



IPR: BASICA AND IMPORTANCE

Objective of the Program

- To encourage widespread awareness and understanding of the role that intellectual property plays in fostering a creative and innovative culture
- set your business apart from competitors
- be sold or licensed, providing an important revenue stream
- offer customers something new and different
- form an essential part of your marketing or branding
- be used as security for loans

IPR Awareness program was conducted by Information Science and Engineering department on February 17th 2018 for second, third and final year students of Information Science and Engineering students.

The program was inaugurated by flowering welcoming the resource person Mr Ajith Kumar by Jayath A Rathod HOD Department of Information Science and Engineering.

Mr Ajith Kumar legal advisor had addressed the students in ISE lab Third floor main block

Area of Coverage

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