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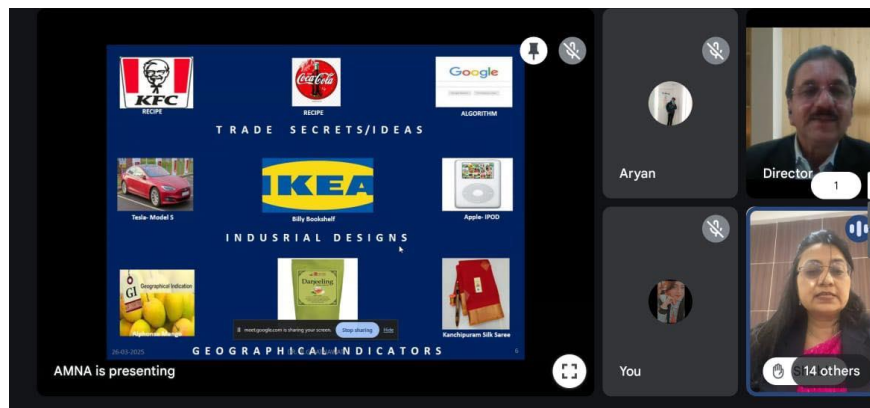
(DTE Code-3539)

Post Business Mela Talk

A Guest Session on IPR

Organized By

Research & IPR Cell & Techno-ed Club



Speaker: Prof. (Dr) R. G. Ratnawat

Director, Oriental Institute of Management, Navi Mumbai, India

27th March 2025 | 2.00 PM – 3.00 PM | GOOGLE MEET(ONLINE)

A Report

Prepared by:

Dr. Shubhi Lall

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Submitted to:

Dr Keshav Badaya

Secretary, SWES

Objective of the Talk

- To discuss the products and the process of patency
- To understand the concept and importance of IPR in India

Key Takeaways



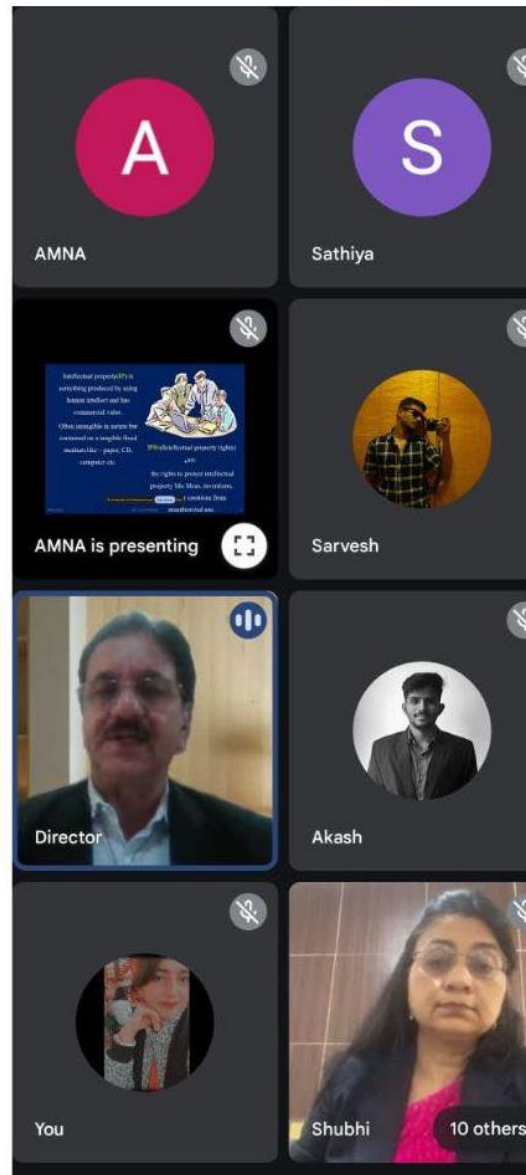
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Post Business Mela Talks on IPR

Guest Speaker
Prof.(Dr) R. G. Ratnawat



The session talked about Intellectual Property Rights, Process of patency, the products and the gaps in the process of manufacturing and displaying.

Types of IPR

It encompasses various types, each designed to protect specific forms of intellectual property. The main types are:

1. **Patents:** Protect inventions and grant the inventor exclusive rights to manufacture, use, and sell the invention for a specific period (usually 20 years).
2. **Copyrights:** Safeguard original literary, artistic, and musical works, including books, movies, software, and paintings, ensuring the creator's exclusive rights to reproduce, distribute, and display their work.
3. **Trademarks:** Protect unique symbols, names, logos, or slogans used to identify and distinguish goods or services from others in the market.
4. **Industrial Designs:** Safeguard the visual design or aesthetic features of a product, such as its shape, pattern, or color combinations.
5. **Geographical Indications (GI):** Protect products associated with a specific geographic origin, such as Champagne or Darjeeling tea, linking their quality to their region.
6. **Trade Secrets:** Safeguard confidential business information, processes, or practices that provide a competitive edge.

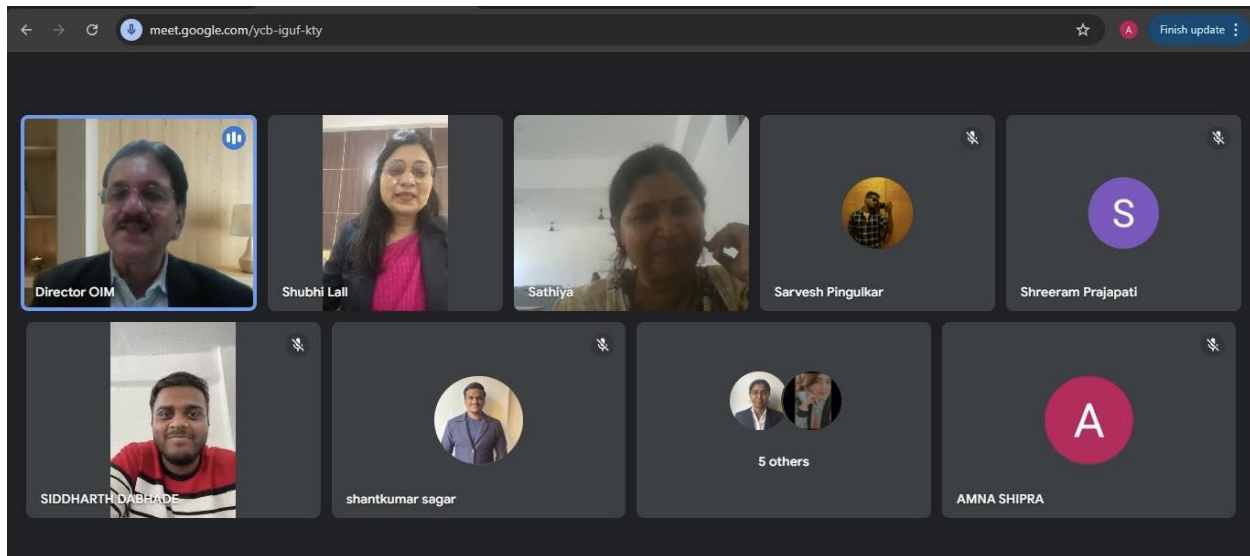
These categories ensure protection, foster innovation, and promote fair economic growth.

Objectives of IPR

The objectives of these are designed to balance the interests of creators, businesses, and the public. Key objectives include:

- **Encourage Innovation and Creativity:** Provide incentives to inventors, artists, and businesses by granting them exclusive rights, fostering a culture of innovation and creativity.
- **Economic Growth:** Stimulate investment in research and development, boosting industries and contributing to economic development.
- **Protection of Creators' Rights:** Safeguard the rights of creators, ensuring recognition and fair compensation for their work.
- **Encourage Innovation and Creativity:** Provide incentives to inventors, artists, and businesses by granting them exclusive rights, fostering a culture of innovation and creativity.
- **Economic Growth:** Stimulate investment in research and development, boosting industries and contributing to economic development.
- **Protection of Creators' Rights:** Safeguard the rights of creators, ensuring recognition and fair compensation for their work.

These objectives collectively promote innovation, protect rights, and ensure societal and economic benefits.



Advantages of IPR

It offer several advantages to individuals, businesses, and society. Key benefits include:

- **Encourages Innovation and Creativity:** By providing legal protection and financial incentives, IPR motivates individuals and businesses to innovate and create new products, services, and artistic works.
- **Protects Creator Rights:** Ensures that inventors, artists, and businesses receive recognition and financial rewards for their efforts.
- **Promotes Economic Growth:** Fosters investment in research, development, and creative industries, contributing to economic advancement.
- **Enhances Brand Value:** Protects trademarks and other brand identifiers, ensuring exclusivity and helping businesses build strong reputations and customer trust.
- **Prevents Unethical Practices:** Discourages counterfeiting, piracy, and unauthorized use, maintaining fairness in markets.
- **Fosters Knowledge Sharing:** Patent disclosures and licensing agreements enable knowledge dissemination, aiding further innovation.
- **Supports Global Trade:** Internationally recognized IPR systems encourage foreign investment and facilitate the smooth exchange of goods and services across borders.
- **Boosts Consumer Confidence:** Ensures the authenticity and quality of products, helping consumers make informed choices.

Picture Gallery

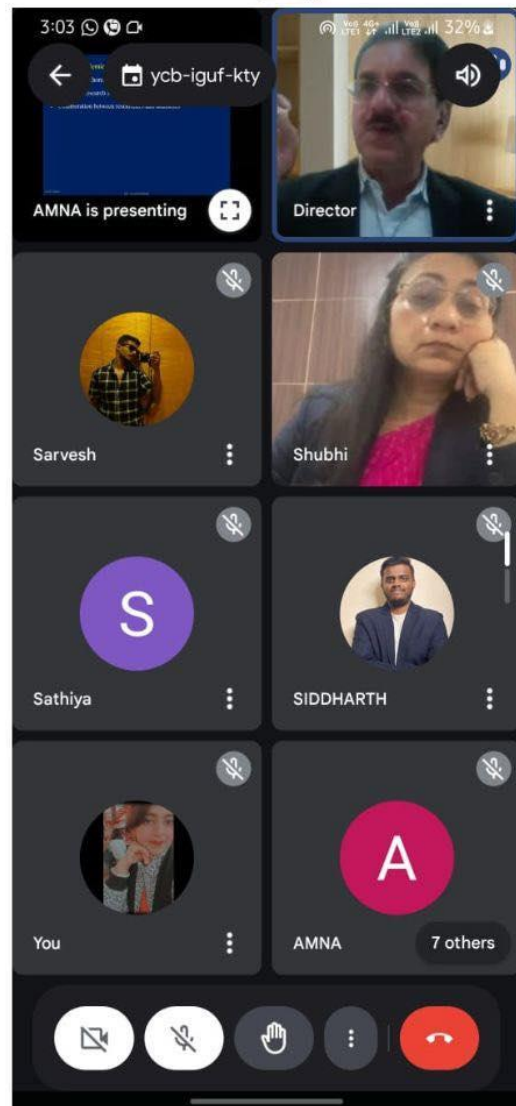


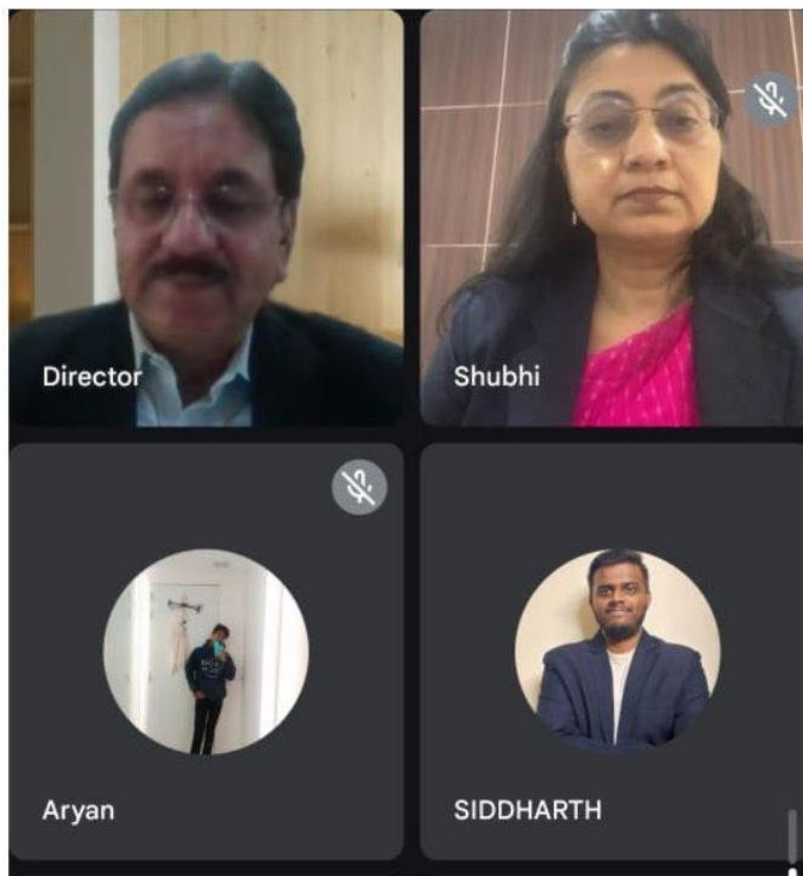
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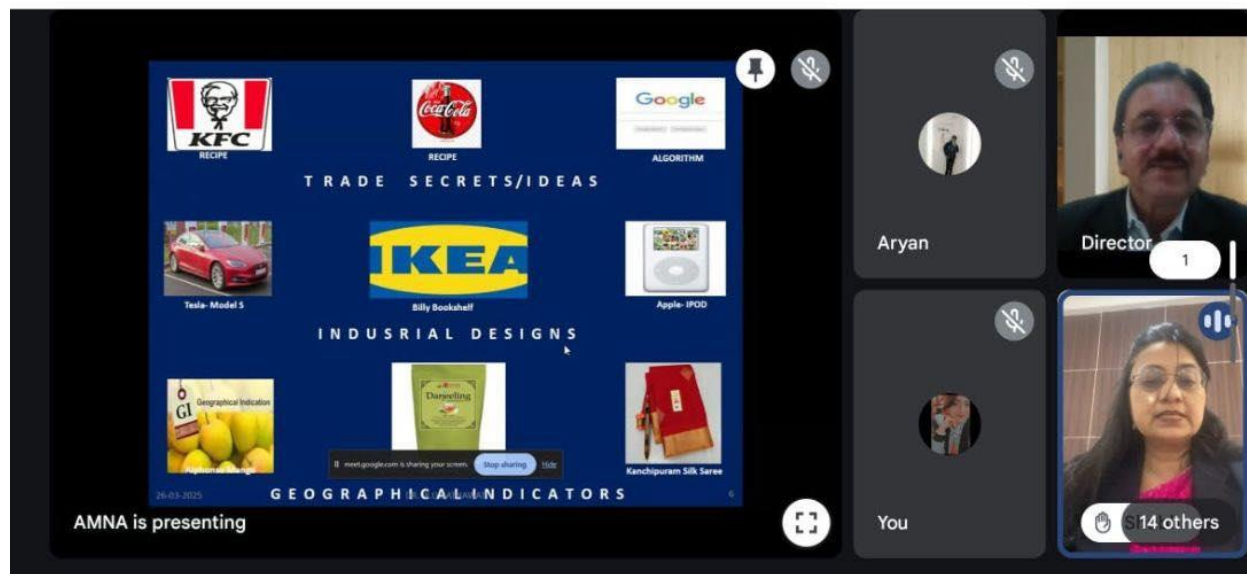
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Conclusion and Recommendations

The session was an eye opener for the teams who showcased their products in Business Mela. They understood the concept of marketing and product patency before launching a product.

Such sessions can be conducted prior to Business Mela in order to understand the market and the intellectual property rights.