

Introduction to Intellectual Property Rights and its use in Business & Research

Jain University, JC Road Campus, 22nd May, 2013

Jain University is involved in research work in emerging technologies in the interdisciplinary areas of science and engineering, in addition to academic work. Some of the innovative research outputs have been converted to patents. In order to accelerate patent activities in the University Dr. S. Rama Murthy, Professor, Centre for Emerging Technologies has initiated several IPR sensitisation programs. The IPR activity is fully supported and encouraged by Dr. Sundar Rajan, Vice Chancellor, Dr.NGR Iyengar, Pro-vice Chancellor, Dr. K. Venkatesh, Director and Dean (Research), Centre for Emerging Technologies and Dr. K. Sridhara Murthy, Adjunct Professor. One such IPR program was held at Jain University, JC Road campus on 22nd May, 2013. A report on the above program is given below.

The WTO & IPR Relay Cell, Visvesvaraya Trade Promotion Centre (VTPC, and formerly known as VITC), Department of Industries & Commerce, Government of Karnataka in association with the Jain University, JC Road campus conducted an academia sensitisation program on “Introduction to IPRs and its use in Business & Research.”

The Program was organised as part of the ongoing initiatives of the newly launched WTO & IPR Relay Cell at the VTPC to sensitise academia on the various facets of Intellectual Property Rights.

Prabhavathi Rao, Program Coordinator - WTO & IPR Relay Cell, VTPC, ushered in the theme facilitation of the session and opined that academia in general and the student fraternity in particular have a key role to play in the IP space being the future innovators of the nation. She averred that the VTPC is keen to work in unison with the academia for building a robust IP landscape in the intellectual hub of Karnataka.

Dr. Sundar Rajan, Vice Chancellor, Jain University in his welcome address urged and motivated the academia at The JGI to continue to unleash their creativity and make effective contributions in the domain of IP. He placed on record the breakthrough made by the Jain University with its accomplishments in filing few coveted patents. The journey, he opined has to continue with renewed gusto.

Rachna Singh Puri, CEO, Xollect IP Solutions LLP took the participants through a primer on the “Seven Rays of IP”, providing the historical insights, landmarks, the significance and relevance of each IP form and its importance in business and research.

Dr. P.E Rajasekharan, Principal Scientist, Indian Institute of Horticultural Research (IIHR), provided useful information pertaining to the scope, global economic trends, societal evolution, statistics and milestones on how to generate and protect intellectual property in biological research.

Swaroopa TK, Joint Director, VTPC, while summing up the afternoon's session cited the example of a country like Israel which despite various challenges w.r.t the political and demographic landscape, size, etc. continues to trail blaze in R&D and its deep rooted forays across various verticals. She urged the audience to take a cue out of their book as food for thought and help add value to the IP landscape of our country.

The sensitisation program was attended by 120 participants who included faculty, research scholars, management and the post graduate students from the science and technology streams.