



## Organizing Team

### **Patron**

Prof. K. Umamaheshwar Rao  
Director, NIT Rourkela

### **Chairman**

Prof. R. K. Panda, HOD-School of Management  
NIT Rourkela

### **Convener**

Prof. Arvind Kumar,  
Assistant Prof. - School of Management,  
NIT Rourkela

### **Co-Convener**

Ms. Drishti Khurana  
Assistant Manager– CIPAM,  
Ministry of Commerce & Industry, GOI

### **Students Coordinators**

Doctoral Students - Arun Vicky Sharma, Kawalpreet Singh  
MBA Students – Eshani Sinha, Kautuk Singh, Sthitaprajna Das,  
Kehkashan Bedi, Khushboo Kumari



## About The Workshop

### **Objective of the Workshop**

The workshop is being organized to develop an understanding among present and future entrepreneurs, researchers and marketers about various aspects of Intellectual Property Rights employed in Brand Building of an entity they either have launched or going to launch in near future. Besides it, the workshop is also looking forward to educate and groom faculty members about various aspects of IPR and sustainable branding to enable them to pass on the learnings to their students, research scholars and peers.

### **Target Audience**

The target audience for the workshop are students having an urge to become future entrepreneurs, existing marketers, faculty members aspiring to learn and share knowledge for upbringing of future entrepreneurs in their students, and research scholars aspiring to gain knowledge required for fetching intellectual property rights for their inventions.



## About The Institutes

### **About CIPAM**

CIPAM (Cell for IPR Promotion and Management) is a professional body under the aegis of Department for Promotion of Industry and Internal Trade (DPIIT). It is doing commendable job in ensuring focused action on all the issues pertained to IPRs, namely disseminating IPR awareness, simplifying and streamlining IP processes, and commercialization and enforcement of IPRs.

### **About NIT Rourkela**

With a vision to become an internationally acclaimed institution of higher learning that will serve as a source of knowledge and expertise for the society and be a preferred destination for undergraduate and graduate studies, NIT Rourkela has been constantly striving to serve the society since its very inception in 1961. At present, it ranks 271-280 in QS World University Asia Ranking-2022 and 801-1000 in THE World University 2022 and steadily progressing to achieve all the epitomes of world level recognitions.



### **About School of Management**

School of Management was established in 2010 and has been progressing in leaps and bounds since then. A two-year MBA, a regular Ph.D. and an Executive-Ph.D. are the programs it presently offers. The real strength of the school is its faculty members who continuously strive to give their best in - inculcating skills in pupil managers, providing consultancies to the organizations, and developing independent researchers in research scholars.



## Programme Schedule

Day - 1 (21 March, 2022)		
10.30 – 11.00 A.M.	Inauguration	
11.00 – 13.00 P.M.	Session 1	Strategic IPR Management
14.00 – 16.00 P.M.	Session 2	IPR Versus Brand
Day - 2 (22 March, 2022)		
11.00 – 13.00 P.M.	Session 1	Patenting System in India
14.00 – 16.00 P.M.	Session 2	Searching patents and designs : A Demo
Day- 3 (23 March, 2022)		
11.00 – 13.00 P.M.	Session 1	Copyrights, Trade secrets and trademarks
14.00 – 16.00 P.M.	Session 2	Registering trademarks : A Demo
Day- 4 (24 March, 2022)		
11.00 – 13.00 P.M.	Session 1	Indian IP laws , Infringement of IPR : Cases of Indian Brands
14.00 – 16.00 P.M.	Session 2	International IP laws, Infringement of IPR : Cases of Global Brands
Day- 5 (25 March, 2022)		
11.00 – 13.00 P.M.	Session 1	Sustainability of Brands and IPR
14.00 – 16.00 P.M.	Session 2	Valedictory Session

## About Speakers



**Dr. Ankita Jain**

*Visiting Faculty - NMIMS, Welinkar, and I-Hub- Government of Gujarat.  
IPR Consultant – Hindustan Unilever Ltd.,*



**Prof. Nithyananda. K. V.**

*Area Chair – General Management,  
IIM Trichy*



**Ms Rashmi Tyagi,**

*Manager – CIPAM, Ministry of Commerce and Industry, GOI.  
Expert in Patent Searches & Analytics, Drafting & Prosecution at IPO*



**Ms Kajol,**

*Assistant Manager – CIPAM, Ministry of Commerce and Industry, GOI  
Former Examiner of Copyrights at Copyright Office (New Delhi), GOI*



**Mr. Subramanian,**

*Assistant Manager - CIPAM, Ministry of Commerce and Industry, GOI.  
Registered patent agent, Expert in patent searching, drafting and filing*



**Prof. Gouri Ashok Gargate**

*Rajiv Gandhi School of Intellectual Property Law,  
IIT Kharagpur*



**Prof. Ashwini Siwal**

*Faculty of Law,  
University of Delhi, Delhi*



**Mr. Prithvi Singh**

*Consultant – Brand protection & Enforcement strategy, Member- Data  
Protection committee of the INTA, Partner – Fidus Law Chamber.*



**Prof. Reham Shawky Ebrahim**

*Assoc. Professor & Director of University Marketing Services Directorate,  
Tanta University, Egypt*

## Registration Fee

UG/PG Students – INR 200; Research Scholars – INR 300

Faculty members/Entrepreneurs/People from Industry/Others – INR 1000



**No registration fee will be collected from students, research scholars, faculty members, or non-teaching staff of NIT Rourkela**

The registration fee can be paid directly by online transfer (NEFT/RTGS).

A/c Name: CONFERENCE, NIT ROURKELA,

A/c No.: 36734418111

Bank - SBI, NIT Campus, Rourkela

Bank Branch Code - 002109

IFSC code : SBIN0002109

## Registration Link-

<https://forms.gle/ovtT3TNjWtnA5Ngu6>



Limited number of Seats

Last Date of Registration – 20 March 2022

Registration will be offered strictly on First come first served basis.

Once registered, send a copy of registration form to [kumarar@nitrkl.ac.in](mailto:kumarar@nitrkl.ac.in)

Certificate will be issued to only those who attend at least 8/10 sessions.

Contact Person –

**Prof. Arvind Kumar, Ph.D. (FMS), MBA(AIMK)**

Assistant Professor – Marketing, School of Management,

National Institute of Technology Rourkela,

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