

**Y.A. GOVT.COLLEG FOR WOMEN, CHIRALA.  
DEPARTMENT OF COMMERCE  
FOR THE ACADEMIC YEAR 2020-2021  
One Day workshop on Intellectual Property Right**

**Date: 08-09-2021**

**Objectives:**

- To explain about the Intellectual Property Rights, importance, and application of Intellectual Property Rights
- To create awareness about the various promotional activities of IPR among the students with suitable examples.

**Description:** The Department of Commerce has organized a One Day Workshop on “The Intellectual Property Management Process” by D.Emmanuel. He explained about the Intellectual Property Rights, various types of Intellectual Property Rights such as Trademarks, Patents and Copy rights with apt examples. He also clearly showed the management process in IPR namely the IPR strategy which leads to decision making. The policy formulations leading to negotiations and finally protecting the rights is clearly explained in the IPR management process.

**Outcomes of the programme:**

- The students understood about Intellectual Property Rights, various types of Intellectual Property Rights and legal framework and also application in practical life.
- The effects of IPR management process are clearly understood by the students.



