



Institution's Innovation Council  
Saurashtra University Rajkot

**“World Intellectual Property Day”**

26<sup>th</sup> April 2024

At

Seminar Room, Incubation Centre,  
Dr. A P J Abdul Kalam Science Laboratory,  
Saurashtra University Campus, Rajkot

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## Saurashtra University – IIC

The university is dedicated to instruction, research, and extending knowledge to the public (public service). Ministry of Education (MoE), Govt. of India has established 'MoE's Innovation Cell (MIC)' to systematically foster the culture of Innovation among all Higher Education Institutions (HEIs). The primary mandate of MIC is to encourage, inspire and nurture young students by supporting them to work with new ideas and transform them into prototypes while they are informative years. Saurashtra University is one the Organization that have constituted the IIC to foster the vision of MoE and be a part for the promotion and development of innovation ecosystem.

### Event Schedule

12:00	• Welcome
12:10	• Awareness Session
01:45	• Q & A
02:00	• Closing Ceremony

### Event Registration Link

[bit.ly/SUSEC-IPRD](https://bit.ly/SUSEC-IPRD)

## Brief about Event

SU Startup and Entrepreneurship Council, in collaboration with IIC Saurashtra University, was hosted a celebration for "World Intellectual Property Day" on April 26, 2024.

Ma'am talked about Intellectual property rights (IPR) grant exclusive rights to individuals over the creations of their minds for certain periods of time. These legal rights are considered intangible potential assets and provide a form of monopoly by preventing others from using the creator's work without permission for a definite period. The intellectual property rights were essentially recognized and accepted all over the world for several very important reasons: to provide an incentive to individuals for new creations, to accord due recognition to the creators and inventors, to ensure material reward for intellectual property, and to make available genuine and original products.

There are various kinds of intellectual property rights (IPRs), each serving a unique purpose. Patents protect inventions, including products, processes, materials, and compositions, offering technical solutions to technical problems. Industrial designs cover external features that are appealing to the eye, such as new shapes, patterns, or configurations. Trademarks are visual symbols like words, names, logos, labels, monograms, and slogans, applied to articles of manufacture or services to indicate their origin. Copyrights safeguard artistic, literary, musical, and dramatic creations, granting proprietary rights that come into existence as soon as the work is created.

The organization structure for intellectual property rights in India is as follows: The Ministry of Commerce & Industry oversees the Department of Industrial Policy & Promotion. Under this department, the Controller General of Patents, Designs & Trade Marks is responsible for managing patents, designs, and trademarks. There are dedicated Patent & Design Trade Marks Registry Offices located in Kolkata, Delhi, Mumbai, Ahmadabad and Chennai to handle related matters. Geographical Indications Registry is in Chennai & Patent Information System is in RGNIIPM (NAGPUR). A single product can be protected by more than one IPR. For ex: Coca-Cola. The logo Coca-Cola is an example for TRADE MARK, Shape of the bottle – an INDUSTRIAL DESIGN, PATENT may have been obtained in respect of bottling equipment, COPYRIGHT – in respect of the text, database or artistic work appearing on its website.

Sir explained that there are different ways of IP licensing, including franchising, merchandising, brand extension, co-branding, and component or ingredient branding. A Geographical Indication (GI) is an indication that originates from a definite geographical territory. It is used to identify agricultural, natural, or manufactured goods, which must be produced, processed, or prepared in that territory and should have a special quality, reputation, or other unique characteristics. Indian Geographical Indications include Basmati Rice, Darjeeling Tea, Kanchipuram Silk Saree, Alphonso Mango, Nagpur Orange, recognized Kolhapuri Chappal, Bikaneri Bhujia, and Agra Petha and added that Gholvad Chikoo has had significant economic, cultural, and tourism impacts, with market expansion and quality assurance initiatives enhancing its appeal. Community development and income generation have benefited as a result, leading to market value enhancement and higher prices that contribute to broader economic development. Additionally, the increased popularity of Gholvad Chikoo has had a positive impact on tourism in the region.

A trade secret, also known as confidential information, can include a formula, process, design, or device, such as the secret formulas of Coca-Cola and KFC. Brand extension, which involves leveraging existing brand equity to expand into new product or service categories, offers key benefits such as reducing risk and uncertainty, expanding the customer base, and achieving cost efficiency. Additionally, it strengthens brand identity, reinforces customer loyalty, and creates a seamless experience for consumers. Component or ingredient branding enhances value through specialization by offering several benefits, such as differentiation and recognition, building trust and assurance, and enhancing perceived value. This approach boosts consumer confidence, leverages specialization, and simplifies decision-making for customers. Different types of IP include patents, which protect the functional aspects of an idea; industrial design (design patents), which cover the aesthetic aspects of an idea; Copyright, which protects how an idea is expressed trademarks, which are used for individual branding; geographical indications (GI), which are used for collective branding; and domain names, which serve as your online address.

## Key Points

During the session, below mentioned points were discussed:

- Types & Benefits of Intellectual Property Rights
- Organizational Structure in India
- IP Licensing Methods
- Brand Extension & Trade Secrets
- Examples of Protected Products
- Component or Ingredient Branding
- Economic and Cultural Impact of GIs
- Role of IP in Economic Development
- Market Expansion and Quality Assurance
- Simplified Decision-Making for Consumers
- Legal Protection and Intangible Assets
- FAQs related to Intellectual property?

## Outcome

According to this event students learned about Intellectual property rights (IPR) grant creator's exclusive rights over their innovations for a certain period, serving as intangible assets that incentivize new creations, ensure recognition and material rewards, and provide genuine products. Various IPR types, including patents, industrial designs, trademarks, and copyrights, protect different aspects of creations. In India, IPR management is structured under the Ministry of Commerce & Industry, with specialized offices handling patents, designs, trademarks, and geographical indications. IP licensing methods like franchising and brand extension enhance market reach and brand value. Geographical indications like Gholvad Chikoo boost local economies and tourism, while trade secrets and brand extensions offer competitive advantages through specialization and customer trust. Overall, IPRs foster innovation, economic development, and consumer confidence.

## About the Speaker/Chief Guest



Dr. Ranjan Khunt

President, IIC

Saurashtra University - Rajkot



Mr. Dipak Parmar

IPR Chair Professor-SPRIHA

Saurashtra University - Rajkot

**SSIP** **SEC** **StartUp** **INSTITUTION'S INNOVATION COUNCIL**

*Celebrates*

### World Intellectual Property Day

SPEAKERS:

 <b>DR. RANJAN KHUNT</b> PRESIDENT, IIC SAURASHTRA UNIVERSITY	 <b>MR. DIPAK PARMAR</b> IPR CHAIR PROFESSOR- SPRIHA SAURASHTRA UNIVERSITY
<b>IPR basics and concepts</b>	<b>Exploring Intellectual Property Rights Through Stories</b>

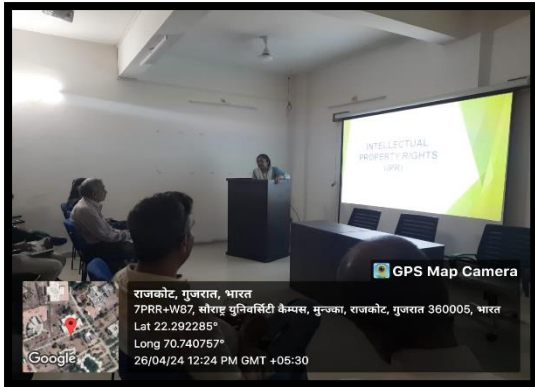
SU Startup and Entrepreneurship Council, in collaboration with IIC Saurashtra University, is hosting a celebration for "World Intellectual Property Day" on April 26, 2024.

**REGISTER NOW** [bit.ly/SUSEC-IPRD](https://bit.ly/SUSEC-IPRD)

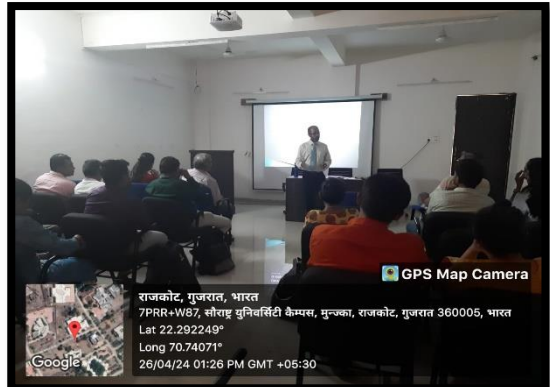
**26 APRIL, 2024**  
FRIDAY

**START AT**  
12:00 PM TO 2:00 PM

**SEMINAR ROOM,  
DR. APJ ABDUL KALAM  
SCIENCE LABORATORY,  
INCUBATION CENTRE,  
SAURASHTRA UNIVERSITY**



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