



RAJAGIRI VISWAJYOTHI
COLLEGE OF ARTS AND APPLIED SCIENCES
VENGOOR , PERUMBAAVOOR KERALA- 683546

An ISO 9001 : 2015 Certified Institution

Affiliated to Mahatma Gandhi University, Kottayam | Approved by AICTE



CRITERION 3

RESEARCH INNOVATIONS AND EXTENSION

3.2 Innovative Ecosystem

2019-2024

Submitted to



Intellectual Property Rights

3.2.1 Institution has created an Ecosystem for Innovations and has taken initiatives for creation and transfer of knowledge (2019-2024)

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Intellectual Property Rights

Intellectual Property Rights (IPR) are legal protections granted to creators, inventors, and businesses for their intellectual creations, including inventions, literary and artistic works, designs, symbols, and names. These rights enable individuals and organizations to control the use of their creations, ensuring that they can benefit financially and creatively from their work.

In an era where intellectual assets drive innovation and growth, understanding IPR has become increasingly crucial. Rajagiri Viswajyothi College of Arts & Applied Sciences has recognized this need and has actively organized a series of dynamic workshops and seminars aimed at enhancing awareness and understanding of IPR among its undergraduate students, faculty, and staff. These initiatives are designed to illuminate the complex world of IPR, covering key areas such as copyrights, patents, trademarks, and trade secrets. The workshops feature expert speakers from legal and industry backgrounds, and include interactive elements and real-world case studies to provide participants with a comprehensive learning experience. The goal is to equip attendees with the knowledge and skills necessary to navigate the intricacies of intellectual property law effectively.

Targeted specifically at students from the BA English, BSc Psychology, BCom, BBA, and BCA programmes, these workshops contribute to the college's broader objective of fostering a culture of creativity, innovation, and academic integrity. Through these educational efforts, Rajagiri Viswajyothi College aims to enhance its community's understanding of IPR and support a vibrant academic and entrepreneurial environment.

Objectives of IPR Workshops and Seminars

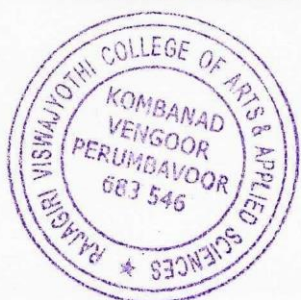
- To explain the basics of IPR.
- To clarify the legal processes for protecting IPR.
- To provide practical guidance on managing IPR.
- To promote creativity by highlighting IPR's value.
- To address common IPR challenges and best practices.



1. Seminar on Brand Designing Patent

The Department of Management organized a seminar titled "**Seminar on Brand Designing Patent**" on July 11-12, 2023, at the computer lab. The event focused on Intellectual Property Rights (IPR) and aimed to educate college students and faculties on the strategic integration of brand design within patent frameworks. Mr. Solymon V L, the coordinator, facilitated the seminar with the expert guidance of Dr. A P Philip, Head of the Department, Newman College, Thodupuzha a renowned resource person in the field.

The seminar was attended by 17 participants, comprising college students and faculty members interested in understanding the legal, innovative, and competitive implications of brand design patents. Through interactive sessions and case studies, participants gained insights into identifying patentable aspects of brand design, leveraging patent protections to enhance brand identity, and navigating legal considerations effectively. The participants acquired a nuanced understanding of how brand design patents contribute to innovation and differentiation in the market. They learned practical strategies for integrating patent protections into branding strategies, which can potentially lead to competitive advantages for businesses.



Poster and Photo of the Event

Dr. A. P. Philip
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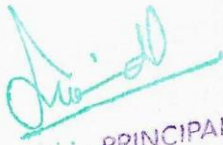
2. Online Workshop on Navigating Online Copyrights in Fictional Works

The Department of English at Rajagiri Viswajyothi College of Arts & Applied Sciences hosted a one-day online workshop titled **Navigating Online Copyrights in Fictional Works** in the Computer Lab, on June 6, 2019. Coordinated by Febi Abraham, Assistant Professor in the Department of English, the workshop focused on Intellectual Property Rights and aimed to elucidate the complexities of copyright laws related to fictional content in digital environments. Mr. Abhijith Radhakrishnan from Sacred Heart College Thevara led the workshop. The session began with an introduction to basic copyright principles, followed by an in-depth exploration of the legal challenges specific to digital distribution of fictional works. Mr. Abhijith Radhakrishnan highlighted practical strategies for protecting creative content and provided actionable insights into managing copyright issues in the digital realm. Interactive discussions and case studies facilitated a deeper understanding of real-world applications, helping participants grasp how to navigate and apply copyright laws effectively.



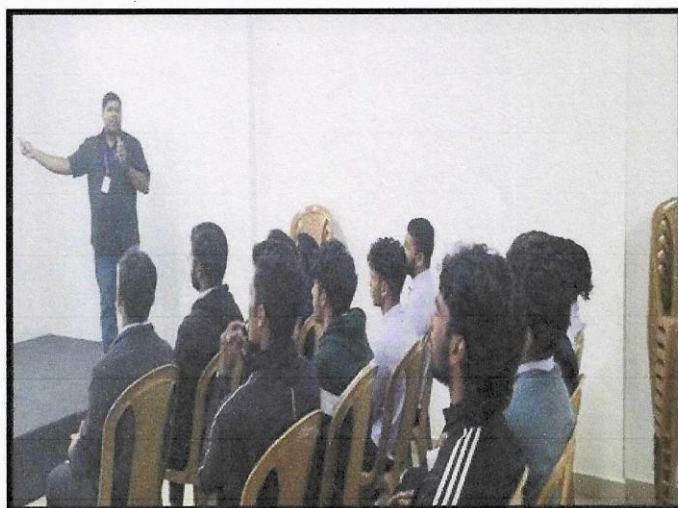
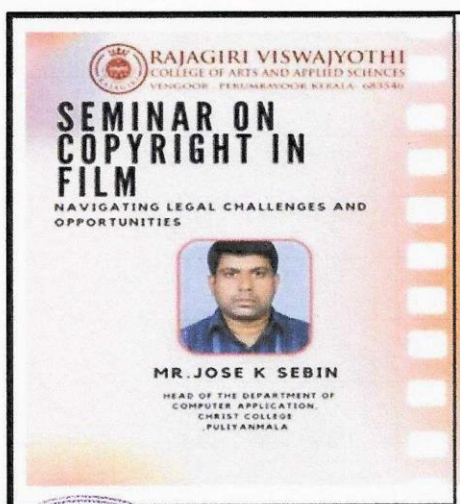
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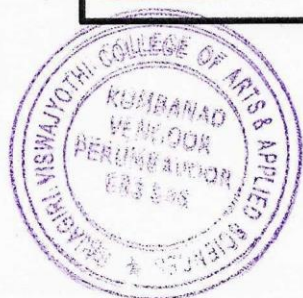

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3. Seminar on Copyright in Film: Navigating Legal Challenges and Opportunities

The **Seminar on Copyright in Film: Navigating Legal Challenges and Opportunities** by Mr. Jose K. Sebin was conducted from 14th December 2023 to 15th December 2023 in the Computer Lab, organised by the English Department. The seminar, focusing on intellectual property rights (IPR) and the intricacies of copyright law as it pertains to the film industry had 14 attendees including students and faculty. The seminar sessions explored a wide range of topics including copyright registration, fair use, licensing, distribution rights, and the implications of digital piracy. Under the coordination of Mrs. Anila Roshan, the seminar provided a platform for in-depth discussions and practical insights into legal challenges and opportunities faced by filmmakers, producers, and distributors. The seminar was highly beneficial as participants developed a comprehensive understanding of copyright laws in the context of filmmaking. They gained practical knowledge and skills to effectively navigate legal complexities and protect intellectual property rights.



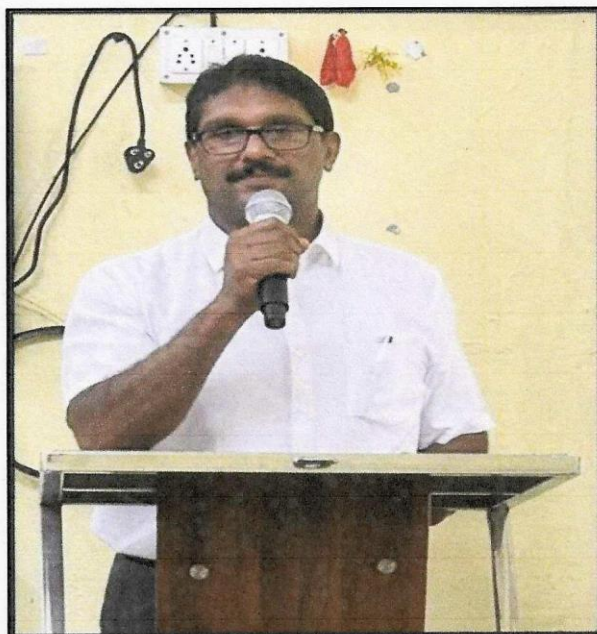
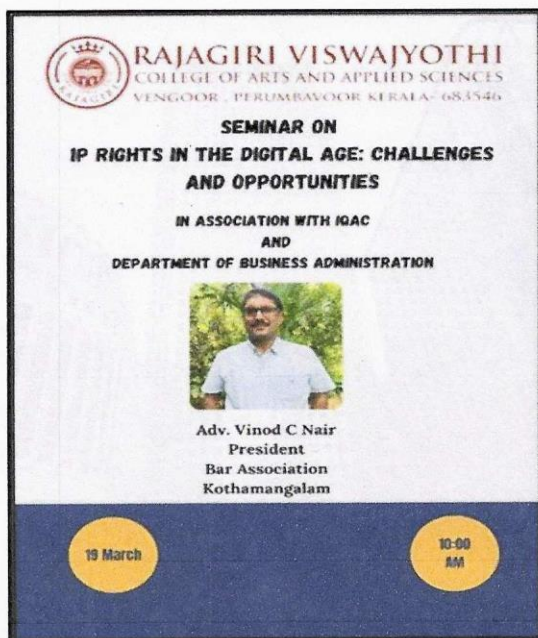
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4. Seminar on IP Rights in the Digital Age: Challenges and Opportunities

The Department of Management Administration hosted a seminar titled **Intellectual Property Rights in the Digital Age: Challenges and Opportunities** on March 19, 2024, in the institution's lecture hall. Coordinated by Mr. Solymon V.L., the event featured Adv. Vinod C. Nair, a prominent expert in Intellectual Property law, as the resource person. The seminar attracted students and faculty members, with the goal of deepening their understanding of intellectual property (IP) rights within the context of digital advancements. Adv. Vinod C. Nair's sessions delved into key topics, including copyright challenges, patent protection in digital innovations, trademark issues in online branding, and strategies for effective IP enforcement in digital settings. Interactive discussions and hands-on exercises encouraged participants to explore practical applications of these concepts.



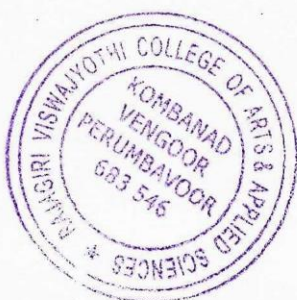
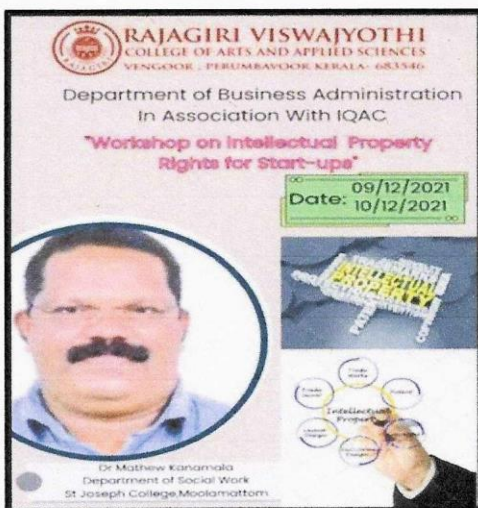
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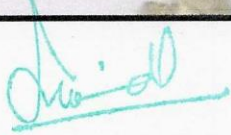

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5. Workshop on Intellectual Property Rights for Start-Ups

The Department of Management organized a two-day workshop titled **Workshop on Intellectual Property Rights for Start-Ups** on 9th and 10th December 2021 in the Computer Lab. This workshop aimed to educate college students and entrepreneurs on the importance and application of intellectual property rights in business. Resource person Dr. Mathew Kanamala, is an expert in intellectual property law. The sessions covered various aspects of intellectual property, including patents, trademarks, copyrights, and trade secrets, tailored to the needs of start-up founders and entrepreneurs. There were 19 participants and they gained insights into the process of securing patents and trademarks, understanding the significance of intellectual property in maintaining a competitive advantage in the market. They learned about the legal protections to safeguard innovations, mitigate risks, and effectively manages intellectual assets for long-term growth.

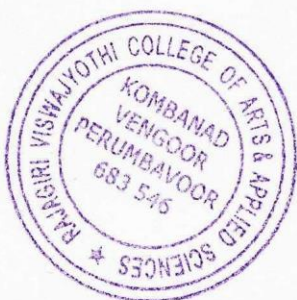


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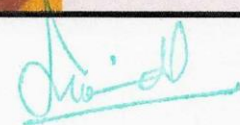

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6. Seminar on Plants Breeders Rights

The Nature Club of Rajagiri Viswajyothi College of Arts & Applied Sciences organized a seminar on **Plant Breeders' Rights** on 13th July 2022 at 11:30 AM. The session was led by Dr. Nitheesh Babu, an Agricultural Officer from Vengoor, who shared his expertise on Intellectual Property Rights related to plant breeding. The primary objective of the seminar was to raise awareness about Plant Breeders' Rights and their critical role in encouraging biodiversity and promoting sustainable agricultural practices. During the seminar, Dr. Nitheesh Babu elaborated on the legal framework surrounding Plant Breeders' Rights and the significance of protecting the innovations of plant breeders. He explained how these rights act as incentives for developing resilient and high-yield crops, contributing to food security and environmental sustainability. Participants, including 27 students and faculty members, benefited from the seminar by gaining a deeper understanding of how Plant Breeders' Rights support agricultural innovation and environmental conservation. The seminar underscored the importance of safeguarding breeders' rights to foster the creation of new plant varieties that align with sustainable agriculture.



Poster and Photo of the Event

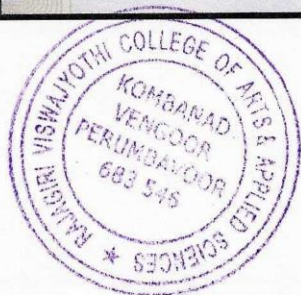

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7. Seminar on Software Quality Assurance in Entrepreneurial Success

The Department of Computer Applications organized a seminar titled **Software Quality Assurance in Entrepreneurial Success** on 25th March 2024. The event, which focused on the significance of Intellectual Property Rights, was conducted at 1:30 p.m. with 21 participants, including both college students and faculty members.

The session was led by Ms. Gayathri R. Nair, a Software Quality Assurance Engineer at Easy Generator. She provided valuable insights into the role of software quality assurance in ensuring entrepreneurial success, highlighting how strong quality control and adherence to IPR contribute to long-term business viability and innovation protection.

Ms. Rengini D., the event coordinator, efficiently managed the seminar, ensuring a smooth and informative experience for all attendees. The seminar proved to be highly beneficial, equipping participants with a better understanding of how quality assurance practices intersect with intellectual property concerns in the entrepreneurial landscape.



Poster and Photo of the Event

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