



ACADEMIC YEAR 2023-24(EVEN SEMESTER)

MoE'S Sponsored Impact Lecture series

On

"Role of Innovation in startup success and Enforcement of Intellectual Property Rights-Patents and Design"

17.05.2024

IIC ID:IC201810951

REPORT

Institution's Innovation Council (IIC) of Kings College of Engineering organized Impact lecture series on **"Role of Innovation in startup success and enforcement of Intellectual Property Rights - Patents and Design"** sponsored by MoE's Innovation cell on 17.5.2024.

Objective:

The main objective of this Impact Lecture series:

- To provide ideas of future Innovation in various fields and Patent Rights.
- It provides a platform for the teaching faculties and students to upgrade and know about the Innovation and patents skills.
- In addition, this programme will help to improve the student's ability in carrying out how to build Product through simple innovation and convert to Patent rights to bring up professional discussions.

Speaker details:

Session 1: Session on "Enforcement of Intellectual Property Rights -Patents and Design" by Mrs.Preethi Narayannan, IP Consultant, Chennai.

Session 2: Session on "Role of Innovation in startup success "by Mr.P.Vinoth, Leadership Professional, Bangalore.

President:

Dr.J.Arputha vijaya selvi,Principal,KCE

Vice- President

Mr.R.Sundaramoorthi, Head of the Department / EEE

Convener

Dr.R.Shankar, Associate Professor /MECH

Members

Mr.R.Sundharam,AP/CIVIL

Ms.M.Mangalambigai,AP/CSE

Dr.K.Sudhakar,AP/T&P

Mr.J.Niranjan Samuel, JRF/R&D.

Programme Type: Enforcement of Intellectual Property Rights –Patents and Design

Promotion in social media: Facebook and Instagram

Inaugural Session:

Inaugural session was started 10.15 A.M presided over by **Dr.J.ArputhaVijaya Selvi, IIC President,Head of the Institution.** The dignitaries during the inaugural session were **Dr.S.Sivakumar, Vice Principal, Mrs.Preethi Narayanan, IP Consultant, Chennai,** Resource person all the IIC Program Coordinators and IIC faculty and student Members. The program was started with Welcome address and Introduction about Impact lecture series delivered by **Mr.R.Sundaramoorthi,HOD/EEE.** Resource Person Introduction given by **Mrs.M.Mangalambigai,AP/CSE.**

Participants:

Faculty:10; Internal students :85 Total : 95

Session 1: Session on “Enforcement of Intellectual Property Rights –Patents and Design by Mrs.Preethi Narayanan, IP Consultant, Chennai.

The session was started by 10.30 A.M.Before starting the session, Resource person thanked Management, Principal, IIC Coordinators and members of Kings College of Engineering.

The following key points are discussed during presentation:

- Introduction about Intellectual Property Rights (IPR) such as necessity of Property Rights, Progress of nation towards Innovations, Patent, and prospers. Patents are one of the most crucial tools for protecting an inventor's ideas, innovations and promoting technological progress. Patents provide inventors with the exclusive right to use make and sell their inventions for a specified period of time, giving them a competitive edge in the marketplace. Patents also promote innovation and economic growth by incentivizing inventors and companies to invest in research and development.
- Patents encourage the sharing of ideas and knowledge, as inventors must publicly disclose their inventions in order to obtain a patent. She mentioned about increasing role, world Economy (The Paradigm shift) and Importance of science & technology and shared knowledge about the Eco system and various terminologies used in the IPR such as Intellect (Power of mind), Property (generally refers to something that can be traded), Intellect Property (refers to the ideas and creation of the mind having commercial values) and Intellect Property Rights (refers to legal rights associated with Intellectual Property).she also shared about copy rights with suitable examples such as literary, films, dramatic, musical, sound recording, artistic and procedure, registration, penalty (section63 §ion 63A) and duration for copy rights.
- A patent is a legal protection granted by a government to an inventor or assignee of an invention. In the United States, patents are granted by the United States Patent and Trademark Office (USPTO).

Types of Patents

There are three types of patents: utility patents, design patents, and plant patents.

- Utility patents are the most common type of patent and are granted for new and useful processes, machines, manufactures, or compositions of matter.
- Design patents are granted for new, original, and ornamental designs for an article of manufacture.
- Plant patents are granted for new and distinct varieties of plants that have been asexually reproduced.

She also explained about Patent life cycle such as Idea, basic research; understand the economic importance, prior art research, patent filing, and patent prosecution. The complete procedure explained by flowchart which represents patent process and timeline was highly informative. The session was very useful and the participants have interacted with the resource person.

Session 2: Session on “Role of Innovation in startup success” by Mr.P.Vinoth, Leadership Professional, Bangalore.

The session-II was started by 1.45 p.m. Introduction about the resource person was delivered by Mrs.M.Mangalmbigai,AP/CSE,IIC faculty Member. Initially, resource person thanked Management, Principal, IIC Coordinators and student members. In his initial part of the session, he started about general introduction about Innovations which help to catch the career and difference between Invention and Innovation with plenty of examples.

The following key points are discussed during presentation:

- Startups are important because they are the engine of economic growth. They are the source of new jobs, new products, and new services. They drive innovation and create wealth. Startups are riskier than established businesses, but they also have the potential to generate higher returns.
- In the dynamic landscape of modern business, startups stand out as vibrant hubs of innovation and entrepreneurship, playing a pivotal role in shaping economies and societies worldwide.
- Beyond innovation, startups play a crucial role in driving economic growth and job creation. As they expand and scale, startups generate employment opportunities, fuel demand for goods and services, and stimulate investment in related sectors.
- Moreover, startups inject dynamism and competitiveness into stagnant markets, spurring incumbents to adapt and evolve. The cumulative effect of startup activity contributes significantly to GDP growth, fostering a thriving ecosystem of entrepreneurship and prosperity.

- A startup is a company or organization in its early stages, typically characterized by high uncertainty and risk. Many startups are founded with the aim of solving a problem or filling a gap in the market, and they typically operate in fast-paced and dynamic environments.
- Startups are important for a number of reasons. Firstly, they are often the source of new and innovative ideas. This is because startups are typically founded by people who are passionate about their idea and are willing to take risks to make it a reality. Secondly, startups play a key role in driving economic growth. They create new jobs and wealth, and they often bring new products and services to the market. Finally, startups are important for social progress.
- He briefly explained about his career and innovations developed recently in different sectors such as Agriculture and medical applications. He shared the knowledge about product development and Entrepreneur. He has given an idea about how to start the Innovation and startup. The entire session was interactive through snapshots pictures and live examples. The session was very informative and the participants have interacted with the resource person. The feedbacks from the participants were collected.

Benefits In terms of Learning/Skills/Knowledge obtained:

- All the participants have benefitted and gained knowledge about Innovation and Patent Rights skills set through practical concepts and examples.
- Programme helped to initiate simple Innovations and how to convert to Patents.
- Portrays the accelerated learning curve for students in involving innovation and Intellectual Property Rights through practical examples.
- It helps to gain new experiences, train students brain to handle a wide range of Challenges and concentrate through Innovation.

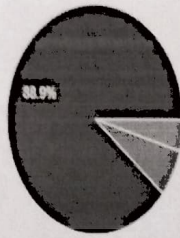
Valedictory Function:

The feedbacks from the participants were collected. Dr.R.Shankar,AP/MECH, IIC delivered the vote of thanks.

Feedback Analysis:

Designation

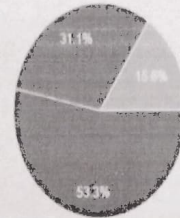
45 responses



- Associate Professor
- Assistant Professor
- Research Scholar
- PG Student
- UG Student

1 How satisfied you were with the session content?

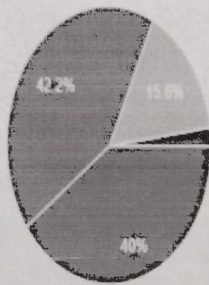
45 responses



- Excellent
- Very Good
- Good
- Fair

2 What percentage of the information was new to you?

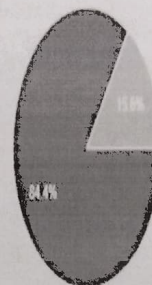
45 responses



- 100%
- 90%
- 80%
- 70%
- 60%
- 50%
- 40%
- 30%
- 20%
- 10%
- 0%

3 Would you like to learn more about this topic?

45 responses



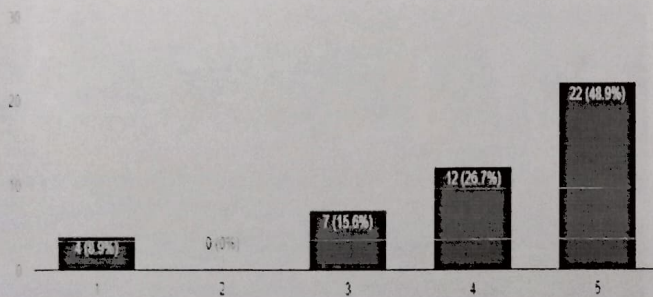
- Yes
- No
- Maybe

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4 Please rate the speaker's knowledge of the topic

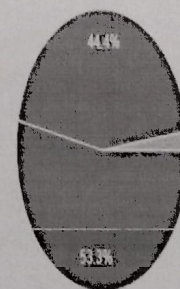
45 responses

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6 Overall session evaluation

45 responses



- Excellent
- Good
- Fair
- Poor

Session - I Photographs



Ponakulam, Tamil Nadu, India
NH95, Ponakulam, Tamil Nadu 613301, India
Lat 10.850649°
Long 79.048792°
17/05/24 10:18 AM GMT +05:30



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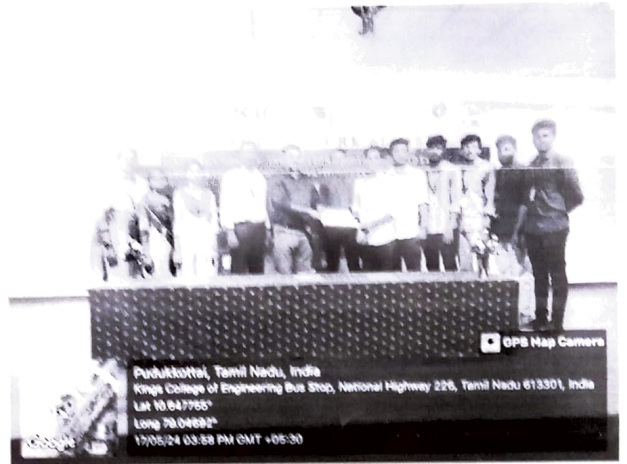
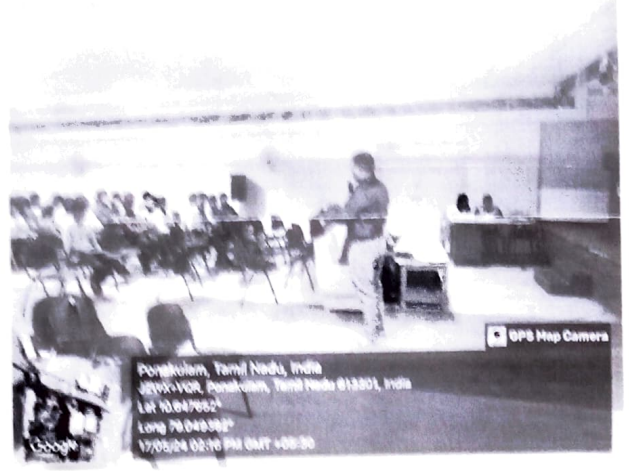
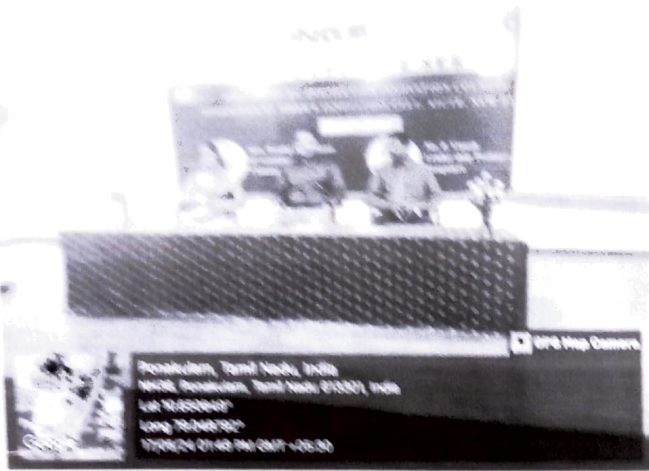
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Session - II Photographs

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J. Manoj
18/5/24
A. Suresh Kumar
IIC Members

Pranav Kumar
31/5/2024
Vice Resident-IIC & HOD/EEE

J. Manoj
03/6/2024
President-IIC & Principal