



## AIMAN COLLEGE OF ARTS & SCIENCE FOR WOMEN, TRICHY-21

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K.Sathanur, Trichirappalli – 620 021.



### INSTITUTION INNOVATION CELL

#### REPORT ON WORKSHOP ON INTELLECTUAL PROPERTY RIGHTS AND IP MANAGEMENT FOR STARTUP

The Institution Innovation Cell of AIMA College organized a workshop on Intellectual Property Rights and IP Management for Startup on 22<sup>nd</sup> April 2021 through Google Meet. The speaker for the webinar was Dr.B.Balamurugan, Assistant Professor, Research Dept of Economics, Periyar EVR College, Trichy. Dr.J.Jayanthi Grace Ruby, Assistant Professor, Dept. of Business Administration welcomed the gathering.

The speaker started his talk by explaining the history of Intellectual Property Rights (IPR) and on how, where and why the IPR Act came into force. He deliberated on the types of Intellectual Property consisting of Patents, Copyrights, Trade Marks and Trade Secrets in detail.

He discussed the major acts of trade secrets with examples of Coco-cola, KFC Chicken, Big Mac Sauce and WD – 40. He explained patents with a video of popular dancer Michael Jackson, who innovated and received patent for his “Anti gravity lean shoe” which made him and his dancing team stand and dance at 45 Degree Angle in the year 1993. He also cited examples of various patent holders in India.

The speaker described trademarks and cited examples on the usage of registered Trade Marks of products like Munchy Berger, Apple Computers and Coco-Cola. He elucidated on Copyrights with examples. He motivated the listeners by interacting and asking question frequently.

Dr.J.Jayanthi Grace Ruby, Assistant Professor, Dept. of Business Administration proposed a vote of thanks. 100 students and staff participated in the webinar through Google meet. The webinar was also streamed on Youtube.

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