



Report of seminar on “**Awareness on IPR**”

Date and Venue: **24.01.2018, Engineering Seminar Hall.**

Resource Person: **Mr. GauthamBhat, Associate Director with IBMS GTS's Lab, Bengaluru**

Objective of the Program

1. To encourage widespread awareness and understanding of the role that intellectual property plays in fostering a creative and innovative culture
2. Set your business apart from competitors
3. Be sold or licensed, providing an important revenue stream
4. Offer customers something new and different
5. Form an essential part of your marketing or branding

This program was conducted for generating awareness among students regarding what is IPR, Rules on how to protect patents, copyrights, trademarks, publications, books, projects and other forms of IPRs. This was mainly conducted to bridge a gap between industry and academics. This encouraged students to understand the role that intellectual property plays in fostering a creative and innovative culture. It also helped students to understand how to respond to infringements of rights including patent rights.



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