kumar
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Dr. Sandeep Sarkale
Dr. Vishal Wadajkar
Dr. Atul Kumar

Unmute Start Video Participants Chat Share Screen Record Reactions Leave



Attendance

Screenshots from the presentation of the resource person:

The screenshot shows a live stream interface with a slide titled "IPR". The slide text reads: "IPRs are the rights given to persons over the creations of their minds. They usually give the creator/owner an exclusive rights over the use of his/her creation for a certain period of time." The interface includes a top bar with "Recording LIVE on Custom Live Streaming Service", "You are viewing Dr. Abhijit Kumar's screen", and "View Options". A video thumbnail of Dr. Abhijit Kumar is in the top right. The bottom control bar shows "Unmute", "Start Video", "Participants 38", "Chat", "Share Screen", "Record", "Reactions", and "Leave".

IPR

IPRs are the rights given to persons over the creations of their minds.

They usually give the creator/owner an exclusive rights over the use of his/her creation for a certain period of time.

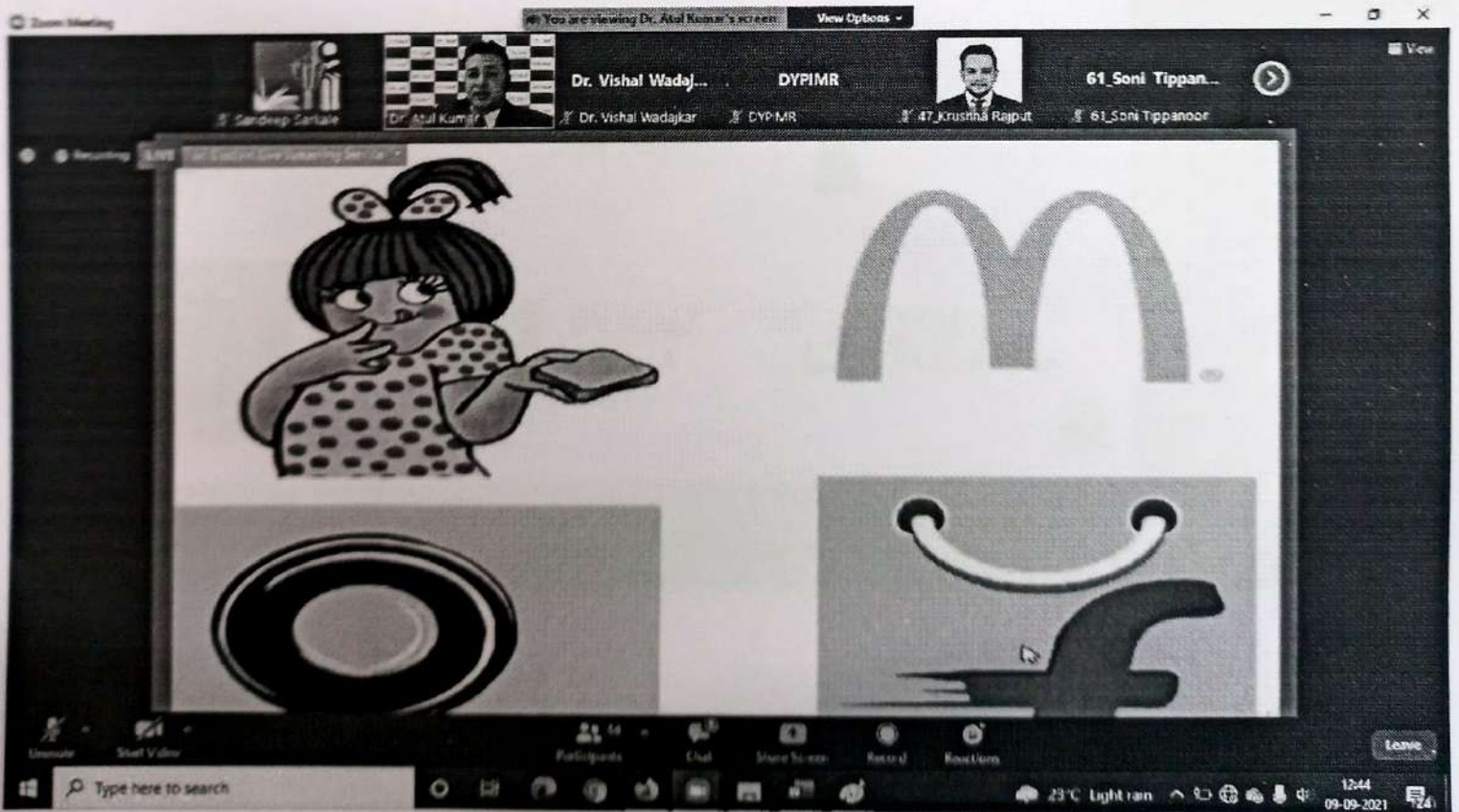
The screenshot shows a live stream interface with a slide displaying a flowchart of Intellectual Property Rights. The flowchart starts with "Idea" at the top, which branches into "Expression", "Innovation / Invention", "Quality + Identity", "Appearance", and "Keep Confidential". "Expression" leads to "Copyright", "Innovation / Invention" leads to "Patent", "Quality + Identity" leads to "Trademark", "Appearance" leads to "Design", and "Keep Confidential" leads to "Trade Secrets". Below these, specific acts are listed: "Copyright Act, 1987", "Patent Act, 1970", "Trademarks Act, 1999", "Design Act, 2000", and "Common Law, IPC,".

Idea

Expression **Innovation / Invention** **Quality + Identity** **Appearance** **Keep Confidential**

Copyright **Patent** **Trademark** **Design** **Trade Secrets**

Copyright Act, 1987 **Patent Act, 1970** **Trademarks Act, 1999** **Design Act, 2000** **Common Law, IPC,**



Zoom Meeting | You are viewing Dr. Atul Kumar's screen | View Options

Recording LIVE on Custom Live Streaming Service

SLOGANS & TAGLINES

- In business, a tagline is "a catchphrase or small group of words" that are combined in a special way to identify a product or company.
- In many ways, they are like mini mission statements.
- While logos are visual representation of a brand, taglines are audible representation of a brand.

Participants: 35 | Chat | Share Screen | Record | Reactions | Leave

124 Sakshi Sircchi | Sandeep Sarkale | Dr. Vishal Wadaj... | Dr. Vishal Wada kar | Dr. Atul Kumar | Dr. Meghana Bhihare

23°C Light rain | 12:47 | 09-09-2021

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REGISTRATION REQUIREMENTS

IT SHOULD NOT BE DECEPTIVELY SIMILAR

DECEPTIVELY SIMILAR TRADEMARKS

Participants: 45 | Chat | Share Screen | Record | Reactions | Leave

124 Sakshi Sircchi | Sandeep Sarkale | Dr. Vishal Wadaj... | Dr. Vishal Wada kar | Dr. Atul Kumar | Dr. Meghana Bhihare

23°C Light rain | 12:49 | 09-09-2021

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Recording **LIVE** on Custom Live Streaming Service

REGISTRATION

- Registration of TM is not mandatory in India
- Application for TM registration to be made the registrar of Trademark Office as per the procedure with duly filled application form & fees.
- The registration application must contain
 - The logo/word/device
 - Name & address of owner
 - Classification/TM Class (45 class)
 - Date since TM used
 - Description of Good & Services

Participants: 36

Chat Share Screen Record Reactions

134 Sakshi Sikchi
Sandeep Sarkale
Dr. Vishal Wadaj...
Dr. Vishal Wadajkar
Dr. Atul Kumar
Dr. Meghana Bhilare

23°C Light rain 12:53 09/09/2021



Joshi
Dr. Jena Joshi
President, IIC

Sarkale
Mr. Sandeep Sarkale
Convenor, IIC

Meghana Bhilare
Dr. Meghana Bhilare
I/c Director