



**ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY**

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**Department of Information Science Engineering**

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## **Report**

**One Day Awareness Program**

**on**

**“IPR: Basics and Importance”**

**Date: 17<sup>th</sup> February 2018**



## IPR: BASICS 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
- To create awareness on how IPR plays a role on setting business, licensing, providing revenue stream, marketing and branding

IPR Awareness program was conducted by Information Science and Engineering department on 17<sup>th</sup> February 2018 for second, third and final year students of Information Science and Engineering students. The program was inaugurated by welcoming the resource person Mr. Ajith Kumar by the Head of Department of Information Science and Engineering, Prof. Jayath A Rathod. Mr Ajith Kumar legal advisor had addressed the students in ISE lab on the following topics that impacts IPR: setting 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.



The resource person Mr. Ajith Kumar addressing the Participants

  
H. O. D.



**Event Outcome**

- The Students were benefitted with the awareness on intellectual property, methods and advantages of protecting the intellectual property, understanding of the role that intellectual property plays in fostering a creative and innovative culture.
- The Students were benefitted with the awareness on how IPR plays a role on setting business, licensing, providing revenue stream, marketing and branding

  
H.O.D.

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