

KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)  
(Sponsored by S.K.P.V.V. Hindu High Schools' Committee)  
Kothapeta, Vijayawada-1  
A College with Potential for Excellence(CPE)

ISO:9001-2015

NAAC“**A**” Grade in Cycle3

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**“GUEST LECTURE”**

**26.04.2023**



## INVITATION



ISO 9001-2015

NAAC 'A' GRADE in Cycle 3

**K. B. N. COLLEGE** (Autonomous)

(Sponsored by: S.K.P.V.V. Hindu High Schools Committee)  
Kothapet, VIJAYAWADA -1.

**A College with Potential for Excellence (CPE-UGC)**

The PG Department of Business Administration cordially invite your  
gracious presence to Guest Lecture on

### **“INTELLECTUAL PROPERTY RIGHTS”**

Date & Time : Wednesday, 26th April 2023 at 11:00 am

Resource Person

**Dr.G.Subha Lakshmi**

Assistant Professor,

School of Law, Pondicherry University,

Pondicherry

**ORGANIZED BY:**  
**PG DEPARTMENT OF**  
**BUSINESS ADMINISTRATION**  
**K.B.N COLLEGE – PG CENTRE**

**PG DEPARTMENT OF BUSINESS ADMINISTRATION  
(MBA Programmes)**

**GUEST LECTURE ON 'INTELLECTUAL PROPERTY RIGHTS'**

**26<sup>th</sup> April, 2023**

**REPORT**

Department of MBA organized a guest lecture on April 26, 2023 for the MBA First-year students of the 2022-2024 batch. The resource person for the event was Dr. G. Subha Lakshmi, Assistant Professor at the School of Law, Pondicherry University, Pondicherry.

**The objectives of the lecture were as follows:**

- To gain current industry insights.
- To understand specific niche insights.
- To break the monotony and spark interest in subjects.
- To recognize the importance of education.

During the lecture, the resource person discussed the meaning and significance of Intellectual Property Rights (IPR) and addressed various IPR issues. Dr. Subha Lakshmi provided guidance on the process of registering patents, copyrights, trademarks, and trade secrets. She elaborated on the benefits for IPR owners, such as the ability to sell their IPR assets, and explained the validity periods for different types of IPR.

**The outcomes of the lecture were as follows:**

- Students gained an understanding of the importance of IPR.
- Students acquired knowledge about IPR and its benefits for owners.
- Students comprehended the laws regarding infringement of patents, copyrights, trademarks, and trade secrets.

- Students grasped the registration process of IPR and the duration of protection.
- Students learned about IPR laws.
- Students recognized the need for IPR in companies and among innovators.
- Students were encouraged to explore and showcase their innovations to the outside world.
- Students understood the rights of IPR owners.

A total of 80 students from the MBA First-year (2022-2024 batch) attended the program. Pavani, a student from the MBA First-year, proposed the vote of thanks.

## GUEST LECTURE PHOTOS







