



Mark the Spot: Trademarks Talk: Masterclass on Trademarks and Geographical Indications

Date: 24 April, 2025

Centre: Institution Innovation Council (IIC), Shyam Lal College

Venue: Online mode (Webex Live Stream)

Number of Student Participants: 43

Number of Faculty Participants: 13

Objective

The event was organized with the following objectives:

- Celebrate World Creativity and Innovation Day: Recognizing the pivotal role of creativity and innovation in problem-solving and sustainable development.
- Inaugurate IP UTSAV: A festival dedicated to promoting awareness and understanding of intellectual property (IP) rights among students, educators, and innovators.
- Foster an Innovation Ecosystem: Encouraging institutions to integrate IP education into their curricula and promote a culture of innovation.

Key Highlights

- Inaugural Address: The event commenced with a keynote speech by a distinguished official from the Ministry of Education's Innovation Cell, emphasizing the significance of IP in the current educational and innovation landscape, in the esteemed presence of Professor T.G. Sitharam, Hon'ble Chairman AICTE and Dr. Abhay Jere, Hon'ble Vice Chairman, AICTE.

- Panel Discussions: Experts from academia, industry, and the legal fraternity engaged in discussions on:

The importance of IP in fostering innovation.

- Strategies for integrating IP education in higher education institutions.
- Challenges and opportunities within the current IP regime.
- Launch of IP UTSAV: The festival was officially launched, outlining a series of activities, workshops, and competitions aiming at enhancing IP awareness.
- Interactive Sessions: Participants engaged in Q&A sessions, seeking clarity on IP-related queries and sharing insights from their respective institutions.

Benefits of the Event

- Enhanced IP Awareness: Attendees gained a deeper understanding of the importance of IP rights in academia and research.
- Resource Sharing: Institutions shared best practices and resources for implementing IP education and fostering innovation.
- Networking Opportunities: The event provided a platform for educators, students, and industry professionals to connect and collaborate.
- Strategic Insights: Discussions offered strategic insights into integrating IP education within institutional frameworks.

Insights Derived by Attendees:



- **Integration of IP in Curriculum:** Recognizing the need to embed IP education within academic programs to prepare students for the innovation-driven economy.
- **Institutional Support:** Understanding the role of institutional policies in promoting and protecting innovations.
- **Collaboration is Key:** Emphasizing the importance of collaboration between academia, industry, and legal experts to navigate the IP landscape effectively.
- **Continuous Learning:** Acknowledging that IP education is an ongoing process, necessitating regular updates and training.

Conclusion

The Inauguration of IP UTSAV and Celebration of World Creativity and Innovation Day served as a significant milestone in promoting IP awareness and fostering a culture of innovation within educational institutions. For Shyam Lal College's IIC, the event underscored the importance of integrating IP education into our academic framework and provided actionable insights to enhance our innovation ecosystem. Moving forward, the IIC is committed to implementing the learnings from this event to nurture and protect the creative endeavors of our students and faculty.

Faculty Attendance

S.No.	Name	Member
1	Dr.Saubhagyalaxmi Singh	Convener
2	Dr. Monika Goyal	Member, Dept. of Physics
3	Mr. Balram Kindra	Member, Dept. of Mathematics
4	Dr. Sushil Kumar	Member, Dept. of Computer Science
5	Dr.Neha Bothra	Member, Dept. of Commerce

7	Dr.Pranav Dass	Member, Dept. of Computer Science
8	Dr. Leena Singh	Member, Dept. of Computer Science
9	Dr. Kanika Solanki	Member, Dept. of Chemistry
10	Dr. Nidhi Jain	Member, Dept. of Commerce
11	Dr. Bisla Devi	Member, Dept. of Economics
12	Ms. Priyanka Yadav	Member, Dept. of Commerce
13	Dr. Rahul Boadh	Member, Dept. of Mathematics

IIC Members Attendance

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