



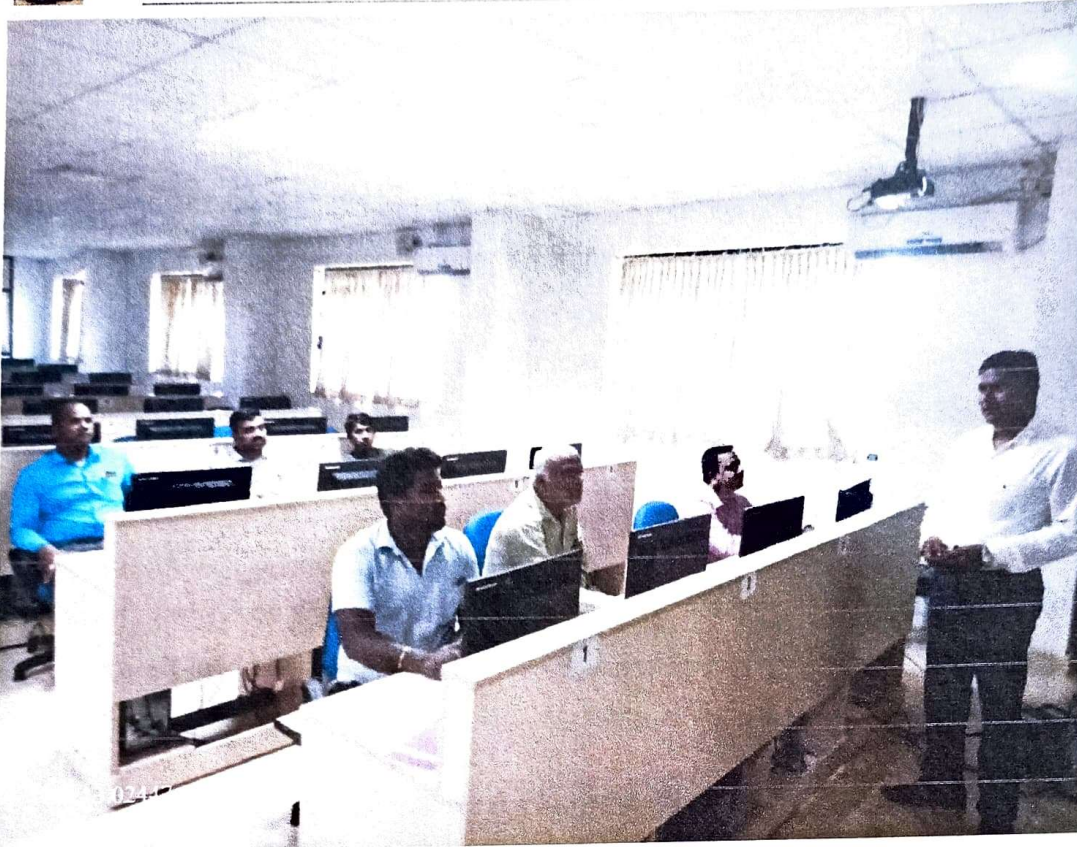
## **Report on** **“Patents, Trademark, Copyright and Trade secrets”**



**Mr. Ajith Kumar Presenting the talk**

A talk on the title *“Patents, Trademark, Copyright and Trade secrets”* was done by Department of Mechanical Engineering on 14th of November 2018 as an awareness talk on Intellectual Property Right and how it is relevant to the education field. Mr. Ajith, Lawyer was the resource person who gave extensive information about the topic. He started his talk by speaking about the requirement of the talk as it was not related to the engineering field and how it will be useful for overall personal and professional development of any person.

He started his session with topics on patents which are used to protect inventive ideas or processes things that are new, useful and non-obvious. Patents are what most often come to mind when thinking of IP protection. Patents are also used to protect newly engineered plant species or strains, as well. He gave example starting from simple shoe to companies such as tesla.



**Faculty Interactions with Ajith Kumar**

A trademark is unlike a patent in that it protects words, phrases, symbols, sounds, smells and color schemes. Trademarks are often considered assets that describe or otherwise identify the source of underlying products or services that a company provides, such as the MGM lion roar, the Home Depot orange color scheme, the Intel Inside logo, and so on.

Copyrights do not protect ideas, but rather the manner in which ideas are expressed ("original works of authorship") - written works, art, music, architectural drawings, or even programming code for software (most evident nowadays in video game entertainment). With certain exceptions, copyrights allow the owner of the protected materials to control reproduction, performance, new versioning or adaptations, public performance and distribution of the works. Trade secrets are proprietary procedures, systems, devices, formulas, strategies or other information that is confidential and exclusive to the company using them. They act as competitive advantages for the business.

**Outcome:** The session was beneficial for all the faculties present. The talk gave information on how patents to be registered, what is trademarks, trade secret and copyright and its misuse.

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