

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.