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Bengaluru



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Bangalore Institute
of Legal studies, Bengaluru

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R V Road, Basavanagudi, Bengaluru 560 004.



Is organizing a

ONE DAY NATIONAL CONFERENCE ON INTELLECTUAL PROPERTY RIGHTS

[NCIPR-2023]

21 July, 2023

Abstract Book

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**One Day National Conference on Intellectual Property Rights [NCIPR -2023]
21 July 2023**

Program Schedule

Sl. No.	Time	Events
1	08.30AM – 09.15AM	Registration
2	09.30AM – 10.00AM	Inaugural Function
3	10.00AM – 10.45 AM	Technical Session 1 Sri T. S. Sridhar Topic: <i>Nation, Innovation and IPR</i>
4	10.45AM – 11.00 AM	Tea Break
5	11.00AM – 11.45 AM	Technical Session 2 Dr. K. V. Shantha Topic: <i>Role of IPR in research and academics</i>
6	11.45AM – 12.45 PM	Oral Presentation 1 (Auditorium) Staff
7	12.45PM – 01.30 PM	Lunch Break
8	01.30 PM – 02.30 PM	Oral Presentation 2 (Auditorium) & Oral Presentation 3 (Computer Lab)
	02.30 PM – 03.15PM	Technical Session 3 Sri. M G Kodandaram, IRS Topic: <i>Navigating Economy through IPR</i>
10	03.15 PM – 03.30 PM	Tea Break
11	03.30 PM – 04.00 PM	Valedictory Function
12	04.00 PM – 04.30 PM	Certificate distribution

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21 July 2023

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Sri. G V Viswanath, IAS (Retd.)
President BSHES

Message

The One Day National Conference of "Intellectual Property Rights" is timely. There are numerous complications in this matter that have to be discussed, and a greater understanding of the implications has to be analysed. I am sure this conference will throw up interesting ideas, and also tell us, among other things, how we can promote our unique products, and also protect our own heritage products from being subjected to copyright by others.

Sri. G V Viswanath, IAS (Retd.)
President, BHS HES

**One Day National Conference on Intellectual Property Rights [NCIPR -2023]
21 July 2023**



Sri. N B Bhat, IPS (Retd.)
Secretary, BSHES

Message

Conferences and seminars provide good platform for sharing latest developments in a particular field of study .One day National Conference on Intellectual Property Rights ,organized by Vijaya College, RV Road in association with Bangalore Institute of Legal Studies, is one such opportunity for students and scholars to know and understand more about IPR. My best wishes to the organising team and the participants for the successful event.

Sri. N B Bhat, IPS (Retd.)
Secretary, BHS HES
Bengaluru

**One Day National Conference on Intellectual Property Rights [NCIPR -2023]
21 July 2023**



Dr. K S Sameera Simha
Joint Secretary BSHSHES and
Dean Vijaya College

Message

I am totally impressed by this concept of conducting the National Conference on Intellectual Property Rights. Conducting conferences is one of the powerful ways of giving total education on a needed important topic in a democratic country.

The understanding on this is needed for every young citizen of the country. Students also learn the method of conducting conferences.

Thus this conference is a fitting program of education of a college of the order of Vijaya College. I congratulate the principal, members of faculty and the students involved in conducting this useful conference.

Dr. K S SAMEERA SIMHA Ph.D
Dean Vijaya College and
Joint Secretary BSHSHES



Prof. K S Shailaja

Principal Vijaya College, R V Road, Bengaluru-04

Message

Intellectual property rights discussion is the need of the hour .There is a huge flux of intellectual properties pouring into the society in high frequency from every part of the world. It is of great importance that each of us protect our ideas and garner the due credits for the originality. I hope this platform will be well utilised by all.

Prof. K S Shailaja
Principal, Vijaya College,
R V Road, Bengaluru-04



Prof. Preeti S. Desai

Principal, Bangalore Institute of Legal Studies

Message

It is not a cliché to say that the 21st century is owned by innovators. Without doubt, the world today is dominated by the path-breaking advancements in science and technology, touching the lives of mankind in unprecedented ways and to an unimaginable proportions. The genetically modified organisms, the human genome projects, coupled with the vast potential being unleashed by artificial intelligence are some such earth-shattering inventions that are taking the global scientific, commercial, and legal regime by a storm. The role of scientific community and innovators has grown so exponentially that the law and society of the new millennium are in fact finding it challenging to cope with the persistently growing demands for protection, recognition, and proliferation of the intellectual and commercial rights of such inventors. It is heartening to note that the sovereign countries have been delicately balancing this daunting task of reconciliation of community rights vis-a- vis individual interests, like a skillful and artistic ballerina, through the intellectual property rights regime. IPRs have become so indispensable today that it is inconceivable to imagine any sphere of activity without one or the other aspect of creativity and the rights associated with it are being felt.

In this context, it goes without saying that the academic community has a stupendous responsibility of disseminating the knowledge of and about IPRs wherever and whenever possible! I am extremely elated to note that Vijaya Degree College, R V Road, in association with Bangalore Institute of Legal Studies, is organising one day National Conference on IPR on 21-07-2023. I am sure that it will provide a stimulating platform to the participants to articulate their views on the multifarious dimensions. I wish the conference a huge success!!

Prof. Preeti S. Desai
Principal
Bangalore Institute of Legal Studies



Dr. Nethravathi B P
Convenor NCIPR - 2023

Acknowledgement

On behalf of the organizing committee, I take this opportunity to express my sincere gratitude to the management of BHS-HES for their constant encouragement and support for organizing this One Day National Conference on IPR. I am thankful to Prof. K S Shailaja, Principal, Vijaya College, R V Road, Bangalore and Prof. Preeti S. Desai, Principal, Bangalore Institute of Legal Studies, R V Road, Bangalore for their invaluable guidance and continuous support from initial to final stage of the conference. The perpetual support by the organizing committee members is greatly acknowledged. I extend my thanks to National Advisory committee for their guidance and support to organize the conference. I thank all the staff members of Vijaya College, R V Road, Bangalore and Bangalore Institute of Legal Studies, R V Road, Bangalore for their assistance and encouragement during this project.

My deep gratitude to delegates from different colleges and institutes for participating in this conference and making it possible.

Dr. Nethravathi B P
Convenor
NCIPR-2023

Technical Session - 1



Mr. T. S. Sridhar,

Senior Counsel IP (General Electric, USA) (Retd)
Member, BHS HES

Nation, Innovation and Intellectual Property

Nation–Developed Vs Developing countries:

Countries are divided into two major categories by the United Nations, which are **developed countries** and **developing countries**. The classification of countries is based on the economic status such as **GDP, GNP, per capita income**, industrialization, the standard of living, etc. The countries which are independent and prosperous are known as Developed Countries. The countries which are facing the beginning of industrialization are called Developing Countries. Developed Countries have a high per capita income and GDP as compared to Developing Countries. In Developed Countries the literacy rate is high, but in Developing Countries illiteracy rate is high. Developed Countries have good infrastructure and a better environment in terms of health, transportation and housing.

GDP and Per capita income play a significant role in the nation's economy and is also a significant indicator for categorisation into developed and developing country.

Gross domestic product, or **GDP**, represents the total dollar value of all goods and services produced in a country in a given period. GDP is often used to track the growth of a country's economy. Officials associate the number with prosperity when it is high. One way to calculate gross domestic product is comparing imports bought versus exports sold.

Per capita income (PCI) or **total income** measures the average income earned per person in a given area (city, region, country, etc.) in a specified year. It is calculated by dividing the area's total income by its total population.

Global Innovation

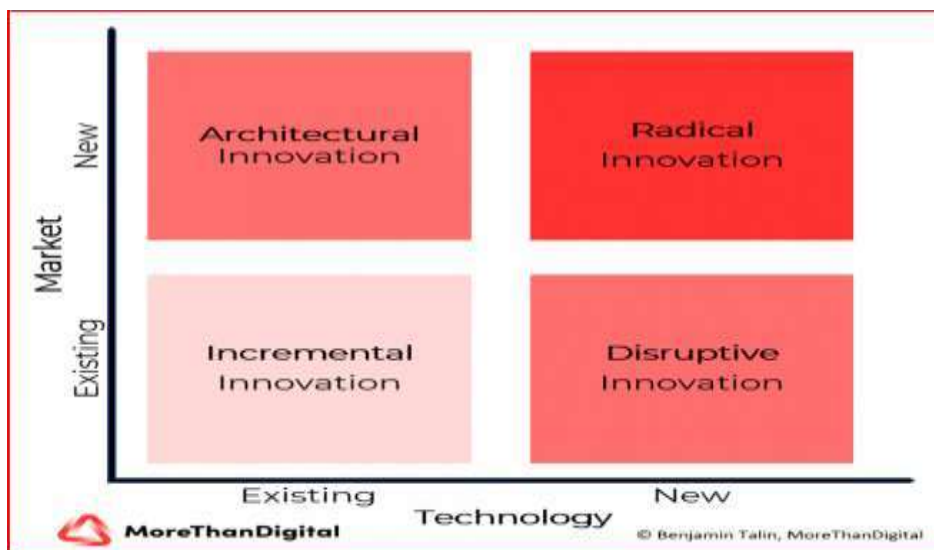
Innovation is the practical application of ideas that result in different new types of new offerings, like products, services, processes, and business models, intending to improve or disrupt existing applications or creating new solutions.

The International economy has undergone a profound transformation due to globalization, facilitating the unprecedented exchange of goods, services, manpower, investments, and IDEAS.

First, we need to understand that there are various ways that innovation can have an impact on products, services, and processes. Most commonly we differentiate between 4 levels of innovation depending if they open up new markets or when the technology is changing.

The 4 different types of innovation are

- | | |
|---------------------------|-----------------------------|
| 1. Incremental Innovation | 3. Architectural Innovation |
| 2. Disruptive Innovation | 4. Radical Innovation |



1. Incremental Innovation

Existing Technology, Existing Market

One of the most common forms of innovation that we can observe. It uses **existing technologies within an existing market**. The goal is to improve an existing offering by adding new features, changes in the design, etc.

Example

The best Example for incremental innovation can be seen in the **Smartphone** market where the most innovation is only updating the hardware, improving the design, or adding some additional features/cameras/sensors, etc.

2. Disruptive Innovation

New Technology, Existing Market

Disruptive innovation is mostly associated with applying **new technologies**, processes, or disruptive business models to **existing industries**. Sometimes new technologies and business models seem, especially in the beginning, inferior to the existing solutions but after some iterations, they surpass the existing models and take over the market due to efficiency and/or efficacy advantages.

Examples

Amazon used Internet-Technologies to disrupt the **existing industry** for book-shops. They had the existing market for books but changed the way it was sold, delivered and experienced due to the use of disruptive technologies. Another example was the iPhone, where **existing technologies in the market** (Phones with buttons, keypads, etc.) were replaced with touch-interface-centered devices combined with intuitive user interfaces.

3. Architectural Innovation

Existing Technology, New Market

Architectural innovation is something we see with tech giants like Amazon, Google, and many more at the moment. They take their domain expertise, technology, and skills and apply them to a **different market**. This way they can open up new markets and expand their customer base.

Examples

Especially digital ecosystem orchestrators like Amazon and Alibaba use this innovation strategy to enter new markets. They use existing expertise in building apps, platforms, and their existing customer base to offer new services and products for different markets. A recent example for this: Amazon recently entered the medical care field.

4. Radical Innovation

New Technology, New Market

Even it is the stereotypical way most people see innovation; it is the rarest form of them all. Radical innovation involves the creation of **technologies, services, and business models** that open up **entirely new markets**.

Examples

The best example of radical innovation was the invention of the **airplane**. This radical new technology opened up a new form of travel, invented an industry, and a whole new market.

Protection of innovations

There are many ways in which you can protect your innovation. We focus here on the 2 major protection methods which are either “legal protection” or being the market leader due to a “first-mover advantage”.

1. Legal Protection

Depending on the type of innovation, it might be useful to **patent your invention to monetize** it and protect it from others. There also needs to be an understanding of the cost of patent protection. While the initial cost might not be as high, it can be that the legal costs to enforce possible patent infringements can skyrocket and make it harder for smaller companies to get their right.

It is also important to understand that not everything can be protected and patented. While products, processes, and technologies are usually easier to be protected/patented, it's harder/impossible to protect software or business models.

2. First-Mover Advantage

Especially software companies make use of the first-mover advantage. A company that has a new process, new business model, or new product tries to get as much market share as possible while the competition is still developing its offering. This head start gives the first-mover the advantage of incrementally improving the product. This way it's possible to grab a market share and offer a better product/service faster than others.

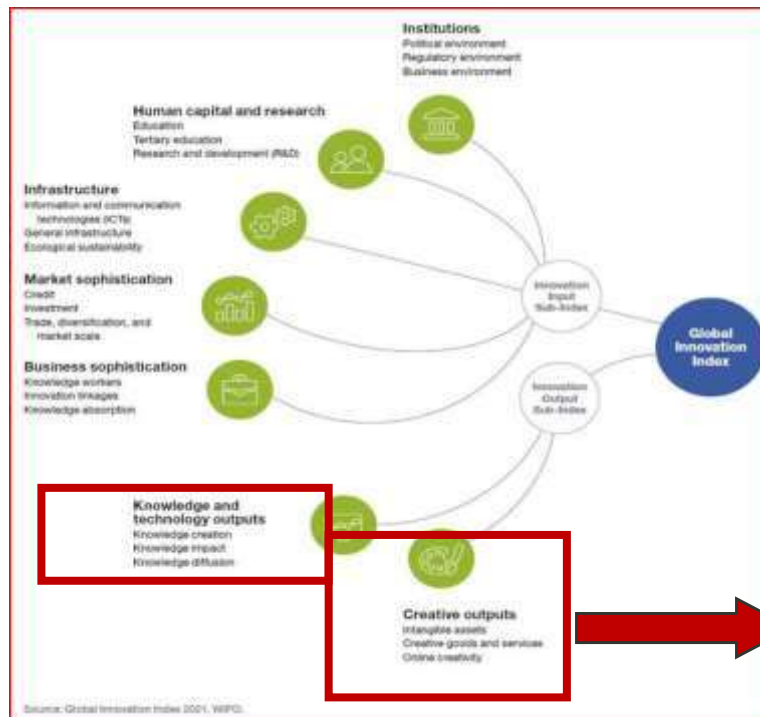
Global Innovation Index

The World Intellectual Property Organization (WIPO), a United Nations specialized organization, created the GII. The Global Innovation Index (GII) strives to represent the multi-dimensional aspects of innovation assessment and comprehensive analysis across 132 economies.

The index, which consists of around 80 metrics categorized into innovation inputs and outputs, rates international economies based on innovation activities.

- **Innovation inputs metrics** include Facilities; Market competence; Business expertise; Organizations; Human Resources, and Research.
- **Innovation output metrics** include information and technology, innovative, and creative outputs (**Intangible – Patents, Trade mark, Copyright etc...**)

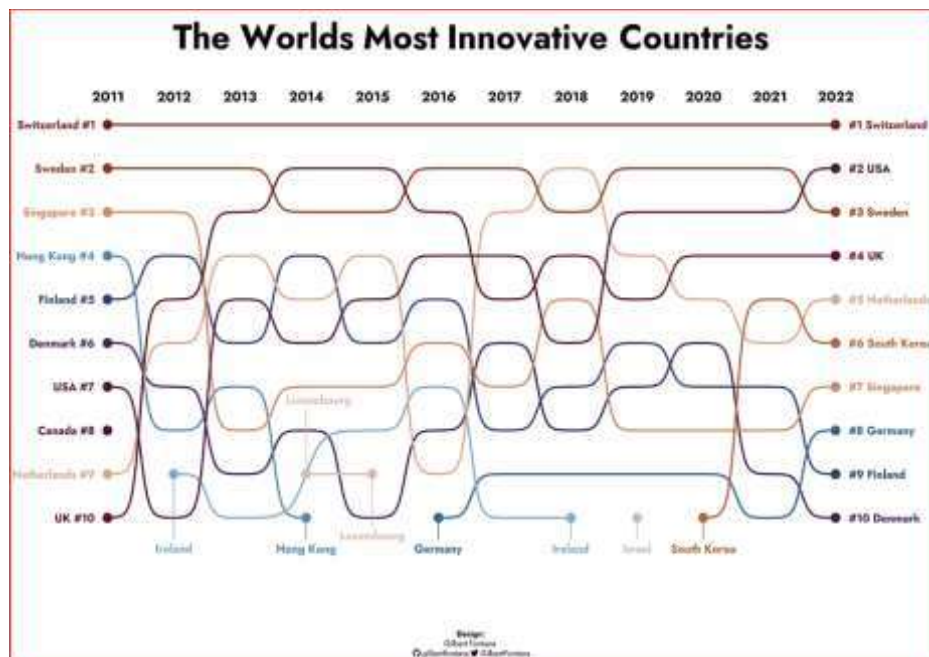
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Intangible Assets (Few)

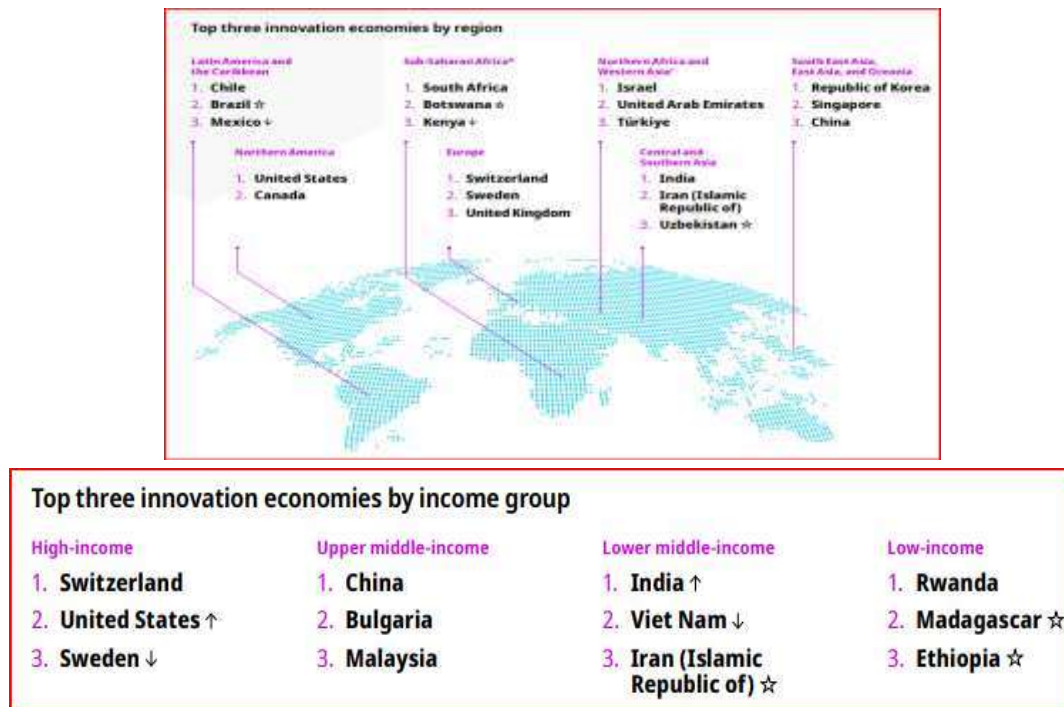
- Patents
- Trade mark
- Copyright

The World's Most Innovative Countries



Switzerland, the United States, Sweden, the United Kingdom and the Netherlands are the world's most-innovative economies, according to WIPO's 2022 Global Innovation Index (GII).

China is nearing the top 10 while Turkey and **India enter the top 40 for the first time**, according to the GII 2022.



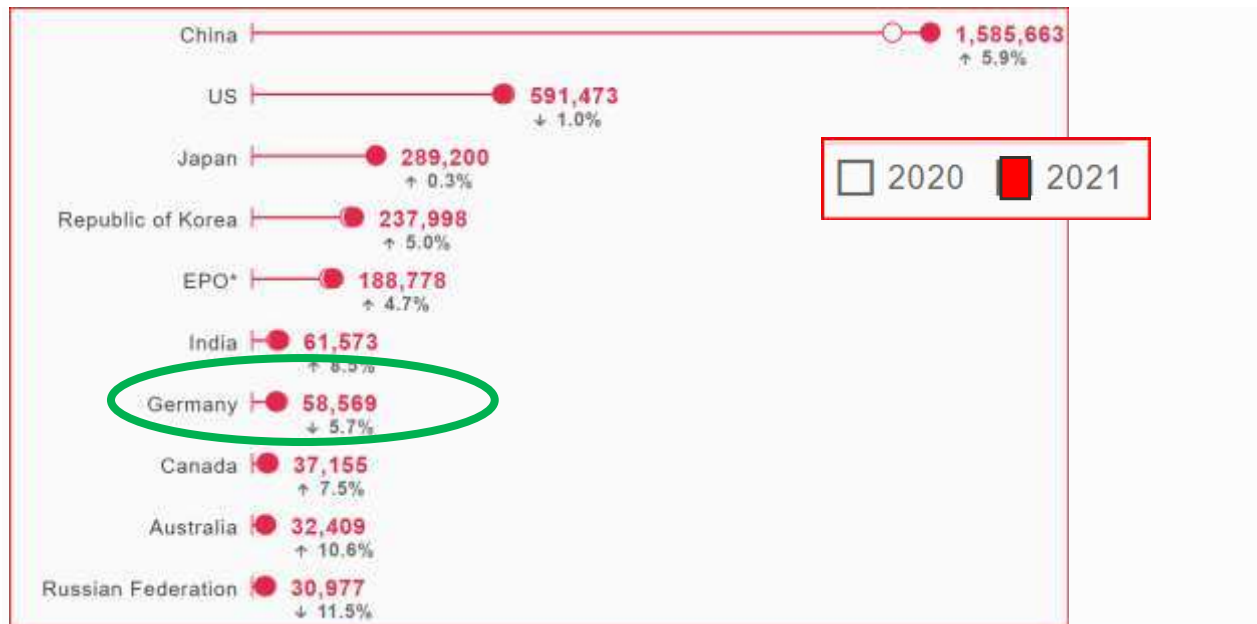
Innovation and Intellectual Property

Innovation means doing something new that improves a product, process or service. Many innovations can be protected through intellectual property (IP) rights.

Inventions and patents

Inventions are the bedrock of innovation. An invention is a new solution to a technical problem and can be protected through patents. Patents protect the interests of inventors whose technologies are truly groundbreaking and commercially successful, by ensuring that an inventor can control the commercial use of their invention.

An individual or company that holds a patent has the right to prevent others from making, selling, retailing, or importing that technology. This creates opportunities for inventors to sell, trade or license their patented technologies with others who may want to use them.



- More than 85% of all patent filings in 2021 occurred in China, US, Japan, Korea and EPO (European Union)
- The top 10 countries accounted for 96.1% of the world total in 2021

The GIPC Index consists of five key sets of indicators to map the national intellectual property environment for the surveyed countries.

The major indicator categories are:

1. Patents, related rights and limitations
2. Copyrights, related rights and limitations
3. Trademarks, related rights and limitations
4. Enforcement
5. Membership and ratification of International Treaties

IP as a career

Intellectual Property (IP) opens doors to a plethora of career opportunities and choices. The options to work in IP are not only numerous, but also dynamic, and covering all of them in one article is close to impossible. In this post, we have covered some obvious career opportunities open for an aspiring IP professional.

Inter-Disciplinary Field

With very few exceptions, IP as a field is inter-disciplinary, and multi-disciplinary expertise is an essential element for success in the field. From science and technology, to business, economics, management and law, IP pervades several streams, and success as an IP professional requires a good understanding, if not

specialization, in more than one stream. Most successful IP professionals acquire degrees in at least two streams, and learn whatever else is required. Having said that, one can always pursue an IP career by studying just law, technology, or management, but such an approach is fraught with growth limitations.

Patent Profession V. Non-Patent Profession

At the risk of attracting serious objection, some refer to the patent option as ‘Hard IP’ and the non-patent option as ‘Soft IP.’ This is because patent as a career option requires a background in science and/or technology, while pursuing a career in species of IP such as trademarks and copyrights do not require any science or technology background. This difference is however being obliterated by the day with increasing merger of creativity with technology.

Having said that, one must initially choose whether she/he wishes to pursue a technology driven IP career, or non-technology driven IP career. The patent profession requires strong expertise in science and technology. The extent of specialization in a particular area can get really specific in certain fields, and a doctoral degree in that area may become a prerequisite. For example, to work in fields such as biotech and pharma, doctorate degrees in specific fields may be required. The same may not be the case with fields information technology and mechanical engineering.

On the other hand, to pursue a successful career in trademarks, copyrights or designs, a Master’s Degree in IP Law, and sometimes even a Bachelor’s Degree in law may be sufficient. However, even in the said streams a good knowledge of business and technology will go a long way.

Some basic career options available to an aspiring patent professional are:

- Patent Research and Analytics
- Patent Drafting and Filing
- Patent Prosecution
- Patent Maintenance and Portfolio Management
- Patent Licensing and Technology Transfer
- Patent Strategy
- Patent Valuation
- Patent Development and Co-ordination
- Patent Litigation and Alternative Dispute Resolution

Trade Mark as a Career Option

Some options available for an aspiring Trade Mark Professional are:

- Trade Mark Practice at the IP Office – Trade Mark Search, Filing, Prosecution and Maintenance
- Trade Mark Litigation
- Trade Mark Management
- Trade Mark and Brand Licensing
- Franchising and Merchandizing
- Brand Valuation

Conclusion

IPRs play a crucial role in driving economic growth, GDP and Per Capita Income of the country by driving, nurturing and protecting innovation, through commercialisation of IP, particularly Patents and Trademarks, while other forms of IP like copyrights too play a significant role. India though ranked 40th in the Global Innovation Index for the first time, has significantly progressed in the enhancement and nurturing Innovation as it is ranked 7th in the top 10 patent filing countries in the world by the world Intellectual property ranking in 2022.

India needs to not only Innovate, protect innovation through IP filing like patents, it should also utilize the **“Make in India”** initiative by the Government and start **commercialising IP** my manufacturing products for the Indian and world markets, License some of the key patents to generate revenue eventually moving ahead in world Innovation index ranking, eventually raising the **per capita income** as well as **GDP** of the country.

Mr. T. S. Sridhar,

Senior Counsel IP (General Electric, USA) (Retd)

Member, BHS HES,

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Technical Session 2



Dr. K V Shantha
Associate Prof (Retd.) University of Delhi

Intellectual Property Rights in Research and Academia

Intellectual property is created by the brain power of an individual or a group of people. As compared to material property which can be bought, shared, or transferred, intellectual property cannot be exchanged or divided. Unfortunately, intellectual property can be stolen from its rightful owner(s). This is especially problematic in the realm of academia, where many students and teachers make cutting-edge research their life's pursuit. The loss of a lifetime of original work can be devastating and career-ending to such hardworking researchers. To protect and nurture new breakthroughs in academic research, and to enable new frontiers to be scaled in various fields of learning, intellectual property rights become a mission-critical part of academia and research. In today's world, with the prevalence of the Internet across the world, content from published research and academic conferences becomes easily available to many. This makes plagiarism very easy to accomplish but very difficult to track. IPR is extremely important as this prevents the theft of knowledge and property from academicians and enables the bedrock of integrity and ethics in research to be preserved intact.

In research and academia, there are two main types of intellectual property rights: copyrights and industrial property rights. Copyrights are typically associated with creative works like research papers, software programs including mobile applications, and hardware architecture and design specifications for semiconductor chips. Industrial property rights are associated with the design and operation specifications for movable objects, patents, trademarks, and the external appearance, including the three-dimensional specification, of an innovative research product.

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While copyrights in academic research span across all academic domains, industrial design rights typically tend to be focused on research related to engineering, science, and technology.

IPR considerations in academic research are not just limited to institutions of learning. Collaborative research can include academicians from different parts of the globe, where IPR laws and regulations across a spectrum of countries need to be taken into consideration.

Research can also include collaboration between corporate titans and universities, a prominent example of which is how companies like Google work closely with researchers from different universities to build new products.

IPR in research is vital to foster innovation and creativity to thrive, and to ensure that researchers feel secure that their work will be protected and rewarded justly.

Technical Session 3



Mr. M. G. Kodandaram, IRS,
Assistant Director (Retd),
Advocate & Consultant.

Navigating Indian Economy Through Intellectual Property

Indian Economy - Potential to Grow

The Indian economy possesses remarkable potential for future growth and development. Positioning itself as one of the fastest-developing economies worldwide, and with a population exceeding 1.3 billion people, India offers an extensive consumer market and a diverse workforce. In recent years, India's GDP growth has been a topic of both optimism and concern. Initially impacted by the pandemic, the economy experienced a slowdown. However, in recent quarters, it has shown signs of recovery, exhibiting positive growth in the economy.

Agriculture plays a vital role in India's economy as it employs a significant portion of the population and contributes to food security. The manufacturing sector, including MSMEs hold strategic importance in terms of economic development and job creation. India's manufacturing sector has shown adaptability, leveraging technology and global supply chains. To promote domestic manufacturing and reduce reliance on imports, India has implemented initiatives such as '*Make in India*' and '*Atma nirbhar Bharat*' (Self-Reliant India). Furthermore, the services sector, including information communication technology (ICT), financial services (Fintech), and tourism, contributes substantially to the India's GDP.

The digital revolution has been a significant driver of growth in India. The country has witnessed a rapid expansion in digital infrastructure, mobile connectivity, and e-commerce platforms. Initiatives such as Digital India have accelerated financial inclusion, promoted digital payments, and boosted entrepreneurship. The IT-

enabled services, and business process outsourcing, remain key contributors to the Indian economy.

India remains an attractive destination for foreign investors. The government has implemented policies to improve the ease of doing business, liberalize FDI norms in various sectors, and simplify regulations. FDI inflows continue to grow, indicating confidence in India's long-term economic prospects.

Although there are positive signs, the Indian economy encounters numerous obstacles, such as unemployment, income inequality, skill shortages, and environmental sustainability. Effectively tackling these challenges necessitates consistent endeavors via specific policies, skill enhancement initiatives, and sustainable development approaches. It is worth considering whether '*IP generation and commercialization*' can bridge this gap and contribute to accelerated economic growth.

Globalisation and Development

The International economy has undergone a profound transformation due to globalization, facilitating the unprecedented exchange of goods, services, manpower, investments, and **IDEAS**. Progress in communication technology has amplified the sharing of information and collaboration across international boundaries, enabling individuals and organizations to connect more easily. Global networks, conferences, and research partnerships have fostered cross-cultural learning and sparked creativity. Nevertheless, safeguarding Intellectual Property Rights (herein after IPRs for brevity) and promoting equitable collaboration and knowledge sharing remains a persistent challenge. Technological advancements, innovation, and creative outputs have brought about a substantial transformation in the global economy. Within this context, IPRs play a vital role by providing the required legal framework to safeguard and motivate inventors, creators, and businesses.

In developed economies worldwide, IPRs have emerged as powerful drivers of economic growth, nurtured innovation, ensuring competitiveness in the marketplace. IP plays a critical role in shaping a Nation's economic expansion and competitive advantage. Consequently, developed nations prioritize the creation of these intangible assets to propel their economies forward. India, as one of the world's largest and fastest-growing economies, has also recognized the importance of IPRs in promoting innovation, attracting investments, and nurturing economic development. This article aims to examine the landscape of IPR in India and shed light on how effectively navigating through IP can contribute to the country's economic advancement.

Indian IP Scenario – Types & Purpose

The Indian IP scenario encompasses legal rights granted to individuals or organizations for their intellectual creations, such as inventions, trademarks, copyrights, designs etc. These rights provide creators and innovators with the exclusive ability to exploit and commercialize their creations, encouraging further innovation and creativity. IPRs play a crucial role in supporting innovation, economic growth, and development in any country. India, with its vast and diverse economy, has recognized the importance of IPR in its journey towards becoming a global economic powerhouse.

In India there are well-established administrative, statutory, and Judicial frameworks for protecting IPR viz., patents, copyrights, trademarks, Geographical Indications, Industrial designs, Semiconductor Integrated Circuits Layout Designs, Biological Diversity and profit sharing, Plants & Varieties and Farmers Rights etc., India's journey towards a healthy IPR regime has witnessed significant developments in recent years. Here are some key aspects of the Indian IPR landscape:

- (i) Patents:** Patents are an essential component of the IP system that protects inventions and encourages innovation. They grant inventors exclusive rights to their creations for a limited period, enabling them to exploit their inventions commercially. Patents play a vital role in safeguarding and promoting technological advancements, which is crucial for the progress of various sectors in the Indian economy.

In sectors such as pharmaceuticals, biotechnology, information technology, and renewable energy, patents act as a driving force for research and development activities. The availability of exclusive rights incentivizes inventors to invest in these sectors, leading to the development of new technologies and products. Patents contribute to economic growth by creating opportunities for commercialization.

India has made significant progress in patent law, aligning itself with international standards and practices. The implementation of the Patent Cooperation Treaty (PCT) system has simplified the process for Indian inventors to seek global patent protection. This enables Indian inventors to expand their reach and gain recognition for their inventions on an international scale. The facilitated patent filing system, streamlined examination processes, and effective enforcement mechanisms contribute to the growth of various sectors, leading to the creation of new technologies, products, and creative works.

The introduction of the National IPR Policy has further facilitated an environment conducive to innovation and patent filing in India. This policy aims to create awareness about IPRs, streamline patent examination

processes, and strengthen enforcement mechanisms. By incentivizing innovation, patents drive the nation's progress and strengthen its position in the global economy.

- (ii) **Copyrights:** Copyrights serve as a vital form of protection for original works of authorship, such as literary, artistic, musical, and cinematographic creations. They grant creators exclusive rights to reproduce, distribute, and publicly display their works, promoting creativity and supporting artistic expression. India's Copyright Act offers comprehensive protection to authors and creators. The Copyright (Amendment) Act of 2012 played a significant role in aligning Indian copyright law with international standards, particularly in the context of the digital era and digital rights management.

The creative industries, including music, film, literature, software, and design, make substantial contributions to the Indian economy. Copyright protection plays a crucial role in nurturing creativity, encouraging artistic endeavours, and ensuring that creators receive fair compensation for their works. It provides a framework that safeguards the rights of creators in the artistic, literary, and creative fields.

India, renowned for its rich cultural heritage, boasts a thriving creative industry encompassing various domains such as music, film, literature, and software. Copyright protection plays a pivotal role in guaranteeing fair remuneration for creators providing an environment that encourages further creative endeavours. This, in turn, contributes significantly to the development of a strong and vibrant economy.

- (iii) **Trademarks:** Trademarks play a crucial role in protecting distinctive signs, such as logos, names, or symbols, that serve to identify and distinguish the goods or services of one business from those of others. By granting exclusive rights to these signs, trademarks enable businesses to build brand recognition, prevent consumer confusion, and maintain a competitive edge in the marketplace.

In today's globalized economy, establishing strong brands and maintaining market competitiveness is of paramount importance. Trademarks are vital tools in achieving these goals. They enhance the value of Indian brands by attracting investments and expanding market share. By safeguarding trademarks, businesses can capitalize on their brand reputation, customer loyalty, and goodwill, thereby contributing to the growth and to the overall economy.

Indian companies, both domestic and international, have recognized the significance of trademarks in building brand value and maintaining market dominance. Through the use of trademarks, businesses establish a distinct identity, create brand equity, and develop valuable intangible assets. Furthermore, brands can be leveraged through franchisee agreements, licensing activities, and other forms of brand extensions, adding significant value to both the business entity and the overall economy of the country.

Trademarks are integral to brand protection, market competitiveness, and the preservation of cultural heritage. By effectively utilizing trademarks, businesses can differentiate themselves, build consumer trust, attract investments, and contribute to the growth and prosperity of the Indian economy.

- (iv) **Industrial Designs:** Industrial designs are legal protections that focus on the visual appearance of a product, encompassing its shape, configuration, pattern, or ornamentation. They serve to promote innovation in the aesthetics and visual appeal of products, ensuring that creators are duly recognized and rewarded for their design efforts.

The protection of industrial designs is particularly significant in industries such as fashion, jewellery, furniture, and consumer goods, where the aesthetic value of products plays a crucial role. India, with its rich cultural diversity and artistic heritage, holds immense potential for design-driven growth. By safeguarding industrial designs, creators can capitalize on their original creations and prevent unauthorized copying or replication. Design registration provides creators with exclusive rights over their designs, enabling them to exercise control and reap the benefits of their innovative work. This not only encourages designers to invest their time and resources into creating unique and visually appealing products but also contributes to the overall advancement of design-driven industries.

As consumer preferences and market trends change, designers must navigate the complexities of creating innovative designs that meet market demands, while also ensuring the protection of their IPRs.

- (v) **Geographical Indications (GIs):** GIs serve as a vital form of protection for products that have a specific geographical origin and possess qualities or a reputation that are inherently linked to that origin. GIs are an effective means of identifying and protecting products that originate from a particular geographical location and exhibit unique qualities or

reputation. In India, there exists a wealth of diverse products with rich cultural heritage that qualify for GI protection. Examples include Darjeeling tea, Kashmiri Pashmina, and Kanchipuram silk. By securing GI registration, India ensures the preservation and promotion of its distinctive geographical indications, leading to positive outcomes for local economies and rural development.

The registration and protection of GIs are crucial in maintaining the authenticity and integrity of these products. GIs not only add value to the products themselves but also contribute to the preservation of traditional knowledge, cultural diversity, and sustainable agricultural practices. Furthermore, they create opportunities for producers to receive fair recognition and remuneration for their unique offerings, while also popularising tourism and attracting consumers who appreciate and seek out products with specific geographical origins.

The recognition and protection of GIs in India contribute to the overall growth and development of rural communities, as well as the preservation of indigenous practices and local economies.

- (vi) **Traditional Knowledge (TK):** TK encompasses the knowledge, innovations, and practices that have been transmitted across generations within indigenous and local communities. The protection of TK is essential to preserve and honor the cultural heritage, traditional practices, and intellectual contributions of these communities. India is home to a vast wealth of traditional knowledge and cultural expressions that necessitate protection and utilization for economic advancement. TK systems, such as traditional medicine and agricultural practices, hold significant potential for innovation and commercial viability. By safeguarding and leveraging traditional knowledge, India can encourage creativity, drive economic growth, and promote sustainable practices.
- (vii) **Trade Secrets:** Trade secrets protect valuable and confidential business information, such as formulas, processes, customer lists, or marketing strategies. They provide a competitive advantage by preventing unauthorized disclosure and use of proprietary information.
- (viii) **Plant Varieties and Farmers' Rights (PVPFR):** PVPFR protects new plant varieties that are distinct, uniform, stable, and have undergone substantial breeding efforts. It promotes agricultural innovation, encourages plant breeding, and safeguards the rights of farmers who conserve and develop plant genetic resources.

Commercialisation of IPRs

The act of commercializing IPR involves converting intellectual assets into commercially viable products, services, or licensing prospects. If IPRs are not

effectively utilized for profit, the intended purpose of creating IP will remain unaccomplished. To obtain commercial advantages, it is crucial to utilize the different IP assets. The significance and different approaches to commercializing IPRs can be outlined as follows:

(a) **Licensing:** Licensing, a common method of commercializing IPRs, involves granting permission to other individuals or organizations to use or exploit the IP in exchange for royalties or licensing fees. Licensing agreements enable IP owners to monetize their creations while allowing licensees to benefit from the IP without bearing the costs and risks associated with development.

(b) **Technology Transfer:** Technology transfer involves the transfer of technical knowledge, expertise, or patented technologies from one party to another for commercial purposes. It often occurs through licensing or collaborative agreements. Technology transfer facilitates the diffusion and adoption of innovative technologies, leading to increased productivity, efficiency, and competitiveness in various industries.

(c) **Spin-offs and Start-ups:** Commercialization of IPRs can lead to the creation of spin-offs and start-up companies. Entrepreneurs and inventors often establish new ventures based on their innovative ideas or technologies. These companies leverage IPRs to develop products, services, or technologies for commercial markets, attracting investors and generating economic growth.

(d) **Joint Ventures and Collaborative Research:** Collaborative efforts between companies, research institutions, or universities can facilitate the commercialization of IPRs. Joint ventures and collaborative research projects bring together complementary expertise, resources, and technologies to develop and commercialize innovative products or solutions. Such partnerships enhance market access, reduce risks, and preserve innovation ecosystems.

(e) **Franchising:** Franchising is a business model in which the owner of a successful business (franchisor) grants the rights to others (franchisees) to operate a similar business using the franchisor's established brand, trademarks, and know-how. Franchising allows for the expansion of a business concept while maintaining control over quality and brand image.

(f) **Strategic Alliances and Cross-Licensing:** Strategic alliances involve collaborations between companies to jointly develop, market, or distribute products or services. Cross-licensing agreements allow for the exchange of IPRs between multiple parties, enabling each party to access and utilize the other's IP. These arrangements leverage complementary strengths and expand market reach.

(g) **Merchandising and Branding:** IPRs, such as trademarks and copyrights, can be used for merchandising and branding purposes. Licensing agreements can be established to allow the use of trademarks, logos, characters, or copyrighted

material in the production and sale of merchandise. This generates additional revenue streams and increases brand visibility.

(h) Research and Development Collaborations: Collaborative research and development (R&D) initiatives facilitate the commercialization of IPRs by combining resources, expertise, and funding from multiple organizations. These collaborations expedite the development and commercialization of innovative products or technologies, benefiting from shared costs and risks.

Commercialization of IPRs enables creators, inventors, and organizations to monetize their innovations, attract investments, nurture entrepreneurship, and drive economic growth maximizing the value and impact of IPRs in the marketplace.

Driving Business Value through IP

In today's knowledge-driven economy, IP encompasses intangible assets that are generated through intellectual endeavors. Businesses now acknowledge the crucial significance of IP in **enhancing value and attaining a competitive advantage**. The following are some of the ways in which IP contributes to the value of a business:

(1) Creating an Innovation-Driven Economy: Innovation is the backbone of economic development, and IP protection acts as a catalyst for encouraging innovation. Strengthening the Indian economy requires a shift towards an innovation-driven model, where IP becomes a key driver. IPRs encompass legal protections granted to individuals or organizations for their creative works, inventions, and innovations. By offering exclusive rights and potential monetary rewards, IPR incentivizes individuals and organizations to invest in research and development, leading to the creation of new technologies, products, and services.

(2) Attracting Investments: An effective IPR regime acts as a magnet for foreign investments. Companies and investors seek countries with robust IPR protection to ensure the safety and profitability of their intellectual assets. By strengthening IPR laws and enforcement, India can attract more Foreign Direct Investment (FDI) and technology transfers, encouraging economic growth and job creation.

(3) Promoting Entrepreneurship: A well-functioning IPR system encourages entrepreneurship by providing individuals with the confidence to turn their innovative ideas into viable businesses. Startups and small enterprises can leverage IPR protection to secure funding, establish a competitive edge, and gain market share.

(4) Boosting Economic Competitiveness: A nation's economic competitiveness is closely linked to its ability to generate and protect intellectual assets. By actively safeguarding IP, India can develop a culture of innovation,

enhance its competitiveness in the global marketplace, and strengthen its position as a knowledge-based economy.

(5) **Promoting Branding and Market Competitiveness:** Trademarks and brands are essential assets for businesses in building customer trust, establishing market presence, and gaining a competitive advantage.

(6) **Enhancing the Creative Industries:** The creative industries, including music, film, literature, software, and design, contribute significantly to the Indian economy. Copyright protection ensures fair compensation for creators, stimulates creative endeavours, and supports the growth of these industries. The article explores the impact of copyright on the creative industries in India, discussing the challenges posed by digital piracy and the potential for innovative business models that leverage IP. It also analyses the role of IP in promoting content creation, supporting artists, and driving economic value in the creative sector.

IP Impact on the Economy

The impact of IP on the economy is significant and multifaceted. IP plays a crucial role in driving economic growth through innovation, and competitiveness. A fair IP framework, supported by effective laws, enforcement mechanisms, and awareness programs, is crucial for maximizing the economic benefits of IP, nurturing a thriving innovation ecosystem, and supporting sustainable development. The impact of IP on the economy in brief are as follows:

1. **Stimulating Innovation and Research & Development (R&D):** IP rights provide legal protection and exclusive rights to creators, inventors, and innovators, incentivizing them to invest in R&D. The prospect of obtaining IP protection encourages individuals and organizations to develop new technologies, products, and processes, leading to innovation and advancement across various industries. IP protection ensures that innovators can reap the benefits of their investments, catalysing a culture of continuous innovation.

2. **Promoting Economic Growth and Job Creation:** IP-intensive industries contribute significantly to economic growth and job creation. Industries such as technology, pharmaceuticals, entertainment, and manufacturing rely heavily on IP protection to safeguard their investments and competitive advantages. Strong IP systems attract domestic and foreign investments, drive entrepreneurship, and create employment opportunities, leading to economic development and prosperity.

3. **Encouraging Foreign Direct Investment (FDI):** A healthy IP framework is a crucial factor for attracting foreign direct investment (FDI). Multinational corporations and investors consider strong IP protection as a prerequisite for investing in a country. Adequate IP laws and enforcement mechanisms provide a

secure environment for businesses to operate and protect their intellectual assets, promoting FDI inflows and technology transfer.

4. **Enabling Technology Transfer and Collaboration:** IP plays a critical role in facilitating technology transfer and collaborations between different stakeholders. Licensing agreements, joint ventures, and collaborative research initiatives enable the transfer and sharing of knowledge, expertise, and technologies. These collaborations preserve innovation, enhance productivity, and create opportunities for commercialization and market expansion.

5. **Supporting Small and Medium-sized Enterprises (SMEs):** IP protection can be particularly beneficial for SMEs. It allows them to differentiate their products or services, establish market presence, and compete with larger players. IP protection enables SMEs to secure financing, attract investment, and enter into licensing or technology transfer agreements, driving their growth and contributing to job creation.

6. **Enhancing Trade and International Competitiveness:** IP rights play a crucial role in international trade and ensuring a level playing field for businesses. Compliance with international IP standards and protection of IP assets enable countries to participate in global trade with confidence. Effective IP systems enhance the reputation and competitiveness of countries, allowing them to negotiate favourable trade agreements and establish a positive business environment.

Challenges in Indian IP system

The IP landscape in India offers various challenges and prospects when it comes to safeguarding and enforcing IPRs. The subsequent section outlines the primary difficulties encountered within the Indian IP scenario.

1. **Backlog and Timely Processing:** One of the significant challenges in the Indian IP system is the backlog of patent and trademark applications. The lengthy processing time for IP registrations and examinations can hinder the timely protection of innovations, resulting in delays and uncertainty for rights holders.

2. **Piracy and Counterfeiting:** India faces persistent challenges related to piracy and counterfeiting across various industries. Copyright infringement and the sale of counterfeit goods not only impact the rights holders but also undermine consumer trust, economic growth, and fair competition.

3. **Enforcement and Legal Framework:** Effective enforcement of IP rights is essential to protect innovators and creators. However, enforcing IP rights can be complex due to factors such as inadequate resources, procedural delays, and the need for better coordination between law enforcement agencies and the judiciary.

Strengthening the legal framework and improving enforcement mechanisms remain critical.

4. **Public Awareness and Education:** There is a need for increased public awareness and education on IP rights and their importance. Many individuals and businesses may be unaware of the value of IP protection or the potential consequences of IP infringement. Raising awareness and promoting a culture of respect for IP can help address these challenges.

Opportunities in Indian IP system

While challenges do exist in the Indian IP landscape, there are also significant opportunities to address them and promote a competent IP ecosystem. By focusing on reducing backlogs, enhancing enforcement, raising awareness, supporting innovation, and facilitating collaboration, India can harness the potential of IP to drive economic growth, innovation, and protect the rights of creators and innovators. Some of the opportunities are narrated in the following section.

- (a) Innovation and R&D:** India's growing emphasis on innovation and research and development presents significant opportunities for the IP ecosystem. Encouraging and supporting research institutions, universities, and industries to invest in R&D can result in a surge of new inventions and technologies that can be protected and commercialized through IP.
- (b) Start-up Ecosystem:** India's thriving start-up ecosystem offers opportunities for leveraging IP rights. Start-ups and entrepreneurs can benefit from IP protection to secure investments, differentiate their products or services, and gain a competitive edge in the market. Initiatives like the Startup India program aim to provide support and incentives for start-ups in this regard.
- (c) Collaboration and Technology Transfer:** Collaborative research and development initiatives, technology transfer, and licensing agreements offer opportunities for collaboration between Indian and international entities. By entering collaborations and technology transfer, India can harness global expertise and resources, facilitate innovation, and enhance its position in the global IP landscape.
- (d) Digital Transformation and E-commerce:** India's digital transformation and the rapid growth of e-commerce present opportunities and challenges in IP protection. Strengthening online IP enforcement, combating online piracy, and developing effective mechanisms for digital rights management can support the growth of the digital economy and protect the rights of creators and businesses.

The Way forward

Navigating the economy through IP requires a strategic approach to protect and leverage creative ideas, inventions, and intangible assets. Here are some key pointers on the way ahead for managing IP in the economy:

1. **Recognizing the Value of IP:** IP plays a vital role in the modern economy, driving innovation, competitiveness, and economic growth. It is crucial to acknowledge the value of IP and its potential to generate revenue and provide a competitive advantage.
2. **Developing a Comprehensive IP Strategy:** Businesses and individuals should develop a comprehensive IP strategy that aligns with their overall business objectives. This strategy should include identifying and protecting valuable IP assets, managing IP risks, and leveraging IP for commercialization and partnerships.
3. **Protecting IPRs:** It is essential to protect IP rights through patents, trademarks, copyrights, and trade secrets. This protection safeguards the exclusivity and value of innovative products, brands, designs, and artistic works.
4. **Conducting IP Audits:** Regular IP audits help organizations assess and manage their IP portfolio effectively. Audits involve identifying, documenting, and evaluating existing IP assets, ensuring compliance with legal requirements, and uncovering any potential infringement risks.
5. **Collaboration and Partnerships:** Collaborating with other businesses, research institutions, and individuals can pursue innovation and help navigate the economy through IP. Establishing partnerships, licensing agreements, and joint ventures can create opportunities for shared knowledge, resources, and market access.
6. **Technology Transfer and Commercialization:** Transferring technology from research and development to commercialization is crucial for economic growth. It involves licensing IP rights to interested parties, establishing spin-off companies, or creating start-ups to bring innovations to market.
7. **International Considerations:** In a global economy, managing IP internationally is essential. Understanding the IP laws and regulations of different countries, filing for international protection, and utilizing international treaties and agreements can help protect IP assets in multiple jurisdictions.
8. **Monitoring and Enforcement:** Monitoring the market for potential infringements and taking appropriate enforcement actions against IP violators is vital. This includes sending cease and desist letters, pursuing legal actions, and seeking remedies for damages caused by infringement.
9. **Keeping Up with Emerging Technologies:** Rapid advancements in technology, such as artificial intelligence, blockchain, and 3D printing, bring new challenges and opportunities for IP management. Staying informed about these

emerging technologies and their impact on IP rights is crucial for navigating the future economy.

10. Continuous Learning and Adaptation: IP laws and regulations evolve over time, requiring individuals and organizations to stay updated with the latest developments. Continuous learning, engaging with IP professionals, and adapting strategies to changing circumstances are essential for effectively navigating the economy through IP.

By adopting a proactive approach to IP management, businesses and individuals can maximize the value of their innovations, protect their rights, and effectively navigate the economy into a competitive landscape. Strengthening the Indian economy through IPRs is crucial for supporting innovation, attracting investments, and achieving sustainable economic development. By leveraging patents, trademarks, copyrights, designs, and traditional knowledge, India can unlock its immense potential and emerge as a global economic powerhouse. However, challenges such as effective enforcement, awareness, and capacity building must be addressed. Through strategic policy reforms, investment in research and development, and collaboration among stakeholders, India can position itself as a knowledge-driven economy and drive long-term growth and prosperity.

Conclusion

IPRs play a crucial role in driving economic growth, nurturing innovation, and enhancing competitiveness. India, with its growing economy and entrepreneurial spirit, recognizes the significance of a strong IPR regime. By strengthening awareness, enforcement, and protection of IPR, India can progress its way towards sustainable economic growth, attract investments, and provide a thriving innovation ecosystem. The path ahead requires a harmonious balance between protecting intellectual assets and promoting access to essential goods and services. By effectively navigating the Indian economy through IPR, India can leverage its vast potential and emerge as a global leader in innovation and economic prosperity. By effectively steering the Indian economy through IPR, India can leverage its vast potential and emerge as a knowledge-driven economy in the 21st century. By embracing the power of IPR, we can harness the opportunities of the rapidly evolving global economy, ultimately driving sustainable and inclusive development for the benefit of all.

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Abstracts of Paper presentations

1. “A Critical Analysis On The Copyright In The Cyberspace”

*Ashraya. S. Chakraborty, **Ms. Shreya Gopi

Abstract:

Intellectual property rights are a nation's greatest resource and significantly contribute to its economic development. When it is misused or destroyed, the nation's infrastructure can be damaged, making it subject to exploitation by anybody. It is impossible to enforce copyright in cyberspace because the IT Act and Copyright Law are not updated to reflect the fast evolving digital environment. Tracing offenders online is also difficult because of the extraterritorial jurisdiction of the internet. India is a signatory to the WIPO Internet Treaty, and the Act was updated in 2002 and 2012 to address internet-related issues in order to conform to global standards. But it didn't work well enough to solve the issue of online copyright protection. This research paper focuses on five areas:

- (i) The definition of cyberspace and problems with Internet use in India.
- (ii) Issues relating to intellectual property.
- (iii) The reasons why copyright is inadequate to address Internet issues, including the determination of public and private use and the enforcement of liability.
- (iv) The Indian context in relation to online legal jurisdiction, and
- (v) The future of copyright.

Keywords: *Intellectual property rights, Economic Development, Cyberspace, Information Technology Act, Copyright Law, and Extraterritorial Jurisdiction.*

2. "A study on “INTELLECTUAL PROPERTY RIGHTS: A tool to achieve SDG”, in Bangalore".

Dr. K V N Lakshmi, Dr. MadiReddi SSV, SriKumar, Dr. Usha, Jain University

Abstract:

The exclusive rights for an inventor's or creator's valuable innovation or production are granted by the intellectual property rights (IPR), which are intangible in nature. The current globalization environment IPR is the central issue for national and international trade. While the lack of awareness of IPR and its ineffective application may impede the economic, technological, and societal advancements of a country. These rights foster an environment that is more creative by providing acknowledgment and financial rewards to creators or inventors. The main aim of this study aimed at how IPR is helping for Sustainable Development Growth in case of SSIs, MSMEs and LSIs. The statistical tools like KMO & Barlett's test, Factor Analysis, Regression analysis and ANOVA.

Keywords: *Intellectual property rights (IPR), Sustainable Development Growth (SDG) and statistical tools.*

3. "A study on the impact of intellectual property rights (IPR) on sustainable development with the invention or non-invention context."

Prof. Shabash Kalandar. S, Kushi. R, Saleem. M, SDC College Kolar

Abstract:

This article explores the relationship between Intellectual Property Rights (IPRs) and Sustainable Development. It highlights the significance of IPRs in promoting innovation and creativity by providing incentives and rewards to creators. The article emphasizes the role of IPRs in driving economic growth and fostering collaboration and knowledge sharing. It also addresses the need to strike a balance between IPRs and access to knowledge, ensuring affordability and promoting responsible practices. The challenges and criticisms faced by IPRs are discussed, along with the role of governments in intellectual property protection. The article underlines the integration of IPRs with the United Nations Sustainable Development Goals and their contribution to environmental sustainability. By understanding and promoting responsible practices, societies can achieve a harmonious coexistence of IPRs and sustainable development. This practice leads to driving innovation and addressing societal challenges effectively. This paper aims at IPRs and its impact on sustainable development with the help of secondary data and observation case study.

Keywords: *Intellectual property rights; sustainable development; invention & innovation; future prospect and access to knowledge.*

4. "A Study on Role and Importance of Trademark for Businesses"

Harshitha S¹, Vinutha K², ¹Student, ² Faculty at Dayananda Sagar College Of Arts
Science And Commerce-Bangalore

ABSTRACT:

People can claim ownership of their ideas and innovations in a variety of industries with the help of intellectual property rights. Trademarks are one type of intellectual property. Simply said, trademarks allow goods and services to be associated with their manufacturer or provider. Names, numbers, logos, invented terms, colors or combinations of these, and even the texture or shape of the items can be trademarks. Trademarks safeguard both the consumer's and the trader's interests. The consumer can associate the goods with the quality provided by the trader. The trader can prevent his competitors from using his mark and profiting through it by making the business distinct. Trademarks identify the origin of a product and distinguish it from inferior imitations. The Trademark Act of 1999 provides legal protection for trademark rights in India. The study suggests the role, importance and impact of trademark for any business. The research is based on secondary sources i.e., from government websites, magazines and journals.

Keywords: *Trademark, legal protection, business, consumers and producers.*

5. "Brand Protection in Indian Industry: Strategies and Challenges"

Dr.Sailaja Vasakarla, Assistant Professor,SKIM,SKU, Ananthapuramu

ABSTRACT

The organizations Intellectual Property and Non- Intellectual Property assets needs to be safeguarded. The Brand protection is considered as a strategic means of it. The product or service has a specific identity through a brand. It helps the company to distinguish their product from other the similar products. A good brand image helps the company to boost the sales and gain large market share as against its competitor. Brand also helps in attracting potential customers. Brand is very significant for any company. It needs to be protected. Brand Protection is a strategic means of intellectual property of the company. It is the exclusive right of a brand owner because it is the result of his or her original and innovative thought which is translated either in the form of copyrights or trademarks. Brand protection is a measure which would help to identify those unscrupulous individuals who involve in the production and distribution of counterfeit products of reputed brands. In this backdrop this paper has been developed. The paper aims at conceptualizing brand protection. It aims to highlight various forms of brand abuse. It also aims bring out the key challenges of Brand protection in Indian Industry. It presents the various brand protection strategies of Indian Industry.

Key Terms: *IPR, Brand Image, Brand Protection and Brand Abuse*

6. "Comparative analysis of Patent Laws in US and India"

Chaitrika S. Hegde, Asstistant Proffessor of Law, Bangaluru Law College, Basaweshwar Nagar

ABSTRACT

Introduction:

Intellectual Property (IP) deals with any basic construction of human intelligence such as artistic, literary, technical or scientific constructions. Intellectual Property Rights (IPR) refers to the legal rights granted to the inventor or manufacturer to protect their invention or manufacture product. These legal rights confer an exclusive right on the inventor/ manufacturer its operator who makes full use of his invention /product for a limited period of time.

There are many types of Intellectual Property protection. A Patent is recognition for an invention that satisfies the criteria of global innovation and industrial application. IPR is essential for better identification, planning, commercialization, rendering and thus the preservation of invention or creativity. Each industry should develop its specialty based on its IPR Policies, management styles, and strategies and so on.

The researcher has highlighted the comparative procedure of patentability in India and USA for one's innovative inventions. Procedure for getting the patent license has been discussed in detail.

Key Words:*Intellectual Property, Inventions, Patents and Patent Laws.*

7. “Conceptual Awareness Of Research Scholars About Plagiarism At The Higher Degree Level”

Mahalakshmi H P

ABSTRACT

Inadequate knowledge of intellectual property regulations frequently contributed to plagiarism among researchers. Due of students; ignorance of plagiarism, research has shown that plagiarism is a common problem among them. Conceptual understanding of plagiarism from several perspectives helps research scholars to carry their efficiently by balancing plagiarism issues. The objectives of the study were to examine the researcher’s conceptual awareness about specific terminologies of plagiarism, types of plagiarism and penalties of plagiarism. A study has been conducted on a sample of research scholars from the population. Well-structured questionnaire prepared on the concept of plagiarism. The majority of students had a general understanding of plagiarism, but research students were not aware of the different varieties. Most students were not aware of the repercussions of plagiarism. It is observed that students only have a basic understanding of intellectual property rights and plagiarism. The study felt that students have to aware of all aspects of plagiarism that helps to bring uniqueness in their work and fair use of available knowledge.

Keywords: *Plagiarism, keywords, penalties, research work and fair use of knowledge.*

8. "Farmer's Rights: An Essential Component of Intellectual Property Rights"

Prof. Devika S Ajila, Smt.Bhavya N, Principal Bengaluru LAW College

Abstract

Farmers' Rights enables farmers to continue to maintain, develop and manage crop genetic resources and involves recognizing and rewarding them for their indispensable contribution to the global pool.

The Indian Constitution gives every citizen, the freedom to practice his/her occupation, under Article 19 which ensures the rights of for formers to produce, reproduce, modify and sell seeds. Hence a farmer is a person who conserves and preserves wild species or traditional varieties through selection and identification of their useful properties.

The research highlights what are the available rights given to the farmers under the Protection of Plant Varieties Act, what are the remedies available for them against their Infringement of rights, what are the protection availed to them under the Intellectual Property. An attempt has been made to protect and elevate the rights of farmers.

Keywords:*Farmer, Farmer's Rights, Plant varieties and genetic resources.*

9. “Geographical Indication- A Catalyst for Safeguarding Traditional Knowledge in the Realm of IPR”

Pranesh Prabhakar* ,3 year BA. LLB, BILS

Abstract-

Indigenous and local communities hold profound reverence for their traditional knowledge, which is intricately woven into the fabric of their cultural identities. Preserving such unique knowledge systems that gave birth to multifarious fields becomes crucial for the preservation of their intellectual and cultural vibrancy. For these communities, it is an essential component of their holistic worldview, cultural values, spiritual beliefs, and customary legal systems. Therefore, it is imperative not only to safeguard the knowledge itself but also to nurture the social and physical environment that serves as its indispensable foundation. The paper, henceforth, examines the significance of Traditional Knowledge and the contributions of Geographical Indications in its protection and additionally throws light upon the interwovenness of the same. It accentuates the need of the hour i.e. bridge the gap between generations and regulate the procedure of granting Geographical Indications in adherence to the law.

Keywords: Traditional Knowledge, Geographical Indications, TRIPS Compliant, Sui Generis System.

10. "Geographical Indications- A safe zone for Indigenous knowledge in Karnataka"

Shreyas M K, Ullas R, Tulasi Ram M

Abstract:

Indigenous Communities plays a key role in unite the essentials of traditional knowledge. Indian rich heritage and culture is reflected in native communities for generations. Government of India has been taking initiatives to standardize regional products with respect to its unique quality by giving due recognition to its place of birth through Geographical Indication (GI) tags. Karnataka the sixth largest state and fourth popular destination for tourism stood second in securing GI tags in India on handicrafts, agricultural, manufactured and food products. GI tags give a boost to consolidate unorganized sector. GI tags help next generations to learn and protect indigenous knowledge that leads to rural employment there by promoting entrepreneurship, innovation management and Intellectual Property Rights. GI helps local communities to go global. The present study focuses on GI products of indigenous communities in Karnataka, its promotional policies and outreach programs to make GI products competitive in the domestic and international markets.

Key words: *GI, Indigenous Knowledge, GI Products, GI Policies and Promotion.*

**11. "Impact of Intellectual Property Rights on Indian Agricultural Farmers:
An Overview"**

Dr. Nalini, Associate Professor B.M.S.College of Law

Introduction:

India is among the first countries in the world to have passed legislation to protect the interest of farmers' in the form of the Protection of Plant Varieties and Farmers' Rights Act, 2001. However, it has framed a unique legislation, but still it faces the task of implementation, without any clear consensus among the various stakeholders on how to achieve these rights.

All over the world and also in India, agriculture and biodiversity are facing serious threats from different human activities. Similarly, to meet the criteria of uniformity and stability the UPOV system exclude the local varieties developed by farmers which are more suited to agro-ecological environments. In addition, the privatization of genetic resources trend toward monoculture cropping. Improved seeds require more fertilizer and pesticide consumption, which has tremendous contribution towards biodiversity loss.

Multinational seed companies have appeared in India like mushrooms and they have made the farmers to purchase every time a new seed to sow, this thing is forcing the farmers to beg loan from Banks and other Cooperative sectors to purchase the new seeds and they find the way in suicide if they won't get the expected result from the purchased seeds. The agricultural farmers are jumbled with these many problems due to the impact of IPR.

This should serve as a signal internationally that, establishing legislation is insufficient to effectively protect and promote the farmers' interest.

Keywords: *Plant varieties, farmers' right, IPR, legislative measures and private players in agriculture.*

12. "Impact of IPR on Economic Development in India and Japan"

Manoj S S , Meghana Y, IV Sem-PG Commerce, Vijaya College

Abstract:

Any country's growth depends to a large extent on the level of investment in Research & Developmental activities and inventions. Intellectual Property Rights are used to protect invention/creativity of humans' minds for economic benefit for a given period of time. The country's growth potential could be assessed to the extent of commercialization of its inventions viz., created technologies, commodities and services with efficient IPR protection measures. Effective IPR policy and management system supports both developing and developed countries for its progress. IP based industries decide country's Gross Domestic Product, growth in employment rates and many other economic advantages for that country. The present study examines elements of IPRs and its impact on economic growth. A comparative study has been made with number of inventions and economic development in India and Japan. A proposition made to find the relation between India's Research & Development Expenditure contributions to the GDP. The study felt there is a need to bring dynamism in Indian IPR policies as per the changing global trends.

Key words: *Inventions, IPR tools, Research & Development, Growth Indicators and Transfer of Technologies.*

13. "Impact of Product Patent on Pharmaceutical Industry "

Dr. Shwetha P, Associate Professor, B.M.S. College of Law

Abstract

The emergence of intellectual property rights is a result of innovation, creativity, and commercial values. Patents are a type of intellectual property that refers to the rights given to an individual for the invention of a good or a process that has some value in the course of trade. A patent is not a novel idea. In fact, inventions are one of the most valuable intellectual property assets for the owner because they grant them the sole right to use, sell, and distribute those inventions once they receive patent protection over them, which lasts for at least 20 years from the date the patent application was filed. There have been countless inventions throughout history. India has stood out among the developing nations because of its robust generic pharmaceutical sector, which has allowed it to offer medications at some of the lowest costs in the world. The first was the establishment of a process patent regime for chemicals, and the second was the reduction in the length of time that pharmaceutical patents could be granted. Indian government operates under the premise that medicines critical to the important healthcare needs of India's population that must be both available and affordable. The study evaluates the significance of patents in Pharmaceutical Industry in India by giving weightage for affordable healthcare.

Keywords: *IPR policy, Pharmaceuticals Industry, India & affordable healthcare.*

14. " Intellectual Property Rights and NEP 2020: The need for restructuring assessment"

Vimala C T

Abstract:

The National Education Policy 2020 is based on the principle that education must develop not only cognitive capacities but also affective component. It emphasizes conceptual understanding; creativity and critical thinking; scientific temper, and the promotion of life skills such as communication, cooperation, teamwork, and resilience.

Intellectual Property refers to creations of the human mind, such as inventions; literary and artistic works; designs and, symbols, names and images used in commerce. IPR aims to foster an environment in which creativity and innovation can flourish.

The tenets of NEP 2020 are designed keeping in mind the scope for novel ideas and creation of new knowledge. But the mode of testing students' learning at present is based on rote-learning. There is no creative or original component in using Google to submit assignments or in memorizing answers re-produced at exams. This is against the ideals of IPR. The study attempts to posit that the principles of IPR can be ensured by an effective re-hauling of assessment.

Keywords: *Cognitive Skills, rote learning, creativity, critical thinking and IPR vs NEP*

15. "IPR Management Practices in India"

Rakshitha Iyer

Abstract

The intellectual property rights (IPR) are intangible in nature and gives exclusive rights to inventor or creator for their valuable invention or creation. In present scenario of globalization, IPR is the focal point in global trade practices and livelihood across the world. These rights boost the innovative environment by giving recognition and economic benefits to creator or inventor whereas the lack of IPR awareness and its ineffective implementation may hamper the economic, technical and societal developments of nation. Hence dissemination of IPR knowledge and its appropriate implementation is utmost requirement for any nation. The present paper highlights various terms of IPR such as patents, trademarks, industrial designs, geographic indications, copyright, etc. with their corresponding rules, regulations, their need and role especially pertaining to Indian context. Further, status of India's participation in IPR related activities across the world has been discussed in brief.

Keywords: *Intangible Assets, creation rights, economic benefit and IPR in globalization.*

16. "Intellectual Property Rights and the Digital World"

Siddarama S, Dr. H J Thontadharya, ¹Research Scholar Jain University,
Kolar, ²Vijaya College

ABSTRACT

Intellectual property refers to the ownership of intangible. This includes ideas, designs, symbols, writings and creations. It also refers to digital media such as audio and video clips that can be downloaded online. Since intellectual property is intangible, if it is stolen, it may be difficult to recover. In the present knowledge-based economy, IPR awareness is the key to technological innovation. Hence the importance of IPR is likely to go further. The awareness among the creators of information and knowledge about IPR has become essential in the digital world because in the digital world it is becoming difficult to prove rights violation whenever they occur. The study examines the issues related to Intellectual Property Rights in the Digital World.

Keywords: *Intellectual Property Rights(IPR), Digital World, violation and ICT.*

17. "Intellectual Property Rights & Their Implication in Context with Artificial Intelligence"

Deepalakshmi R, Coordinator, NMKRV College

Abstract

Living in a connected world, working in a digital, mobile manner using cloud computing services, for instance, is still very new to many in the legal world. However, the use of automation and in particular, deep learning, machine learning and artificial intelligence are now starting to change the way humans are working. Over time, the continued advancements in AI have revolutionized the world as a whole.

In today's evolving, technologically advanced society, artificial intelligence systems have been gaining considerable speed. With advanced technologies being incorporated into the same, it will not be long until these systems begin to create amazing inventions without any assistance from mankind. This raises significant concerns about intellectual property rights (IPR) because it casts doubt on not just accepted concepts regarding topics like patents and copyrights but also results in the emergence of concerns with the regulation of such inventions, among other things. The research paper seeks to provide insight into the significance of IPR in AI, and how big data technologies plays the major role when finding the insights from the large volume of data using some data science and statistical inference tools.

Keywords: *Artificial Intelligence, Intellectual Property Law, Patent Law, Copyright Law and Machine learning.*

18. "Intellectual Property Rights Vs Science: Prospects and Challenges"

Jyothi R Kumar, Vijaya College

Abstract:

Intellectual Property Rights (IPR) plays a crucial role in promoting scientific innovation and encouraging the development of new technologies. However, the intersection between IPR and science also presents several challenges. This paper explores the prospects and challenges associated with IPR in the context of scientific advancements. It examines the positive impact of IPR on scientific research, innovation, and knowledge dissemination, while also addressing concerns related to access to knowledge, collaborative research, and the balance between public and private interests. By analyzing these aspects, this paper aims to provide a comprehensive understanding of the complexities surrounding IPR in the realm of science, while also suggesting strategies & solutions to create an environment that values knowledge sharing which ultimately accelerates scientific progress & maximizes the societal impact of scientific research.

Keywords: *Scientific Research, knowledge dissemination, collaborative research, IPR and public interest.*

19. " Intellectual Property Rights – The Legal Role In FINTECH Sector"

TEJAS SHRI . K R, Dr. KVN LAKSHMI, Research Scholar, Jain University

ABSTRACT:

The digital Era has made a strong impact on Intellectual property law. Increase in technology and internet has paved a way for the people to create, distribute and the way of observing the information has changed drastically. The IPR are encompassing, particularly in the technology sector. Not only in the technology sector but also in the financial technology sector also. There are various types of IPR like Copyrights, trademarks, trade secrets and industrial designs etc.

Financial technology which is known as FINTECH is growing over the years drastically and especially after the pandemic. FINTECH enhances a a brand new economic possibility and it creates more businesses, and gives heavy competition among the competitors in the financial sector. It focuses on the audit, accounting firms, hedge funds, institutional investors, insurance companies, start-ups and many more. Many firms like Google Pay, Bharat pe and Phone pe have started FINTECH services like digital lenders, payment aggregators, and Gateways, Payment banks, peer to peer lending platforms, prepaid insurance payments and UPI payments which is familiar to the society. With the increasing number in corporations the role IPR is very important for the innovations and productive technologies in the FINTECH sector. This paper highlights the glimpses of IPR role protecting in FINTECH sector, to examine the important concepts related to IPR innovations and also some legal considerations related to IPR in the field of FINTECH. The paper is based on the secondary data associated with conceptual study.

20. "Intellectual Property Rights through the lens of Sustainable Development"

G V Kowstubh Sarma, 2nd year BBA LLB, Kristu Jayanti College of Law, Bangalore

ABSTRACT

Intellectual Property Rights is a reward for creators. It is a blue print left by the creator to signify its origin. It is a great tool used for transfer of knowledge and technology for generations to come. It is a safeguarding mechanism to protect innovative, industrially applicable creations. The primary objective of this study is to critically analyze the role of Intellectual Property Rights in sustaining the developments for future generations. It aims to decode topics associated with IPR such a Geographical Indicators (GI), Copyrights, Patents and Integrated Circuits and foresee the impact. These tools can create in transferring the fruits of technology and science for future generations to cherish and develop. It also brings into picture the legal perspective about various statutes and provisions related to IPR. The study attempts to relate the compatibility of Indian IPR laws with the general international laws existing globally.

Key Words: *Intellectual Property Rights, Geographic Indicators, Copyrights, Patents and Integrated Circuits.*

21. "Preserving Cultural Heritage and Traditional Knowledge through Geographical Indication and IoT Technologies"

Manoj Kumar N, Anuradha Sindhia, Soundarya Institute of Management and Science

Abstract:

Preserving cultural heritage and traditional knowledge is crucial for the continuity and appreciation of diverse cultural practices. This abstract explores the potential of Geographical Indication (GI) and Internet of Things (IoT) technologies in safeguarding and promoting cultural heritage. Geographical Indication systems protect products' origin and quality, empowering local communities to assert their rights and preserve the integrity of traditional knowledge. Complementing this, IoT technologies offer real-time data collection, monitoring, and management capabilities, facilitating the preservation and sustainable management of cultural heritage. Integrating GI and IoT technologies enhances the preservation and promotion of cultural heritage in several ways. GI systems authenticate culturally significant products, ensuring their distinctiveness and preventing misappropriation. IoT technologies enable real-time environmental monitoring, resource management, and product traceability. This paper highlights the intersection of GI, IoT, and cultural heritage preservation, emphasizing their combined potential in protecting and transmitting traditional knowledge. Leveraging these technologies maintains authenticity, traceability, and sustainable management of cultural heritage. By embracing GI and IoT, stakeholders collaborate to preserve and celebrate cultural diversity, fostering cultural appreciation and intergenerational knowledge transfer. With GI and IoT as allies, cultural heritage preservation thrives, ensuring the longevity and vitality of traditional practices for future generations.

Keywords: *Traditional Knowledge, Cultural practices, heritage preservation, GI and IoT*

22. .“Protection of Software Copyrights: A Comprehensive Guide”

Prof. Manjushree G S ¹, Akshay Rao², Akash M S³

Abstract:

Given the significant presence of the software industry, Software Copyright Infringement (SCI) is a prevalent issue in India at present. Without proper licenses or permissions, unauthorized duplication, distribution, or use of software can result in significant losses for software developers and businesses. This paper focuses on the legal, technological, and ethical dimensions of Software Copyright Infringement. The primary goals are to analyze the current state of Software Copyright Infringement, assess its impact on various stakeholders, and propose preventative and corrective measures. This paper aims to provide a comprehensive understanding of the issue by examining the legal framework, including copyright laws and fair use exceptions, as well as the technological aspects of piracy and unauthorized distribution. In addition, the implications of software copyright infringement on software authors, consumers, businesses, and society are discussed. The research paper's ultimate objective is to contribute to the protection of Intellectual Property Rights in the software industry.

Keywords: *Software Copyright Infringement, Software industry, India, Intellectual Property Rights, Legal Framework, Fair-use Exceptions, Piracy, Unauthorized Distribution, Stakeholders, Preventative Measures and Corrective Measures.*

23. "Role of Generative AI In Intellectual Property Rights: Challenges And Corrective Measures"

Jyothi V, Vijaya College, R V Road

Abstract:

Generative AI has revolutionized the field of artificial intelligence by creating novel content by replacing most of human intelligence being trained with real time decision making capability upon give data scenarios, but it has also raised significant challenges and to address an issue regarding intellectual property rights. This study explores the in-depth insight towards combination of generative AI and intellectual property, including patents, copyright, trademarks, and data rights. An attempt is made to address issues pertaining to ownership, derivative works, and privacy in trade activity, and data protection, while emphasizing the need for legal frameworks and ethical guidelines to provide a balance between innovation and intellectual property rights. Through a comprehensive analysis of relevant laws and case studies, the research paper provides insights into the challenges and corrective measures to be incorporated in intellectual property rights under generative AI.

Keywords: *Artificial Intelligence, Generative AI, Copyright Law, Intellectual Property Law, Patent Law, Rights of AI Systems*

24. "The Ascendancy of digital age on Intellectual Property Rights"

Bharathi N S Yadav, Manjunath S R, Hemanth M S , Assistant professor in SSMRV college

Abstract:

Intellectual property rights are observed in the form of works of art, symbols, names, and logos. They are all legally protected by trademarks, copyrights, and patents. The sector of intellectual property now faces new issues as a result of new technologies and digitization. In addition to holograms and other new non-traditional trademark kinds, it is now necessary to protect wholly digital works like software and mobile apps. The procedures to uphold IPR in digital settings and marketplaces is also subject to concern. Digitalization has brought in new challenges for managing and avoiding duplicity and threats faced by speed of corruption of data in internet platforms. This paper tries to add on knowledge on digital age impact on intellectual innovations happening.

Key words: *Intellectual property rights, digital age, influence, copyrights and trademarks.*

25. "Trademarks and Brand Protection"

Vanishree R, Research Scholar, SEA College

Abstract:

In the daily activities of human beings, intellectual property plays an important role. Trademark is one of the intellectual properties which protects and safeguards against counterfeiting and infringement identifying the manufacturer's unique goods and service established legally. Nowadays there are threats against trademarks. So brand protection plays an important role to safeguard goods and services against counterfeiters. Brand protection is a process and set of actions that a right holder undertakes to prevent third parties from using their intellectual property without permission otherwise it may cause loss of revenue, reputation, brand equity or trust.

In the technological era, the protection of intellectual property such as the trademark can be done through Digital Brand Protection and Digital Risk Protection which help in detection and mitigate external threats to the brand. Digital brand abuse can happen anywhere online which needs to be detected in time to prevent loss in revenue and reputational damage. There are different types of branding namely personal branding, corporate branding, product branding and service branding. To increase the brand trust, loyalty and awareness, there is a requirement for strong brand identity, brand image, brand culture and brand personality.

Our laws in India need to be strictly implemented and reinforced towards the protection of intellectual property such as trademark and brand image. Loopholes need to be removed and provisions need to be amended so that no infringement or counterfeiting will take place. With these, we can ensure that individuals can develop our nation with the assurance of legal safety.

Keywords: *IPR, counterfeiting, digital risk, types of branding and brand trust.*

26. "Navigating Intellectual Property Rights in the Digital Age: Challenges and Opportunities for AI and Big Data"

Megha Potdar, Soundarya Institute of Management and Sciences, Bangalore

Abstract:

As advancements in artificial intelligence (AI) and big data continue to reshape the digital landscape, the protection and management of intellectual property (IP) rights face new challenges and opportunities. This study provides an overview of the research conducted on the topic, incorporating various perspectives from scholarly articles, industry reports, and legal analysis. The analysis highlights the complexity surrounding intellectual property rights in the era of AI and big data, both at the national and international levels. It explores the challenges faced by stakeholders, particularly in the context of India and the global landscape. Issues such as ownership, infringement, and enforcement of IP rights are examined, shedding light on the legal and regulatory frameworks required to address emerging concerns. Moreover, the study emphasizes the opportunities that arise from the intersection of AI, big data, and intellectual property. It explores how AI and big data technologies can facilitate IP creation, protection, and commercialization. Additionally, it discusses the potential for innovative solutions in IP management, including AI-based tools for monitoring, analyzing, and enforcing IP rights. The study concludes by underscoring the need for comprehensive and adaptive strategies to navigate intellectual property rights in the digital age. It advocates for a balanced approach that considers the interests of various stakeholders, fosters innovation, and ensures the protection of IP assets. By understanding the challenges and leveraging the opportunities, stakeholders can effectively harness the potential of AI and big data while safeguarding intellectual property rights.

Keywords: *Intellectual property rights, digital age, stakeholders and strategies.*

27. "Intellectual Property Rights And Economic Growth In India And Overview"

¹ Tasmiya Firdouse, ²Sahana.V, 2nd Sem M.Com, Vijaya College, R V Road

Abstract

Intellectual property rights (IPRs) are the rights associated with intangible property owned by a person/company and protected against use without consent. Thus, rights relating to ownership of intellectual property are called Intellectual Property Rights. These rights aim to protect intellectual property (creations of human intellect) by allowing the creators of trademarks, patents, or copyrighted works to benefit from their creations. Intellectual property rights play an important role in a country's development. Every country's intellectual property legislation is distinct. The tight implementation of the IPR role contributes significantly to economic growth in many industrialized countries. Intellectual property rights encourage innovation, which in turn results in economic progress. Every firm in the world today is because of innovation. How important the IPR laws are has been recognized in the modern era. In the present day, it is not just innovation, but also the name that matters. The name has a lot of goodness affixed to it. Brand names are sold by some businesses for a large sum of money. There is a significant impact of Intellectual property rights on a country's economic development. In terms of economic development, the IPR can play both a detrimental and a good role.

KEY WORDS: Intellectual property rights, economic growth, patents, protection, markets.

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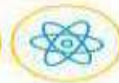


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