



# Villa Marie Degree College for Women

6-3-1089, Raj Bhavan Road, Somajiguda, Hyderabad – 500 082. Tel: +91-40-23391966/23306302

Email Id. villamarieedu@gmail.com - Website: www.villamariecollege.ac.in

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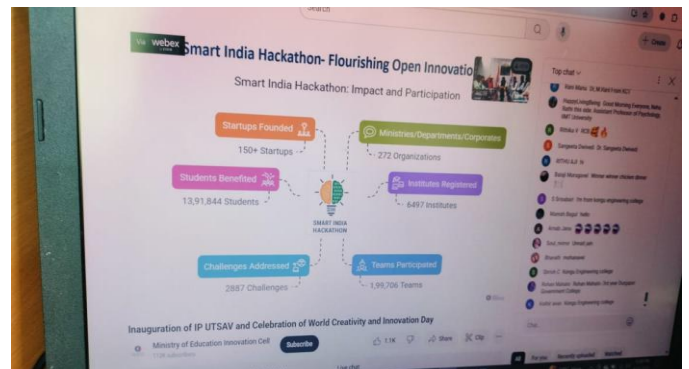
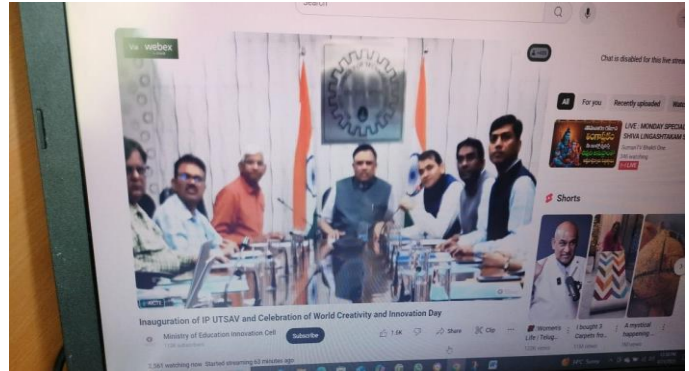


## DAY 1

### Report on Inauguration of IP UTSAV & Celebration of World Creativity & Innovation Day

Session Title:	:	<b>Inauguration of IP UTSAV &amp; Celebration of World Creativity &amp; Innovation Day</b>
Date & Time	:	Monday, 21 <sup>st</sup> April, '25
Objective of the Session:	:	<ol style="list-style-type: none"><li>1. To highlight the transformative power of creativity &amp; innovation in driving economic, social &amp; cultural development</li><li>2. To raise awareness of the role of Intellectual Property System in encouraging &amp; safeguarding creativity across sectors</li><li>3. To inaugurate IP UTSAV as a national platform fostering IP literacy &amp; engagement among creators, innovators &amp; the public</li></ol>
Key Note Speakers	:	<ol style="list-style-type: none"><li><b>1. Prof. Unnati Pandit</b> Controller General of Patent Designs &amp; Trademarks, Registrar of Copyrights and Geographical Indication, DPIIT, MOCI, Government of India</li><li><b>2. Dr. Abhay Jere</b> Vice Chairman AICTE &amp; Chief Innovation Officer (CIO), Ministry of Education, Government of India</li><li><b>3. Dr. Sacha Vincent</b> Head of Section, Economics &amp; Statistics Division and Co-Editor of the Global Innovation Index (GII) at WIPO</li><li><b>4. Prof. T G Sitharam</b> Chairman, AICTE, Ministry of Education, Government of India</li></ol>
Session Synopsis: Key Takeaways	:	<ul style="list-style-type: none"><li>• Academic Institutions are playing a pivotal role &amp; there is a 23% growth in IP in academics</li><li>• Commercialization of Academic Research is going to be the new mantra</li><li>• Encouraging research in IP would fetch in setting new start ups</li><li>• India is the only country to conduct the IP Hackathon from Govt. initiative</li><li>• IP is being included not only in the curriculum of HEI's but also in CBSE schools</li></ul>

- Our country has evolved with its innovation through people driven innovation systems over the last two decades
- Innovation finance is flowing [FDI's], venture capital finance will positively drive the innovation in future
- Huge contribution from all Indian institutions
- IDE [Innovation, Design & Entrepreneurship] boot camps are envisioned by Prime Minister Narendra Modi to nurture IDE skills among student innovators. So far 46 boot camps have been conducted with over 9115 student participation
- There were more than 300 master trainers & experts
- The entire module covered Design Thinking for entrepreneurs
- This helps in building sustainable business models
- Innovation centres are being set up across India to build multi-layer ecosystem
- This helps to bridge the gap between academia, industry & research centres





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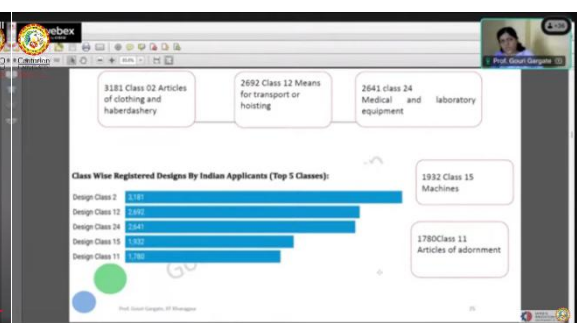
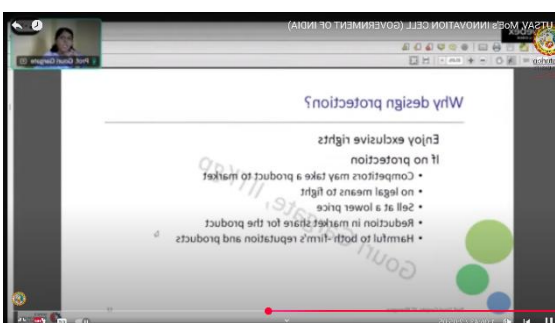
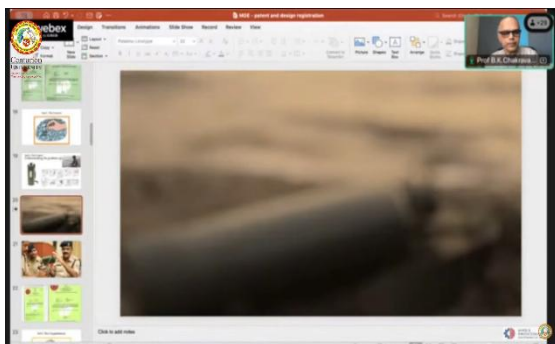
## DAY 2

### Report on Day 2 session of IP UTSAV

Session Title:	:	<b>Discover more with Design Registrations</b>
Date & Time	:	Tuesday, 22 <sup>nd</sup> April, '25
Objective of the Session:	:	<ol style="list-style-type: none"><li>1. Develop a practical understanding of the protection available through patents and industrial designs.</li><li>2. To demystify the application and registration process, emphasizing accessibility and strategic benefits for inventors and creators.</li><li>3. Demonstrate how design and patent rights contribute to innovation, product differentiation, and competitive advantage in the marketplace.</li><li>4. To talk about collaboration as the key to innovation, and the Masterclass on Patents and Design Registrations</li><li>5. To understand how 20%-30% of time invested in collaboration makes a huge difference in innovation and creative ideas.</li><li>6. Understanding the concept of Open Design Schools and Online registration procedure</li></ol>
Key Note Speakers	:	<ol style="list-style-type: none"><li>1. <b>Prof. Gauri Gargate</b> Asst Prof, IIT Kharagpur</li><li>2. <b>Dr. B.K. Chakravarthy</b> Prof. &amp; Dean, School of Design Innovation, Mahindra University</li></ol>
Session Synopsis: Key Takeaways	:	<ul style="list-style-type: none"><li>• Discussion on the 7 C's of Design to bring awareness about the importance of innovation and design thinking. Briefly discussed as under:<ol style="list-style-type: none"><li>1. Cause – The resolve or to solve a problem</li><li>2. Context – Understanding the problem space and the environment (e.g. Water filter innovation for CRPF Jawans)</li><li>3. Comprehension – Arriving at – design insights – (e.g. Solar oven – window mounted solar)</li><li>4. Check – creating a product brief– (e.g. Redesign of 'Palki' for Mata Vaishno Devi)</li><li>5. Conception – Generating ideas, concepts– (e.g. Helmet)</li><li>6. Crafting – Building mock-ups and prototypes (e.g. Post Office box)</li><li>7. Connection – Delighting the user (e.g. happy customer, petrol pump)</li></ol></li></ul>

- Broad overview on - New product, New Market, New Company; and the significance of the same in the contemporary times.
- Discoursed on the introduction of Innovation Design in terms of – India Status, Case Law, Case Study, and Business.
- Comprehensively discussed how once the design is registered, it can run longer for 10 years and can be renewable for the next 5 years.
- The session was a thoughtful discussion on the means of design protection like:
  - a. The competitors may take a product to market
  - b. No legal means to fight
  - c. Reduction in the market share of the product
- It stressed the Industrial design through the following aspects:
  - a. Opportunity to license or sell
  - b. Develop a positive image
  - c. Reward – encourages creativity

Thus, the session was a very insightful one with a lot of key takeaways. It was a very knowledgeable one, highlighting the latest trends of innovative designs in India. As the designs were the initiatives of India, they showcased the prowess and creativity of the Indian students. It was a very inspirational one that motivated further innovations in the design industry





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## DAY 3

### Report on Day 3 Session of IP UTSAV

Session Title:	:	<b>Copy That! Copyrights Uncovered</b>
Date & Time	:	Wednesday, 23 <sup>rd</sup> April, '25
Objective of the Session:	:	<ol style="list-style-type: none"><li>1. To enhance knowledge of copyright as a key IP tool protecting original literary, artistic, and digital works.</li><li>2. To discuss the legal framework, rights of authors, and enforcement mechanisms available under national and international regimes.</li><li>3. To promote respect for copyright and foster a deeper understanding of its role in supporting creative economies.</li><li>4. To discuss the legal framework, rights of authors, and enforcement mechanisms available under national and international regimes.</li><li>5. To promote respect for copyright and foster a deeper understanding of its role in supporting creative economies.</li></ol>
Key Note Speakers	:	<ol style="list-style-type: none"><li>1. <b>Session 1</b> <b>Ms. Anooja Padhee</b> Partner at K&amp;S Partners, Intellectual Property Attorneys</li><li>2. <b>Session 2</b> <b>Dr. Hemant Khosla</b> Sr. Examiner of TM, GI &amp; Copyrights and Deputy Registrar of Copyrights, DPIIT Ministry of Commerce &amp; Industry, GoI</li></ol>
Session Synopsis: Key Takeaways	:	<b>Session 1</b> <b>Topic: - Introduction to Copyright – Law, Enforcement, Challenges</b> <ul style="list-style-type: none"><li>• Introduction of Copyright</li><li>• Legal frameworks of copyright</li><li>• Copyright works protected</li><li>• Owners of works</li><li>• Rights of Copyright owners</li><li>• Principles of Copyrights in India</li><li>• Infringement violation of Copyright</li><li>• Acts of Infringement</li></ul>



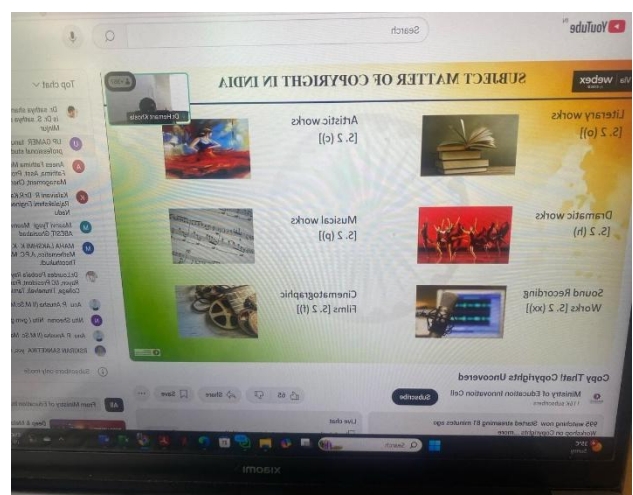
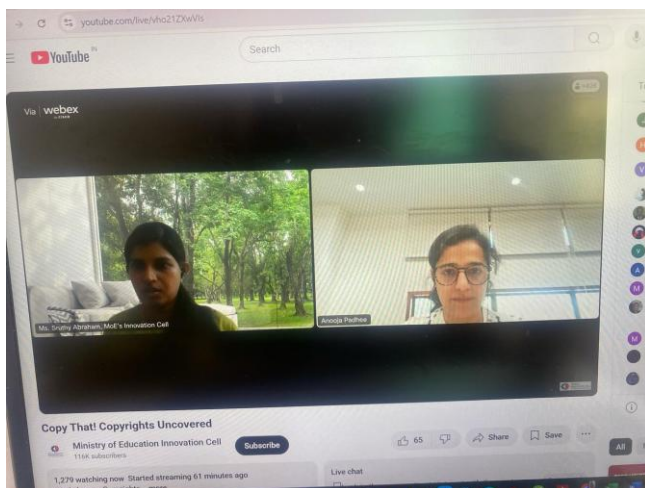
- Civil Remedies
- Criminal Remedies
- Introduction to Copyright Societies
- Types of Copyright Societies
- Case Study on Recent Developments- Azure Hospitality Private Limited v. Phonographic Performance limited
- Challenges in digital world – Generative AI & Copyright
- Copyright Infringement suit filed before Delhi High Court by NVI v. Open AI

First case which discussed copyright issues by AI in India. Few Issues are considered are by court but court has not issued the order

## Session 2

**Topic: Copyright system in support of creative industries with recent technology development**

- World Book & Copyright Day
- Subject matter of Copyright in India
- Documents required for copyright as per different domains
- Steps from filing to registration of copyright
- Copyright & Neighbouring Rights in India
- Recent Development in copyright
- The future of IPR in India





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## DAY 4

### Report on Day 4 Session of IP UTSAV

Session Title:	:	<b>Mark the Spot: Trademarks Talk</b>
Date & Time	:	Thursday, 24 <sup>th</sup> April, '25
Objective of the Session:	:	<ol style="list-style-type: none"><li>1. To demystify the framework of trademark law, clarify the conceptual difference between branding and trademarking, and provide practical insights into registration, rights, disputes, and international harmonization of trademarks—especially under India's evolving IP regime.</li><li>2. To illuminate the legal, strategic, and commercial dimensions of trademarks—offering clarity on their structure, protection mechanisms, classification, and the evolving role of trademarks in a global economy.</li></ol>
Key Note Speakers	:	<b>1. Dr. Rahul Taneja</b> Scientist, Patent Information Centre Department of Science and Technology
Session Synopsis: Key Takeaways	:	<ul style="list-style-type: none"><li>• <b>Understanding the Foundations: Tangible vs. Intangible Intellectual Property</b> Intellectual Property (IP) encompasses both <b>tangible</b> assets (like prototypes or product packaging) and <b>intangible</b> creations (such as brand names, logos, and trade secrets). While tangible IP is visible and physical, it is the <b>intangible assets</b>—like <b>trademarks</b>—that often hold immense strategic value, enabling businesses to build identity, trust, and long-term equity.</li><li>• A trademark is a <b>legally recognized sign or symbol</b> that identifies and distinguishes the goods or services of one enterprise from those of another. It can take many forms:<ul style="list-style-type: none"><li>• <b>Words, names, letters, numbers</b></li><li>• <b>Logos, shapes, colors, or packaging</b></li><li>• <b>Sounds, graphics, or any combination</b> thereof</li></ul></li></ul>



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	<p>All <b>trademarks are brands</b>, but <b>not all brands qualify as trademarks</b> unless they meet legal criteria for distinctiveness and are used in trade.</p> <ul style="list-style-type: none"><li>• <b>Decoding TM, SM, and ® Symbols:</b> ™ (Trademark): Indicates an unregistered claim over goods. SM (Service Mark): Used for services, pre-registration. ® (Registered Trademark): Used only once the trademark is officially registered, giving it enforceable exclusivity under law.</li><li>• <b>Classification and Strategic Registration:</b> Trademarks are classified into 45 classes (34 for products, 11 for services). Examples spanned from soaps (Class 3) to education (Class 41), highlighting the diverse applicability across industries.</li><li>• <b>Legal Distinctions in Branding: The Plaintiff vs. Defendant Scenario:</b> A case was discussed where phonetic similarity between “AuroraBlend” and “Aurora Blende” led to a legal dispute. This demonstrates the necessity of not only registering a trademark but also ensuring it is distinctive and dissimilar from existing marks.</li><li>• <b>Branding vs. Trademarking</b> Branding builds identity and loyalty; trademarking <b>legally secures that identity</b>. A brand’s survival in competitive markets often hinges on the legal strength of its trademark.</li><li>• <b>Nike Case Study: The Power of Recognition</b> Dr. Taneja referenced <b>Nike’s Swoosh</b> as an example of an <b>evolved brand identity</b>—originally coupled with the brand name, but now globally recognized <b>without words</b>, demonstrating the <b>strength of visual trademarks</b>.</li><li>• <b>Bisleri Case: Importance of Legal Safeguards</b> The <b>Bisleri case</b>, where the brand lost rights over its own name in a global transfer due to poor legal foresight, illustrates the <b>perils of</b></li></ul>
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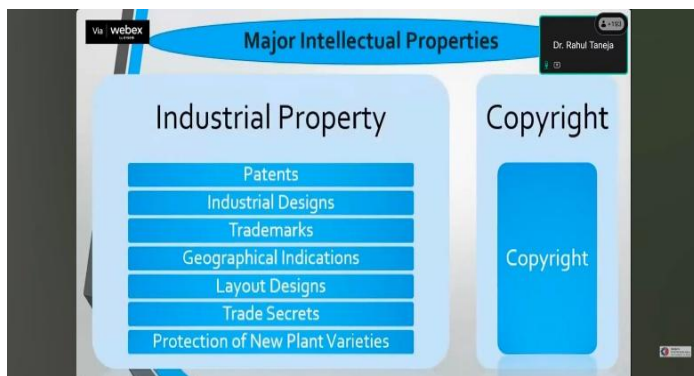
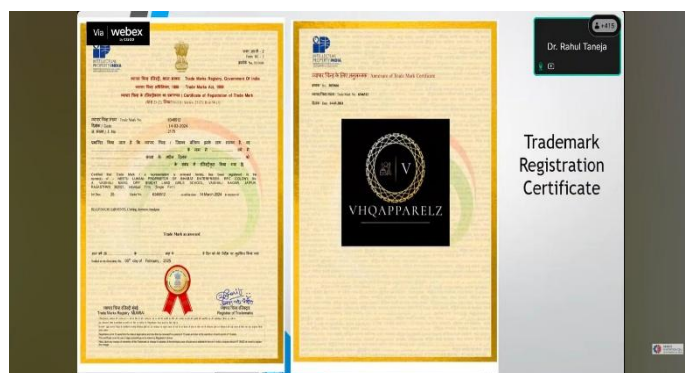
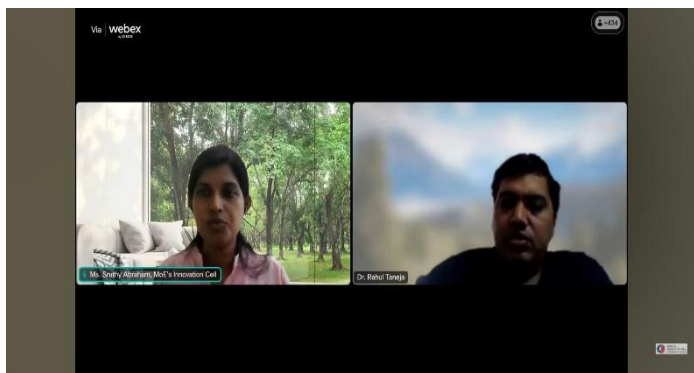
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	<p><b>inadequate trademark planning</b> and reinforces the need for careful assignment and licensing terms.</p> <ul style="list-style-type: none"><li>• <b>Structuring the Trademark Effectively:</b> A key insight was to begin with a distinctive or coined term (e.g., “KODAK”) followed by a generic descriptor (e.g., “Photo Paper”). This protects the brand identity while still conveying the product category.</li><li>• <b>Phonetic Conflicts: A Trademark Minefield:</b> Terms that sound alike, such as “Vaseline” vs. “Vasolene” or “Zenith” vs. “Zenneth,” can lead to objection or opposition during trademark registration. The law scrutinizes not only spelling but also pronunciation and consumer perception.</li><li>• <b>Brand Loyalty and Market Positioning:</b> Trademarks are powerful marketing tools that protect brand loyalty and can be monetized via licensing and franchising. For companies, trademarks are not just legal armor—they are economic assets with scalable value.</li><li>• <b>The Global Gateway: Madrid Protocol</b> India’s participation in the Madrid System (since 2013) enables centralized trademark registration across over 130 countries, greatly benefiting SMEs by lowering cost and complexity in international protection.</li><li>• <b>Administrative Setup and Procedure:</b> Trademarks in India are governed by the Controller General of Patents, Designs, and Trademarks (CGPDTM). The registration process includes application, examination, publication, opposition, and eventual certification.</li><li>• <b>How to Choose a Trademark:</b> Avoid geographical terms (e.g., <i>Ludhiana Steel</i>), descriptors (<i>Perfect</i>, <i>Best</i>), or generic names. Choose short, memorable, coined words that are unique and legally defensible.</li></ul>
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“Mark the Spot: Trademarks Talk” delivered more than legal literacy—it offered a **strategic blueprint** for how trademarks serve as pillars of brand protection, identity, and market expansion. From the evolution of the Nike Swoosh to the cautionary Bisleri episode, the session affirmed that in today’s knowledge economy, owning a name means owning the narrative. Dr. Taneja’s insights will undoubtedly influence how students, startups, and enterprises view and value their intellectual property.





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## DAY 5

### Report on Day 5 session of IP UTSAV

Session Title:	:	<b>Significance of IP Protection and Commercialization</b>
Date & Time	:	Friday, 25 <sup>th</sup> April, '25
Objective of the Session:	:	<ol style="list-style-type: none"><li>1. To explore the economic and strategic benefits of IP protection across sectors.</li><li>2. To understand various IP commercialization avenues including licensing, technology transfer, and startup incubation.</li><li>3. To identify government schemes and support systems available for IP-driven innovation and business growth.</li></ol>
Key Note Speakers	:	<ol style="list-style-type: none"><li>1. <b>Dr. Sripathi Rao Kulkarni</b> Senior Principal Scientist, CSIR Innovation Complex – Mumbai</li></ol>
Session Synopsis: Key Takeaways	:	<p><b>Broad overview on- (Council of Scientific &amp; Industrial Research (CSIR) CSIR – Innovation complex</b></p> <p><b>1. Intellectual Property (IP) &amp; Intellectual Property Rights (IPR)</b></p> <ul style="list-style-type: none"><li>• IP refers to creations of the mind (inventions, literary works, designs, symbols, etc.)</li><li>• IPR grants legal protection to creators, ensuring exclusive rights over their work.</li><li>• Significance of IP Protection- (Legal Rights, Creations of the mind &amp; intellect, Commercialize value)</li><li>• Categories of IPR- (Patents, Trademarks, Copyright)</li><li>• Choice of IP Protection – Example of a Bike Company The speaker illustrated how a bike company must choose the right IP protection:</li></ul> <p><b>Key Learnings from the Example:</b></p> <p>Copyright = Artistic Expression (e.g., bike's logo design). Design = Aesthetic Only (e.g., bike's visual appeal). Function = Patent Protection (e.g., a new gear system).</p> <ul style="list-style-type: none"><li>• Copyright Infringement &amp; Its Types discussed two major types of copyright infringement: Direct &amp; Contributory</li></ul>

- Understating Plagiarism vs. Copyright Violation

## 2. Trademarks, Patents

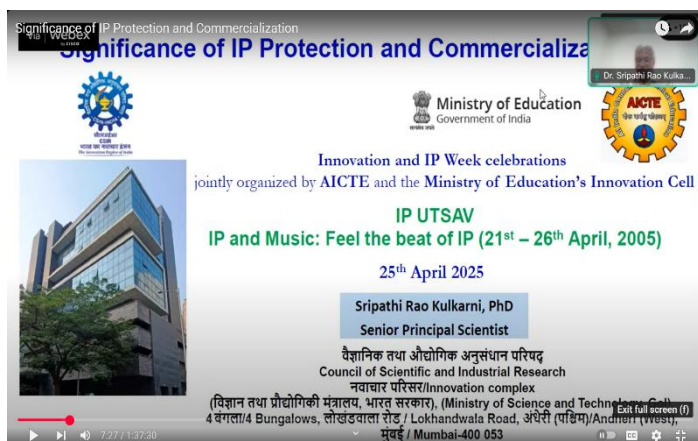
- Overview about Trademarks & Patents

- Case Study discussion of Zepto Kiranakart

Comprehensively discussed competitive study of Mr. X & Mr. Y in regards to patents & also case analysis of Microsoft & Nokia deal.

- IP rewards like Motorola Mobility patents, Nortel patents
- Patent types- Product, Process, Utility, Design
- Discussion on Patent Documents- Bibliographical information, Prior Art, Description, Claims, Drawings
- Filling Patent Application & its procedure
- Inventorship- Criteria for patenting, non-obviousness
- Novartis v. Nacto Pharma case study was discussed
- Entrepreneurship & IPR
- Questions before applicant – (What, When & Where)
- Significance of Commercialization – New Technology, Strategic Technology, Commercial Technology, Misaligned Technology
- Drug Discovery & Development

The session was highly **informative and interactive**, clarifying the **importance of IP protection in commercialization**. The real-world examples & Case studies made the concepts relatable.



Significance of IP Protection and Commercialization

Ministry of Education  
Government of India

AICTE

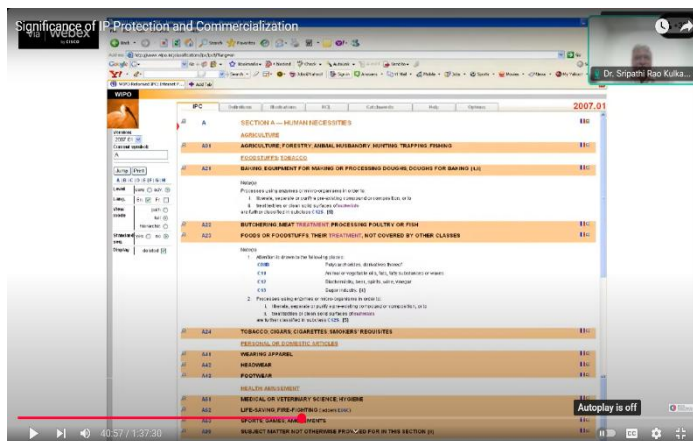
Innovation and IP Week celebrations  
jointly organized by AICTE and the Ministry of Education's Innovation Cell

IP UTSAV  
IP and Music: Feel the beat of IP (21<sup>st</sup> – 26<sup>th</sup> April, 2005)

25<sup>th</sup> April 2025

Sripathi Rao Kulkarni, PhD  
Senior Principal Scientist

वैज्ञानिक तथा औद्योगिक अनुसंधान परिषद्  
Council of Scientific and Industrial Research  
नवाचार परिसर/Innovation complex  
(विज्ञान तथा प्रौद्योगिकी मंत्रालय, भारत सरकार), (Ministry of Science and Technology)  
4 बंगला/4 Bungalows, लोकंडवाला रोड / Lokhandwala Road, अंधेरी (पश्चिम)/Andheri (West), मुंबई / Mumbai-400 053



Significance of IP Protection and Commercialization

Dr. Sripathi Rao Kulkarni

SECTION 1 - AGRICULTURE, FORESTRY, ANIMAL HUSBANDRY, MINING, TRAPPING, FISHING

SECTION 2 - MANUFACTURING

SECTION 3 - TRANSPORTATION

SECTION 4 - CHEMISTRY

SECTION 5 - PHYSICS

SECTION 6 - BIOLOGY

SECTION 7 - MEDICINE

SECTION 8 - OTHERS

SECTION 9 - MISCELLANEOUS

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## DAY 6

### Report on Day 6 session of IP UTSAV

Session Title:	:	<b>Patent to Product</b>
Date & Time	:	Saturday, 26 <sup>th</sup> April, '25
Objective of the Session:	:	<ol style="list-style-type: none"><li>1. To trace the journey from patent filing to product development and market entry.</li><li>2. To highlight the role of innovation, entrepreneurship, and ecosystem support in commercializing patents.</li><li>3. To inspire innovators by showcasing success stories of patent-led startups and technologies under the “Srujanta Se Samruddhi” (Creativity to Prosperity) theme</li></ol>
Key Note Speakers	:	<ol style="list-style-type: none"><li>1. <b>Dr. Dara Ajay</b> (Head - Technology Transfer Office Intellectual Property Management Cell IIT Madras)</li><li>2. <b>Mr. Jai Veer</b> (Assistant Controller of Patents &amp; Designs, DPIIT, Ministry of Commerce and Industry)</li></ol>
Session Synopsis: Key Takeaways	:	<b>Broad overview on- (Filing &amp; Patent Application)</b> <ul style="list-style-type: none"><li>• <b>Patent Filing</b><ol style="list-style-type: none"><li>1. The Session was about understanding patents, its filing procedure</li><li>2. The difference between tangible property and intellectual property – its documentation and registration</li><li>3. The session elucidates the process of filing a patent of a product or a process from its development stage to its final creation.</li><li>4. Intellectual property administration, laws. Difference between process patents, and product patents</li><li>5. The essential requirements for patentability like industrial application, inventive step, novelty, and adequate disclosure.</li><li>6. The key factors for successful patents – innovation, entrepreneurship and a supportive ecosystem</li></ol></li></ul>

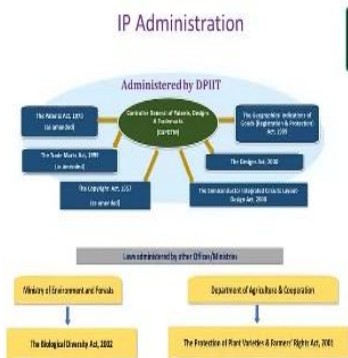
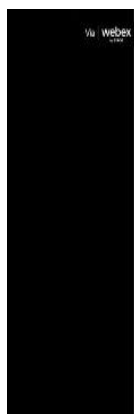


The speaker illustrated Bamboo basket weaving machine, Shawl, Umbrella carrier for a Bicycle for a patent granted for its invention and industrial application

- **Patent to product**

1. Detailed overview of various stages involved in patents filing
2. Journey of patent to product involving multiple stakeholder
3. A product may have multiple set of IPs including patents, copyrights, trademark, design etc.
4. Comprehend the valley of death – the market pulls and push products and take safety measures to overcome the govt schemes and funding
5. TRL translation is very important, however market readiness level (MRL) and commercial readiness level (CRL) should also be considered while formulating a product design
6. Implementation of techno commercial market readiness and market maturity matrix.
7. Case Study discussion of UFOS – Fiber optic sensor

The workshop demonstrated how crucial intellectual property protection is to commercialization. The case studies and real-world situations helped to humanize the ideas.





# Villa Marie Degree College for Women

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Participants from : Villa Marie Degree College for Women <b><u>For all the 6 days of the Seminar</u></b>	<ol style="list-style-type: none"><li>1. Mrs. Revati Devi Mathur, Principal</li><li>2. Dr. K Naveen Kumar, IQAC Coordinator</li><li>3. Mrs. Sapna Mathur, HOD – Department of Business Management [BBA]</li><li>4. Mr. N Jaya Kumar, HOD - Department of Commerce</li><li>5. Mrs. Ankhee Ghosh, HOD - Department of Arts</li><li>6. Mrs. S. Gayathri, HOD - Department of Computer Science</li><li>7. Mrs. Saritha Tagore, HOD - Department of English</li><li>8. Dr. Durdana Shaheen, HOD - Department of Second Language</li><li>9. Mrs. Jyothi Sridhar, Asst. Professor – Department of Commerce</li><li>10. Mrs. D. Bhavani, Asst. Professor – Department of Commerce</li><li>11. Mr. B. Chandrashekar, Asst. Professor – Department of Commerce</li><li>12. Mrs. Salma Khan, Asst. Professor – Department of Commerce</li><li>13. Mrs. Khushboo Sachdev, Asst. Professor – Department of Commerce</li><li>14. Ms. Insiya Fatima, Asst. Professor – Department of Commerce</li><li>15. Mrs. Swapna Salla, Asst. Professor – Department of Business Management</li><li>16. Mrs. Prasanna Laxmi, Asst. Professor – Department of Business Management</li><li>17. Mrs. Mitali Solanki Singh, Asst. Professor – Department of Business Management</li><li>18. Ms. Sheryl Rebecca, Asst. Professor – Department of Business Management</li><li>19. Ms. Tabitha, Asst. Professor – Department of Arts</li><li>20. Mrs. Rajitha, Asst. Professor – Department of Arts</li><li>21. Ms. Yamini, Asst. Professor – Department of Arts</li><li>22. Ms. Chandan Tanvi, Asst. Professor – Department of Computer Science</li><li>23. Mrs. Sri Jyoti, Asst. Professor – Department of Computer Science</li><li>24. Ms Akshaya, Asst. Professor – Department of Mathematics &amp; Statistics</li></ol>
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	25. Mrs. Mounika, Asst. Professor – Department of Mathematics & Statistics
	26. Mrs. Naveed Fathema, Asst. Professor – Department of English
	27. Ms. Bhargavi T, Asst. Professor – Department of English
	28. Ms. Marina Grace, Asst. Professor – Department of English
	29. Mrs. Poornima Bharadwaj, Asst. Professor – Department of English
	30. Dr. Gowlikar Latha, Asst. Professor – Department of Second Languages
	31. Dr. Geetanjali, Asst. Professor – Department of Second Languages
	32. Mrs. Pragnya, Asst. Professor – Department of Second Languages