

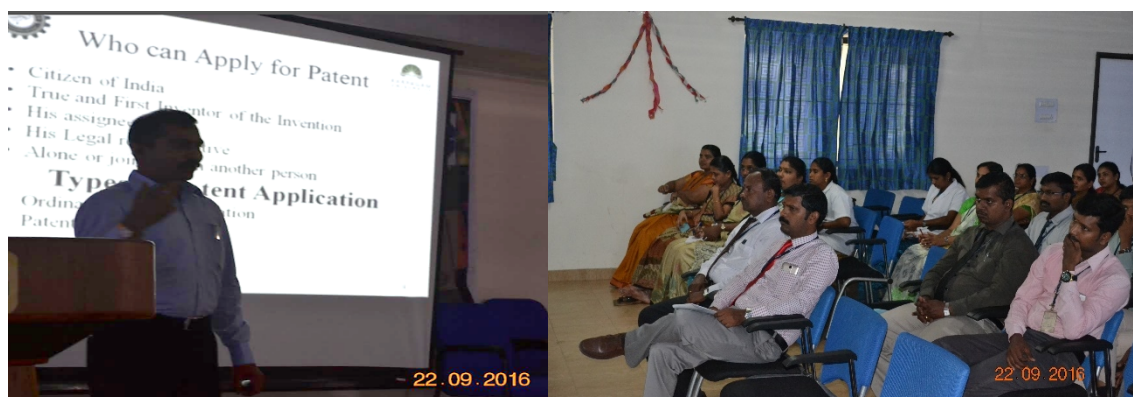
## **Report on One-day seminar on “Introduction of Design and Trademarks” Held on 22<sup>nd</sup> September, 2016**

**Venue: MBA Hall, Karpagam Academy of Higher Education**

**Time: 10:00 am**

**Total attendees: 120**

Intellectual Property Rights (IPRs) is concerned with the protection of tangible and intangible property . It provides rewards and recognition to inventor/contributor for their research, designs, discoveries, inventions, etc. IPR protection plays a key role in gaining modest advantage in terms of technological gains for achieving higher economic growth in a market driven economy. the briefly explained by Lt .Dr. K.P. Sridhar. He highlighted the importance, types and use of IPR in respect to Indian perspective. To review the present design of application with regard to freight forwarding including existing legislation and procedures in the selected countries.



To identify the constraints facing the freight forwarding determine strategies to overcome these constraints. He also covered briefed about the forms available and filing at Indian patent office. Then the participants were given the basic training on how to learn the design and to make an effective utility of patent search using open patent database such as WIPO, and google patent.



Then the keywords of design application and utility of patent using Boolean operators and codes classification and number of design search will explained in details. The one-day seminar also covered the types of search in IPR such as patentability, prior-art, freedom-to-operate, validity/invalidity. The power to evolve innovations and thinking in an innovative manner in an organization can be increased by means of creating Intellectual Property (IP) awareness amongst its employees and students, who are directly or indirectly involved in the process of innovation. The one-day IP awareness workshop aims at establishing a basic level of IP awareness amongst the workshop participants, such that the chances of obtaining well-protected innovation (Patents) for their organizations are increased.. Effective sharing of knowledge, practices and technologies in support of the implementation of the Convention.