



ADITYA ENGINEERING COLLEGE

An Autonomous Institution

Approved by AICTE • Permanently Affiliated to JNTUK • Accredited by NAAC with 'A' Grade

Recognised by UGC under sections 2(f) and 12(B) of UGC Act, 1956

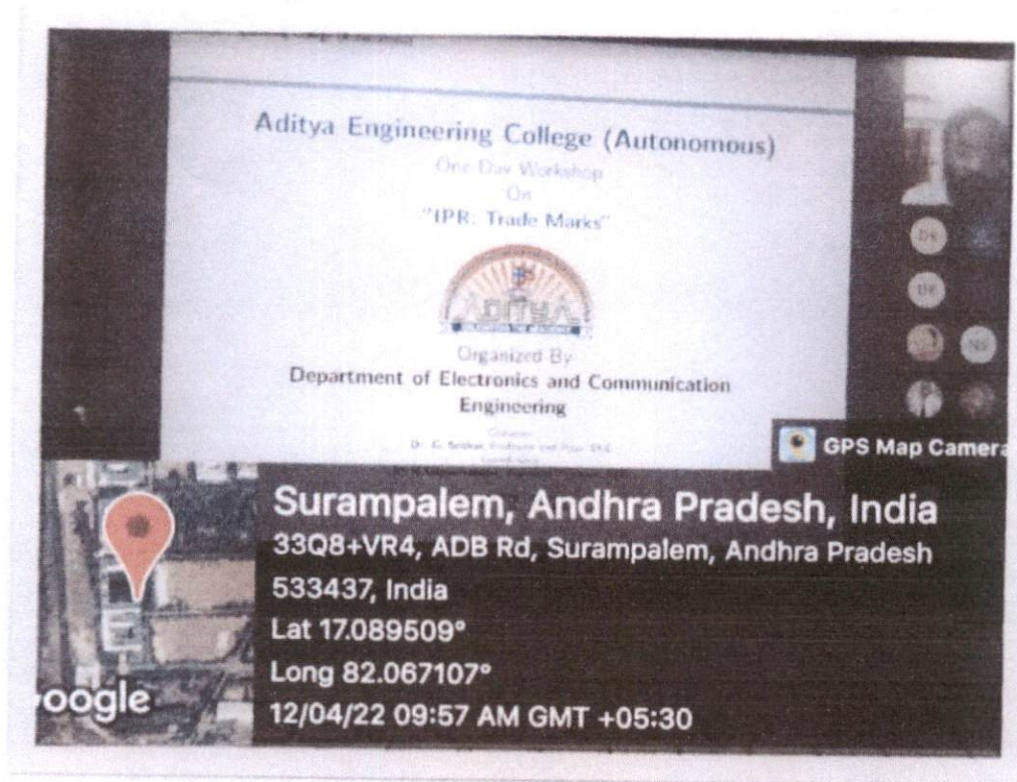
Aditya Nagar, ADB Road, Surampalem - 533437, Near Kakinada, E.G.Dt., Ph:99498 76662

Department of Electronics and Communication Engineering

One Day Workshop on “IPR: Trade Marks”

Report

- Venue** : Online (Microsoft Teams)
- Date** : 12th April 2022
- Resource person** : **Mr. Nettimi Satya Sai Srinivas**,
Director,
ATRIEL India Private Limited, Karikal.
- Number of participants** : 47
- Objective** : The primary objective of this workshop is to facilitate and support students, in raising awareness of trade marks related issues in general and more explicitly educating them about the value and protection of trade-marks and its benefits.
- About the workshop** : The department of Electronics and Communication Engineering, Aditya Engineering College, Surampalem organized a one day workshop on “IPR: Trade Marks” on 12th April 2022. In this workshop in the first session, **Mr. Nettimi Satya Sai Srinivas** was enlightened with the fundamentals of trade mark specification & process of trade mark filing. In the second session, Awareness of trade-marks and associated Acts was discussed. In the third session, he given insights into the benefits of trade-mark patent and its applications. In the fourth session, speaker explained the case study of Blue Ivy Carter Vs Blue Ivy battle trade mark.
- Outcome** : Students were able to.
- Understand the importance of trade marks in IPR.
 - Aware about the Acts associated with trade-mark.
 - Understand the case study of trade-mark battle.
- Closing remarks** : Dr. G. Sridevi gave the vote of thanks to the resource persons, and participants and also gave thanks to the management of Aditya Engineering College, Principal sir, and all the faculty and staff members of the ECE Dept. for their support and cooperation. In the end, the convenor of the program sent Rs.10,000/- to the speaker as a token of gratitude.



Mr. Nettimi Satya Sai Srinivas delivering his lecture

ABOUT THE WORKSHOP

The primary objective of this programme is to facilitate and support students in raising awareness of trade mark related issues in general and more explicitly educating them about the value and protection of trade mark and their benefits. Participants will be enlightened with the fundamentals of trade marks & the process of trade mark application filing. This Workshop gives insights into the forms, fees, and filing procedures for trade mark applications.

OUTCOMES

- After completion of the programme, students will be able to
- Understand the importance of trade marks
 - Know about the forms, fees, and filing procedures for the trade mark application
 - Draft trade mark application

RESOURCE PERSON

Mr. Nettimi Satya Sai Srinivas,
Director,
ATRIEL India Private Limited,
Karikal

COORDINATOR

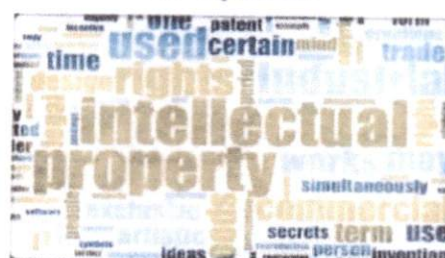
Mr. V. Satyanarayana,
Assoc. Professor, ECE

CONVENOR

Dr. G. Sridevi
Professor & HOD, ECE

One Day Online Workshop ON "IPR: Trade Marks"

12th April 2022



Organized by
Department of Electronics and Communication
Engineering



ADITYA ENGINEERING COLLEGE(A)
Aditya Nagar, ADB Road, Surampalem-Pin: 533437, East
Godavari District, Andhra Pradesh, India

Brochure

PRINCIPAL
ADITYA ENGINEERING COLLEGE
SURAMPALEM - 533437

G. Sridevi
Head of the Department
Department of E.C.E.
Aditya Engineering College (A9)