

## **A REPORT ON OBJECTIVES OF INTELLECTUAL PROPERTY RIGHTS**

The Department of Commerce has organized a talk on “Objectives of Protection of Intellectual Property Right” by Ms. Deepa Naik, Assistant Professor, Shyamala Devi Degree College, Barkathpura, Hyderabad on 22 July, 2014 in M.V. Hall, AMS College to the B.com Students to enlighten the students on this topic & said that

Intellectual Property Rights are legal property rights are creation of the mind, both are artistic and commercial. It reflects the idea that its subject matter is the product of the mind or the intellect.

The main objectives of protection of intellectual property as follows:

1. Financial incentive: This incentive grants ownership over creations of the mind. These monopoly profits provides a financial incentive for the creation of intellectual property and development costs.
2. Tecghnogolgy Diffusion: Technology diffusion occurs if intellectual property is licensed or sold. Alternatively technology can equally be prevented from being shared, should the owner wish not to sell or license.
3. Economic Growth: The legal monopoly granted by intellectual property laws are credited with significant contributions towards economic growth. Researchers have revealed “positive correlation between the strengthening of the intellectual property system and subsequent economic growth”.

Findings:

Each topic was explained in detail and the information spoken about the objectives of intellectual property was useful.

The students expressed their happiness for arranging this talk as it has given them lot of information.

Which will help them in the coming year or in their higher education.

## **A REPORT ON LEGILISATION CONCERNING INTELLECTUAL PROPERTY RIGHTS**

The Department of commerce has organized a seminar on “Legislation concerning Intellectual Property Right” by Ms. Sabita, Lecturer in commerce, of Keshav Memorial Degree & P.G College, Narayanguda, Hyderabad and Mr. Srisailam, Lecturer in commerce, of Sardar Patel College, Secunderabad, Hyderabad on August 17, 2015 in M.V. Hall, AMS College to the B.com Students to enlighten on this topic & gave detail explanation on the following Act:

Legislation concerning of intellectual property rights is administered though the office of the comptroller general of patents designed and trade mark as under.

1. The patent Act 1970 (amended in 1999, 2002 and 2005) through the Patent Officers at Kolkata (H.Q), Mumbai, Chennai and Delhi.
2. The Industrial design Act 2000 through the Patent Offices at Kolkata (H.Q), Mumbai, Chennai and Delhi.
3. The trade mark Act, 1999 through the Trade Marks Registry at Mumbai (H.Q) Chennai, Delhi, Kolkata and Ahmadabad.
4. The Geographical indications of Goods Act 1999 through the Geographical indications registry at Chennai.
5. Copy Right Act 1957, as amended in 1999. It is administered by the Department of Higher education.

### Findings:

Each topic was explained in detail and the information spoken about the Legislation concerning of intellectual property was useful.

The students expressed their happiness for arranging this talk as it has given them lot of information.

Which will help them in the coming year or in their higher education.

## **A REPORT ON SPECIFIC INTELLECTUAL PROPERTY RIGHTS**

The Department of commerce has organized a talk on “Specific Intellectual Property Right” by Ms. P. Rajitha, Lecturer in commerce, of Malla Reddy College of Engineering & Technology, Dullapally, Medchal, R.R. District on July 25, 2016 in M.V. Hall, AMS College to the commerce students to enlighten on this topic & gave detail explanation on the following:

Intellectual Property Right is a right an individual or an organization who claims to be the owner of knowledge or idea that is made or presented in the transferrable form and that can be exploited commercially.

1. Industrial Design: The definition for industrial design in the Industrial Design Act, 2000 is broad enough to cover all kinds of design which may be applied on goods by some industrial process. A design comes out of the copyright cover as soon as it is applied on a product for more than 50 times and becomes a subject matter for protection under the industrial design Act, 2000.
2. Literary property: This property includes literary works these include computer programme, tables and compositions which entitle the author to the exclusive use and profit thereof with no interest vested in any other individual. The concept of literature as property grew from the notion that literary works have value, and that writers deserve legal protection from unauthorized use of their work by others.
3. Geographical indication: these indicate sources or origin of the products. Geographical Indication inspires the guilds of the producers /manufacturers to ensure quality of their products goods to live up to the goodwill earned by GI. GI is a high potential wealth generation tool.
4. Trade secrets: It's defined as any kind of information which is instrument pattern or complication of information which is not generally known or reasonably ascertainable, by which a business can obtain an economic advantage over competitors or customers.

### Findings:

Each topic was explained in detail and the information spoken about the specific intellectual property rights was useful.

The Department of Commerce Every year organises a talk on Intellectual property rights. This year IQAC of the college has created a cell for the promotion of and creating awareness on Intellectual property rights. The cell is created to educate the degree final year and Post graduate students as this will help them in their higher education leading towards education.

It has constituted a committee with the IQAC coordinator as its convenor CBSC coordinator and PG coordinator as members and principal as its chairperson.

This year the cell was inaugurated on 12-09-2017 and a talk was arranged for Postgraduate students. The report is as follows.

## A REPORT ON INTELLECTUAL PROPERTY RIGHTS

Intellectual Property Right is a right an individual or an organization who claims to be the owner of knowledge or idea that is made or presented in the transferrable form and that can be exploited commercially.

The IQAC of the college organised a talk on Intellectual Property Right (IPR) by Ms Radha, Assistant Professor, Law College, O.U on 12<sup>th</sup> September, 2017 in M.V. Hall, AMS College to the PG Students enlighten the students on this topic & said that

It safeguards and protects the ownership of knowledge, and it also brings recognition to its owner or inventor. Intellectual Property Rights is given by the government based on the criteria of original work being a **“New”** or **“Improved version”** in its nature, and depends on its **“Utility”** to the society, and also whether it can be **“Obvious”** or not.

IPR is of two types depending on its nature of being **“Creative”** or **“Inventive”**

Intellectual Property Rights are of two types: 1. Creative 2. Inventive. Under Creative we have copyrights the areas are literary, dramatic works, artistic works, cinematography, music, sound recording. Under Inventive which are mostly dealt with industrial inventions the areas are pattern rights, trade mark, design, integrated circuit pattern, GI –geographical Indicative Rights. The pattern rights are related to technology, agriculture, pharmacy and biotechnology.

Findings:

Each topic was explained in detail and the information spoken about patents extending for only 20 years for commercial exploitation since the date of receiving a patent was a very useful one.

The purpose of the talk is achieved in its entirety as it reached the students.

Recommendations:

- The student's participation in the interactive session should be more active to ensure complete understanding.
- More of this type of talks must be organized frequently for the benefit of the students as it proved to be fruitful.

The students expressed their happiness for arranging this talk as it has given them a lot of information.

Which will help them in the coming year or in their higher education.