

IPR & IP Management for start-up session Report

Promotion in Social Media:

Twitter : <https://twitter.com/licKongu/status/1371641432713261058?s=1002>

Facebook : <https://www.facebook.com/2195964937336285/posts/2840688309530608/?flike=scwspnss>

Instagram : <https://www.instagram.com/p/CMdj-hcpSDI/?igshid=10jjvozcwmp>

Academic Year : **2020 - 2021**

Quarter : **3**

Program Type : **Session**

Program Driven by : **Self driven**

Program/Activity Name : **Intellectual Property Rights(IPRs) and IP Management for Startup**

Program Theme : **IPR**

Start Date : **13/03/2021**

End Date : **13/03/2021**

Number of student Participants : **87**

Number of Faculty Participants : **22**

Number of External Participants, if any: **Nil**

Remark : **Excellent and interesting session.**

Expenditure Amount, if any : **Nil**

Mode of session delivery : **Google meet id**

Objective:

The objective of this session is to provide the students an overview about Intellectual Property Rights and its Management for start-up. This session is to kindle the students with innovative ideas to focus on IPR components in their innovation and need to get the IP for it. It also helped the student to learn about various types of IPs and how to apply for it.

Brief points on the content delivered

- What is Intellectual Property mean?
- Difference between Critical and Creative Thinking?
- Need for Innovation
- What is Property?
- Nature of Intellectual Property
- Various forms of IP
- Importance of Creativity
- Various products with different structures
- Criteria to obtain Patent
- Demonstration of Google Search
- Types of Patent search
- Free Patents Online (FPO)

Key takeaways:

The event gave us more insights about the various types of patterns and how to apply for it. The participants have learnt about how to identify the patentable part in their innovation and how to protect it. The speaker answered for the following queries raised by the students:

1. What are the effective keywords to check whether it is existing product or not?
2. What's your view on patent journals like Scopus publication?
3. Are any rules available if others used my idea? Can we file a case against them?
4. What does mean Australian Patent and American Patent?
5. What are the precautions to be done during AICTE presentations?
6. How to get funds from the company and your views about NDA?
7. What is Post grant opposition?

Star performer:

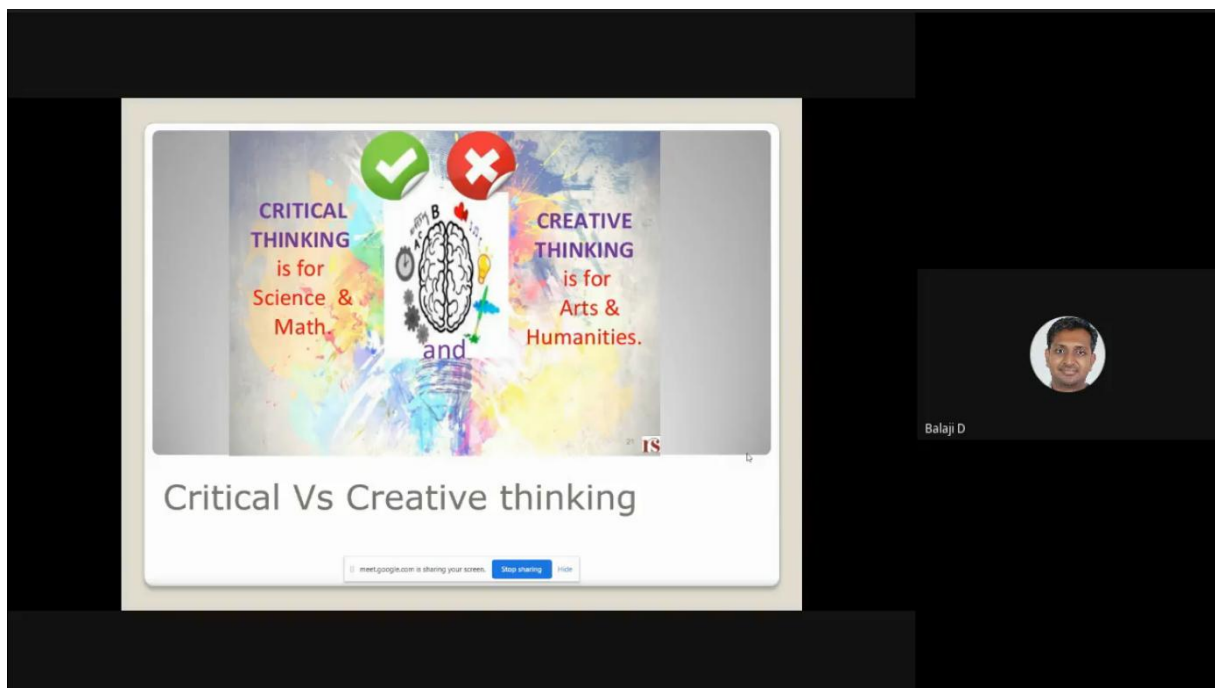
Faculty name: Dr. S.M. Senthil

Student name: Kavinraj .M

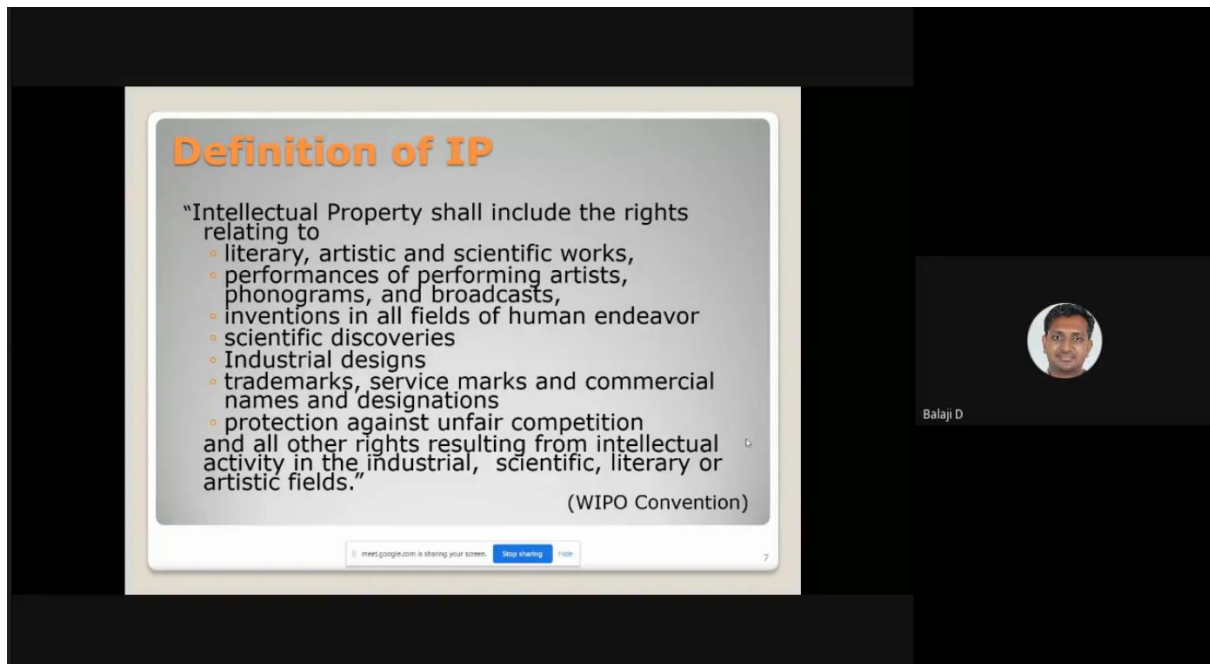
Attachments:

Video Url:https://drive.google.com/file/d/1bi_Xt79onv7ZJDIX7GSQd2eznk063pYk/view?usp=sharing

Photograph 1:



Photograph 2:



Session plan/Brochure/Circulars (if any)

KONGU ENGINEERING COLLEGE
(AUTONOMOUS)
PERUNDURAI, ERODE 638 060

Transform Yourself

INSTITUTION'S INNOVATION COUNCIL KEC & ENTREPRENEURSHIP AND MANAGEMENT DEVELOPMENT CELL

Proudly Organize

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

DR.D.BALAJI
Assistant Professor (Selection Grade),
Mechanical Engineering Department,
KPR Institute of Engineering & Technology, Coimbatore

DR.G.S.RAMPRADEEP
Associate Professor,
Civil Engineering Department,
Kongu Engineering College, Erode

SESSION 1
3.00 TO 4.00 PM

SESSION 2
6.00 TO 7.00 PM

13.03.2021
<https://meet.google.com/ofz-ovwj-jkr>

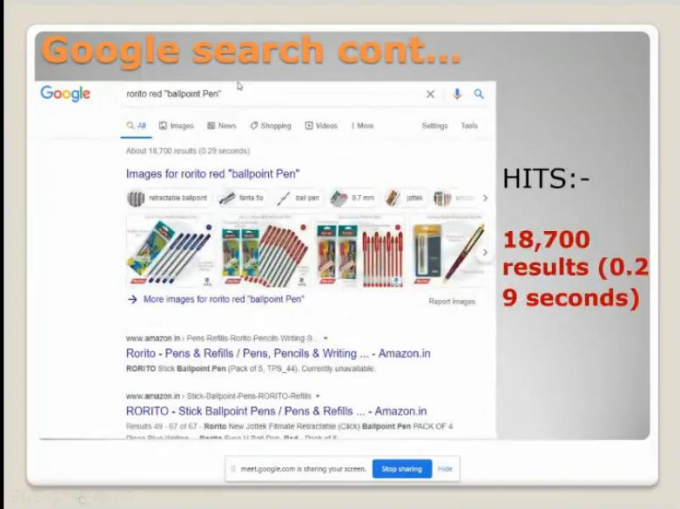
INSTITUTION'S INNOVATION COUNCIL
(Ministry of Education Initiative)

EMDC

Overall report of the activity:


Entrepreneurship and Management Development Cell of Kongu Engineering College and Institution Innovation Council collaborated and organized a webinar on “Intellectual Property Rights (IPRs) and IP Management for Startup” by Dr. D. Balaji Assistant Professor of KPR Institute of Engineering and Technology, Coimbatore and Dr. G. S. RamPradeep Associate Professor of Kongu Engineering College, Perundurai. The session was very well grasped by aspiring students and concluded successfully. This event helped the students gain knowledge on importance of IPR in establishing their start up. It helped in learning different approach of creating your own start-up and working hard to make it a successful company. As the session was very interesting, students energetically got clarified their doubts with the guest.

Additional Photo:



The image shows a screenshot of a Google search for "rorito red ballpoint Pen". The search results page displays "About 18,700 results (0.29 seconds)". Below the search bar, there is a section for "Images for rorito red ballpoint Pen" showing various images of ballpoint pens. To the right of the search results, there is a text overlay that reads "HITS:- 18,700 results (0.29 seconds)". Below the search results, there are several links to Amazon.in, including "Rorito - Pens & Refills / Pens, Pencils & Writing ... - Amazon.in" and "RORITO - Stick Ballpoint Pens / Pens & Refills ... - Amazon.in".

HITS:-
18,700
results (0.29
seconds)



Balaji D

Integrating both hemispheres of your brain - allowing them to **work in sync** :

- ❖ An increase in overall mental health
- ❖ Enhancing cognitive performance
- ❖ **Better memory** & **intellectual** functioning

Balancing Left and Right brain

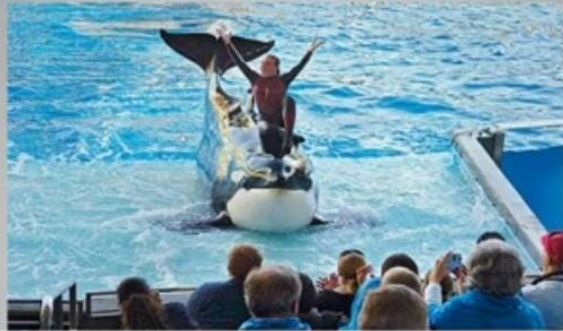
There are many techniques to achieve this balance

meet.google.com is sharing your screen. Stop sharing Hide



Balaji D

Even killer whale can be trained.....
SeaWorld Orlando, Florida.



meet.google.com is sharing your screen. Stop sharing Hide



Balaji D

Types of Patent search?



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