



ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY
(A Unit of Alva's Education Foundation)

Shobhavana Campus, Mijar-574225, Moodbidri, D.K

Phone: 08258-262725, Fax: 08258-262726

Affiliated to VTU Belagavi and Approved by AICTE, New Delhi, Recognized by Govt. of Karnataka

INTELLECTUAL PROPERTY RIGHTS CELL

AIET/IPR Cell/letters2/2019/01

January 8, 2019

To:

The Heads of the Departments

Departments of CSE/CIV/ISE/ME /MBA/BSH

AIET, MOODBIDRI

Dear Sir

Subject: Request to conduct IPR related activities in your respective departments

Ref: AIET/IPR Cell/Meeting3-Minutes/2019/01 dated January 07, 2019

As per the IPR cell meeting dated January 07, 2019 the committee has decided to conduct one or two IP related activities in your respective departments. Hence I request you to plan and conduct IP related activities in your department for the year 2019

Thanking you

With Best Regards

Dr. Jayarama A

IPR Cell Coordinator

Copy to:

Principal's table

All Deans and Heads of the departments

Administrative Officer

All IP Cell Coordinators

Date: 10/12/2019

From,
Dr. Satyanarayan
Head of the Department
Department of Mechanical Engineering
Alva's Institute of Engineering and Technology
Mijar

Through,
IP Cell Coordinator
AIET

To,
The Principal
Alva's Institute of Engineering and Technology
Shobavana Campus
Mijar


Dear Sir,
Subject: Request for permission to conduct a seminar on IPR

With respect to the above subject, the Department of Mechanical Engineering is conducting a seminar on IPR titled "Industrial Design Rights". In this regard we are inviting Mr. Ajith Kumar, Advocate to conduct the session. So I kindly request you to provide permission and do the needful.

Yours Sincerely



PRINCIPAL
Alva's Institute of Engg. & Technology
Mijar, MOODBIDRI - 574 225, D.K.



H.O.D.
Dept. Of Mechanical Engineering
Alva's Institute of Engg. & Technology
Mijar, MOODBIDRI - 574 225



INVITATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

Department of Mechanical Engineering

A talk on

“Industrial Design Rights”

Venue : Innovation Lab, Main Block, AIET

Date: 13/12/2019



To,

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY
Department of Mechanical Engineering

PROGRAMME SCHEDULE

Cordially invite you to the

Talk on

“Industrial Design Rights”

-) Welcome speech**
-) Introduction of Speaker**
-) Knowledge Sharing**
-) Vote of Thanks**



Resource Person: Ajith Kumar
Advocate and Professor

President: Dr. Peter Fernandes
Principal, AIET, Moodbidri

Coordinator: Dr. Satyanarayan
HOD,
Department of Mechanical Engineering
AIET

Venue: Innovation Lab, Main Block, AIET

Date: 13/12/2019



DEPARTMENT OF MECHANICAL ENGINEERING
Alva's Institute of Engineering and Technology
Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore District
Karnataka, INDIA.

CIRCULAR

**All the faculties of the department are hereby informed attend a talk by
Mr Ajith Kumar on Intellectual Property Rights on 13/12/2019.**

Title of the Talk

"Industrial Design Rights"

Innovation Lab, Main Block, AIET

[Signature]
for **HOD**
H. O. D.
Dept. Of Mechanical Engineering
Alva's Institute of Engg. & Technology
Mijar, MOODBIDRI - 574 225

Talk On
“Industrial Design Rights”
DEPARTMENT OF MECHANICAL ENGINEERING
Attendance List

Date: 13/12/2019

Sl. No	Faculty Name	Department
1.	Mr. K V Suresh	ME
2.	Dr.Satyanarayan	ME
3.	Mr.Veerendra Kumar	ME
4.	Mr.Harish K	ME
5.	Mr.Sharathchandra Prabhu	ME
6.	Mr.Yogish S. Rao	ME
7.	Mr. G.B. Vaggar	ME
8.	Mr.Hemanth Suvarna	ME
9.	Mr.Suresh P S	ME
10.	Mr. Sadashiv Bellubbi	ME
11.	Mr. Kiran C H	ME
12.	Mr. Pramod Badyankal	ME
13.	Mr. M.R.Ganesh	ME
14.	Mr. Gopal Krishna U.B	ME
15.	Mr. Kumar Swamy M.C	ME
16.	Mr. Deepak Kothari	ME
17.	Mr. Srinivasa C.S	ME
18.	Mr.Pramod Kumar N	ME
19.	Mr.Praveen K C	ME
20.	Mr.Keshavanth B. G	ME
21.	Mr.Sagar B.S	ME
22.	Mr Abhijith S	ME
23.	Mr Sudheer P N	ME
24.	Ms Anusha B Rao	CV
25.	Ms Tanvi Rai A	CV
26.	Mr. Pradeep Kumar K	EC
27.	Mrs.Tanya Mendez	EC
28.	Mr.Sachin K	EC
29.	Mrs.Kumari Shruthi	EC
30.	Ms.Ankitha Shetty	CS
31.	Mrs.Megha D.Hegde	CS
32.	Ms Jaishma Kumari B	IS
33.	Mr. Pradeep Nayak	IS


Principal
PRINCIPAL

Alva's Institute of Engg. & Technology,
Mijar, MOODBIDRI - 574 225, D.K



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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(Affiliated to Visvesvaraya Technological University, Belagavi)

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Phone : 08258-262724 (O), 262725 (P), Telefax:08258-262726

Email : principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 13/12/2019

ACKNOWLEDGEMENT

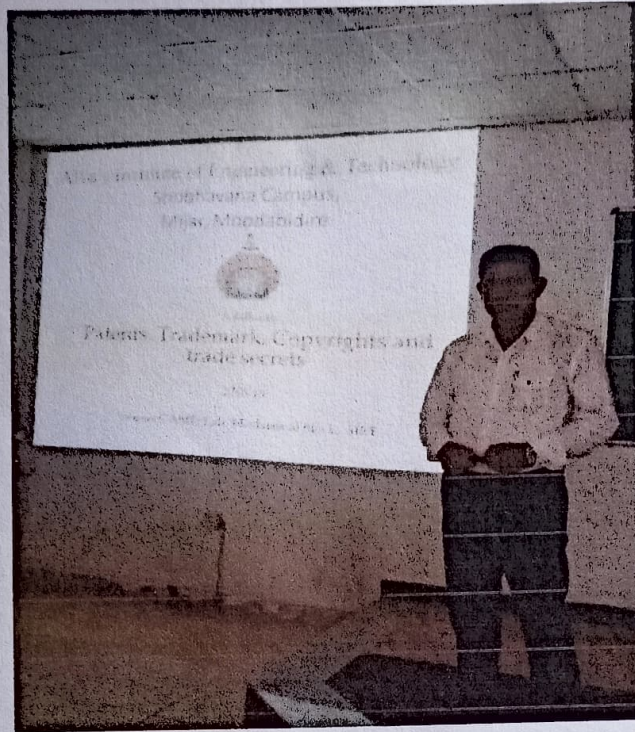
We are thankful to **Mr. Ajith Kumar**, Advocate and Professor, who voluntarily delivered a talk on "*Industrial Design Rights*" as awareness to IPR on **13/12/2019** in the Department of Mechanical at **Alva's Institute of Engineering and Technology**, Mijar, Moodbidri

A handwritten signature in green ink, appearing to be "Ajith Kumar", is written over the printed name of the Principal.

Principal
PRINCIPAL

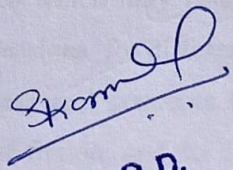
Alva's Institute of Engg. & Technology,
Mijar, MOODBIDRI - 574 225, D.K.

Brief Detail about the Resource Person

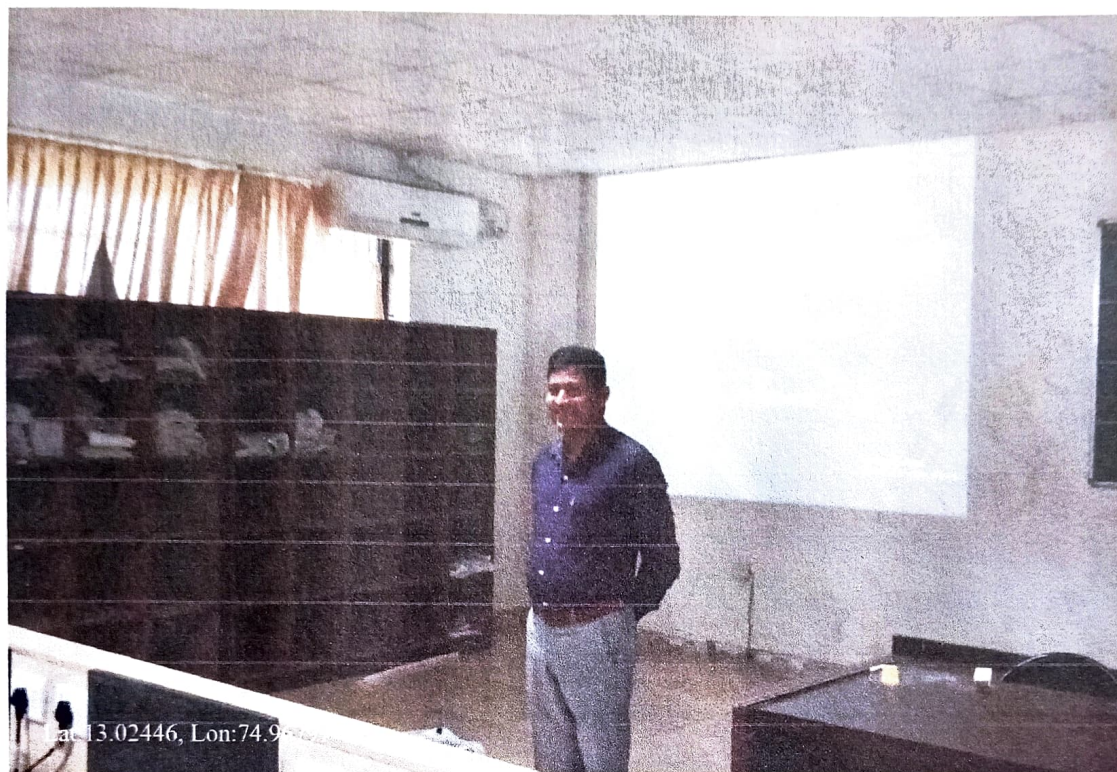


Mr. Ajith Kumar

The resource person for the talk was **Mr. Ajith Kumar**. He is an Advocate, and working as Guest Lecturer in Alva's Institute of Engineering and Technology, Moodbidri. He has completed his L.L.B from Mangalore University in 2009 and L.L.M. at S.D.M Law College, Mangalore in the year 2012. He is also having a degree in MA, Economics from Karnataka State Open University, Mysore in the year 2015. He is expertise in delivering informative talks on IPR and Patent filings.


H.O.D.
Dept. Of Mechanical Engineering
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Report on “Industrial Design Rights”



Mr Ajith Kumar's presentation on IPR

A talk on “*Industrial Design Rights*” was conducted by the department of Mechanical Engineering as a part of IPR awareness on 13th December 2019 by Mr. Ajithkumar, Advocate and Professor. An industrial design right is an intellectual property right that protects the visual design of objects that are not purely utilitarian. An industrial design consists of the creation of a shape, configuration or composition of pattern or color, or combination of pattern and color in three-dimensional form containing aesthetic value. An industrial design can be a two- or three-dimensional pattern used to produce a product, industrial commodity or handicraft.

Intellectual Property India and its registration

The registration and protection of industrial designs in India is administered by the Designs Act, 2000 and corresponding Designs Rules, 2001 which came into force on 11th May 2001 repealing the earlier Act of 1911. The industrial design recognizes the creation new and original features of new shape, configuration, surface pattern, ornamentations and composition of lines or colors applied to articles which in the finished state appeal to and is judged solely by the eye.



Faculty interaction during the session

Advantages- following are the advantages of registration of the Design

1. Increases the commercial value of the product- when any design is registered its market value increases
2. Helps to take purchase decision- As the design is subject to be judged solely by the eyes, therefore a good design or the aesthetics of the product helps the consumer to make a purchase decision.
3. Safeguard the aesthetic value of the product- In order to gain market share, the companies which manufacture the Counterfeit product usually copy the design, therefore, registration is important for the protection of the design.
4. Helps in increasing creativity- Registration and protection of the design help to boost the creativity of the industrial field.
5. Evidentiary value – the registered design is recorded in the Register of Design which is kept at Patent Office. These contain details of the details of the proprietor of the registered design. Therefore, it acts as a prima facie evidence if at any time the ownership is in question.

What is Intellectual Property Crime?

Intellectual Property Rights (IPR)



Industrial property

- inventions (patents)
- trademarks
- industrial designs
- geographical indications of origin
- plant variety rights



Copyright

- literary and artistic works
- performing artists in their performances
- producers of phonograms in their recordings
- broadcasters in their radio and television programmes

Intellectual Property Crime
is any breach of intellectual property rights



Counterfeiting

The manufacture, importation, distribution and sale of goods which falsely carry the trade mark of a genuine brand without permission and for gain or loss to another

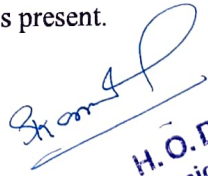


Piracy

An unauthorised copying, use, reproduction, distribution of materials protected by intellectual property rights

Intellectual Property Crime

Outcome: The session included the discussion on IP crime and its consequences. The session was informative and interesting as it was necessary discussion for securing a new design for any research scholar. It was beneficial for all the faculties present.


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