



R.V. Educational Institutions  
**Sivananda Sarma Memorial R.V. College**  
UG, PG Programmes & Research Centre  
Affiliated to Bengaluru City University  
Accredited by NAAC with 'A' Grade  
Ranked among top 5 College in India  
(India Today - MDRA Survey 2018 & 2019)



**A TWO-DAY NATIONAL LEVEL ONLINE SEMINAR  
ON  
“ THE ROLE OF IPR IN PRESENT ECONOMIC SCENARIO - PROSPECTS AND CHALLENGES”  
ORGANISED BY IQAC, SIVANANDA SARMA MEMORIAL RV COLLEGE ( SSMRV COLLEGE)  
IN ASSOCIATION WITH NAAC  
ON 08<sup>th</sup> AND 9<sup>th</sup> OF DECEMBER 2020.**

**A REPORT**

We all are creative. But sometimes, our creative idea brings the best out of us. This becomes a masterpiece. Protecting this masterpiece is the crux of Intellectual Property Rights.

To familiarize the Teaching, Student and legal fraternity with the various aspects of IPR, the **IQAC Team of SSMRV** Team associated with **NAAC** and organized a Two day National Level Online Seminar on “**The Role of IPR in present Economic Scenario- prospects and challenges**” on **8<sup>th</sup> and 9<sup>th</sup> December 2020**. The resource persons for the seminar was **Dr Sreenivasulu N S**, Professor of Law, NUJS, Kolkata who deliberated on the topic – **IPR - Patents and Copyrights** and **Dr G B Reddy**, Professor of Law, Osmania University, Hyderabad, who spoke on the topic **IPR – Trademarks and Designing** on Day 1 and Day 2 respectively.

The event began with an inaugural session where in **Dr S Anil Kumar, Principal, SSMRV College** and **Chairman-IQAC** welcomed the virtual gathering and emphasized on the need for conducting webinar on such an important topic. The session had the auspicious presence of **Dr B S Ponmudiraj, Adviser, NAAC** as the Chief Guest. He mentioned in his address the importance of IPR and citing a recent newspaper article with regard to the IPR element of Corona virus vaccine. He congratulated SSMRV College for having come up with this idea and wished everyone a very productive and informative session.

The Technical session on IPR – Patents and Copyrights by **Dr Sreenivasulu N S** was extremely innovative. He elevated the topic to its crescendo by citing simple examples from day-to-day life eg- a combo Thali served in a restaurant and its patenting aspects. His take on IPR was so simple, crisp and precise that even a person from a non-Juridical background could understand and comprehend the same. There were various questions raised by participants especially research scholars perusing their doctoral studies on IPR and the resource person ensured that their questions are answered perfectly.

The session on day 2 by **Dr G B Reddy** on Trademark and Designing also ensure that all aspects are covered both from an academic and entrepreneurial standpoint. He evaluated statements like 'Every brand is a trademark, but all trademarks are not brand' was very impressive, while citing examples of the once popular tagline of Onida TV called – "Neighbor's envy, Owner's Pride".

The technical session was followed by a closing remark by **Mr Harish N, Senior Advocate and Guest Faculty, SSMRV College** who comprehended the discourses given by both the resource persons.

The session concluded with a closing remark by **Dr Nagaraj M S, Coordinator-IQAC and Head-Dept of Commerce** who thanked the NAAC Team and Dr B S Ponmudiraj, Adviser, NAAC for having associated with SSMRV College which gave the required immune and brand enhancement for the online seminar. He thanked both the resource persons, Dr Sreenivasulu N S and Dr G B Reddy, who undoubtedly are experts in the area of IPR, for associating with SSMRV College and enriching us with their valuable insights. He also acknowledged the efforts of Dr S Anil Kumar, Principal, SSMRV College for masterminding the event. He thanked the entire organizing team in getting together and clinically executing the event.

There were 426 participants which had Academicians, Legal practitioners, Research Scholars and Students not only from Karnataka but also outside covering states like Assam, Gujarat, Uttar Pradesh, Tamil Nadu, Telangana, Orissa, West Bengal among many others.

A few pics and the you tube link of the entire recording is mentioned below

**Day 1 -**



Youtube recording - <https://www.youtube.com/watch?v=SxTXxtqeDk>

## Day 2



Youtube Recording - <https://www.youtube.com/watch?v=u3hlcznOrTI>