

PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE AND ECONOMICS.

One Day National Conference (Virtual)

ON

Intellectual Property Rights (IPR)

**‘NAVIGATING INTELLECTUAL
PROPERTY RIGHTS’.**

Report

VIRTUAL NATIONAL CONFERENCE

ON

‘INTELLECTUAL PROPERTY RIGHTS-

" Navigating Intellectual Property Rights"

About the Conference:

In today’s universally competitive environment, intellectual property has placed itself on a plinth in the context of economic growth and is becoming increasingly important.

Intellectual Property is the invisible property and fuel that energise the engine of prosperity, fostering invention and innovation. The increasing importance of intangible assets in the global economy is making business organizations to actively manage their IP as a key driver for building and sustaining their competitive advantage and achieving superior performance compulsorily.

On the above background, Dr. Kiran H. Mane I/C Principal, organised a One Day National (Virtual) Conference on Intellectual Property Rights entitled “Navigating Intellectual Property Rights” by Department of Business Law in association with Internal Quality Assurance Cell of the College. on 3rd March 2022 at 11.00 am

The webinar was conducted by Professional and Academician **Adv. Mario Sequeria**, a Senior Corporate Lawyer based in Mumbai having over 14 years of experience in the Intellectual Property Rights Issues.

Adv. Mario Sequeria provided comprehensive awareness on contemporary IP issues pertaining to Commerce and Industry with the help of leading case studies of corporates like Mahindra and Mahindra, Cleartips, and Reliance Jio. Throughout his presentation he addressed various IP related plagiarism issues that occurs with the participants during their academic years and initial industrial exposure. Further, participants were taught on how IPR restricts copying others’ ideas and how this will help the development of new ideas for the benefits of the society.

The Said Conference created a great impact on the entire audience. Almost 410 Teacher and Students from various colleges and were participated from the various Colleges and Universities.

Event Brochure

https://drive.google.com/file/d/1sczwzl8QXTkEYHg0Mf11K3Po3hOU_r4F/view?usp=sharing

Photographs:

<https://drive.google.com/file/d/17L2HVno7oKrK5CVCGbY96YNhiHeCswHZ/view?usp=sharing>

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Dr. Mahendra Pachadkar.
Head of the Department
Business Law.