

Title: Product Design and conceptualization Workshop at Campus

Description: One day workshop on Intellectual Property rights and product development by PHD Chamber of Commerce and Industry

Name of the event: IPR awareness camp by PHD Chamber of Commerce and industry

Date of the event: 15th November, 2019

Venue: KP Basu Memorial Hall, Jadavpur University

Brief of the event:

On 13th November, an awareness programme on “Importance of Intellectual Property Rights” was organized by the Jadavpur University Institution Innovation Council (JU-IIC) in association with PHD Chamber of Commerce and Industry. The event took place at the K.P. Basu Memorial Hall, Jadavpur University and it was divided into four technical sessions. After the official procedures, the inaugural session was addressed by Dr. P.K. Ghosh, Pro VC, Ex-Dean, Faculty of Engineering and Technology, former registrar, JU. According to Dr. Ghosh, students should be given an adequate environment for innovation and incubation. He also announced that the new IPR Policy funds have been allocated for the Entrepreneurship and Incubation Centre (EIC) with the University of Florida in a mentorship role.

The next speaker was Dr.Sadhan Kumar Ghosh, Dean, Faculty of Engineering and Technology and his primary emphasis was on the growth rate of MSME- Micro, Small and Medium Enterprises and its influence on the economic, cultural and social growth. Dr.Sadhan Ghosh also pointed out the importance of IPR by upholding the comparison between the British Patent Law of 1852 and the Indian Patent Law of 1856. His points were carried forward by Dr. H.P Kumar, Advisor, PHD Chamber and former Chairman and MD, NISC, Government of India. He pointed out that how economic growth is beneficial and how MSME has taken up a central role in policy making schemes.

The second session was commenced by Dr.Amitava Gupta who spoke regarding the procedures for filing IP in copyrights or trademarks or patents. He directed about the various forms of IPR like SICL, GI, SICLD, PLANT VARIETIES and Copyrights, etc. According to Mr. Gupta every college and school should conduct an awareness programme on IPR and he mentioned Rajiv Gandhi Intellectual Property Institute for its immense contribution in this field. During this session the audience got to know what steps they can take in case of plagiarism of their works and a flowchart for the registration procedures was shown.

The next session was addressed by Mr. Sandeep Agarwal and the topic was patent literature. He focused on the role played by IPR in boosting economy, patent search and USP of one’s invention. He also briefed everyone regarding the patentstructure. A patent design of a paperclip (1866) was shown along with the

consecutive improvements in the design. The session was concluded by Mr. Biswajit Sarkar, founder of Biswajit Sarkar Advocates and IP Attorney. He highlighted the benefits of commercialization of IP assets, cross-licensing and its advantages.” To do commercialization you need to find out whether there is a market for your idea, and then you have to conduct a market survey and discuss with people in this field whether this idea is productive or not. After the yes nod you need to organize things to set up a manufacturing event which is not so easy”, added Mr. Sarkar. He guided with the pros and cons of manufacturing and commercialization. The session was extremely stimulating and interactive as students raised questions regarding copyrights and generation economic revenue through IPR. At the end the three winning teams of the Hult Prize On-Campus round presented their entrepreneurship ideas and were advised by the honorable speakers regarding how they could improve their ideas.

Invited Speakers

- 1. DR. H.P. KUMAR, Former Chairman-Cum-Managing Director Of National Small Industries Corporation (NSIC)**
- 2. MR D P GOEL, Co CHAIR, MSME committee PHDCCI**
- 3. Mr. Biswajit Sarkar, founder of Biswajit Sarkar Advocates and IP Attorney**
- 4. MR MITHLESH KUMAR Joint Secretary, Phd Chamber**



Programme Schedule

PROGRAMME	Registration
10:00	
10:00 – 11:30	<p>Inaugural Session</p> <p>Opening Address by Dr. P.K.Ghosh, Pro Vice-Chancellor, Jadavpur University, Kolkata</p> <p>*Address by Mr D P Goel , Co Chairman, MSME ,PHD Chamber of Commerce</p> <p>Key Note Address by Mr. Sanjay Bhattacharya, Dy. Controller of Patents & Designs, Patent Office Kolkata Office of Controller General of Patents, Designs & Trade Marks, Govt Of India</p> <p>Guest Of Honour by Dr H P Kumar , Advisor ,PHD Chamber and Former Chairman and Managing Director,NSIC ,Govt of India .</p> <p>Launch of IPR Policy of Jadavpur University</p> <p>Presidential address by Chief Guest by Honourable Dr. Chiranjib Bhattacharjee, Pro Vice Chancellor ,Ex Dean, Faculty of Engineering & Technology (FET),Former Registrar, Jadavpur University</p> <p>Address by Prof. Sadhan Kumar Ghosh, Dean(FET), Jadavpur University</p> <p>Vote of Thanks by Mr Mithilesh Kumar Joint Secretary , PHDCCI</p>
11:30 – 1:00	<p>Session Moderator Dr. Sayan Chatterjee, Associate Professor (ETCE) & Startup Co-ordinator, Jadavpur University, Kolkata</p> <p>Technical Session 1 Intellectual Property – Concept, Identification and Creation by Mr Biswajit Sarkar , Founder , Biswajit Sarkar Advocates and IP Attorney</p> <p>This session shall cover a Basic Overview of all forms of Intellectual Property Rights & its importance like Patents, Copyrights, Trademarks & Service marks, Geographical Indicators, Industrial Designs, Trade Secrets, Plant Varieties, Semi Conductor Integrated Circuits lay out design.</p>
1:00 – 1:45	<p>Session Moderator Prof. Dr. Amitava Gupta, President (IIC), Professor (Power Engg.)&Director(School of Nuclear Studies & Applications),Jadavpur University.</p> <p>Technical Session 2- Registering your IP- procedure by Mr. Sanjay Bhattacharya, Dy. Controller of Patents & Designs, Patent Office Kolkata Office of Controller General of Patents, Designs & Trade Marks, Govt Of India</p> <p>This session shall cover the statutory procedure and requirements for filling IP. Broad Topics shall include Patents, Designs, Trademarks.</p> <ul style="list-style-type: none"> • What can be patented/registered/granted, What are the documents required. • What is the procedure, Contact Office/Persons etc.
1:45 – 2:00	Lunch
2:00 – 2:45	<p>Session Moderator Prof. Sudipta De, Professor (ME) & Nodal Officer(Academic),TEQIP-III,Jadavpur University,</p> <p>Technical Session 3 – Patent Informatics by Mr Sandeep Agarwal, Director, Aastra IP by Ms Simran Kaur , Biswajit Sarkar Advocates and IP Attorney</p> <p>This session shall Broad Topics include Rights of the IP Right Holder against Infringement, Remedy against Infringement, Who to go to and what to report and Challenges faced by a University in Managing its IP assets</p>
2:45 – 3:30	<p>Session Moderator Dr H P Kumar , Advisor ,PHD Chamber and Former Chairman and Managing Director,NSIC ,Govt of India</p> <p>Technical Session 4- Commercialization of IP and issues of technology transfers in industry. By Mr Biswajit Sarkar , Founder , Biswajit Sarkar Advocates and IP Attorney</p> <p>This session shall concentrate on the need for commercialization and shall also project some IP Portfolios/Case Studies from around the world which have been successful and have brought profits to the Rights Owner. Broad Topics shall include Commercialization-Concept, Models; Success Stories.</p>
3:30 – 4:00	Open floor