

Institution's Innovation Council (IIC) – MIC Driven Activity

Title: *Discover More with Design Registrations* – Live Session Dr.B.K Chakravathy, Prof and Dean School of Design Innovation, Mahindra University, Online from IDC IIT Bombay



Organizing Secretary: Dr. P. Sanjay, Dean Research, IIC-Convener

IIC Student Coordinator: Deepak V

Date: 22.04.2025

Objective:

The objective of the live session titled “*Discover More with Design Registrations*”, organized under the MIC Driven Activity, was to raise awareness among students, faculty, and young innovators about the importance of design protection as a crucial element of Intellectual Property (IP). The session aimed to:

- Highlight the importance of **industrial design registrations** in safeguarding the visual and aesthetic aspects of innovations.
- Educate participants on the **legal benefits and competitive value** of protecting product designs through registration.
- Explain the processes and pathways for **commercializing registered designs**, including licensing and design-driven product development.
- Encourage institutions and innovators to proactively protect their product designs to enhance **marketability and brand recognition**.
- Promote awareness of **government schemes, legal support, and funding opportunities** related to design protection and commercialization.

This session sought to empower participants to explore design as a strategic innovation tool and protect it to contribute to a **design-led innovation economy**.

Guest Speaker:

Dr.B.K Chakravathy, Prof and Dean School of Design Innovation , Mahindra University , Onelien from IDC IIT Bombay

Participant Details:

The session was attended by **100 MBBS Phase 1 and 2 students** from Sri Manakula Vinayagar Medical College and Hospital. It was conducted via an online platform and **live-streamed on YouTube** by the Ministry of Education's Innovation Cell. Students who are part of the IIC and actively engaged in innovation, research, and entrepreneurship initiatives participated in the session.

Overview:

The Institution Innovation Council of **Sri Manakula Vinayagar Medical College and Hospital** organized a MIC Driven live session on **22.04.2025**, titled "*Discover More with Design Registrations.*" The event, streamed via the MOE's Innovation Cell YouTube platform, focused on the significance of registering industrial designs as part of a robust IP strategy.

The speaker, Dr. Dr.B.K Chakravathy, shared expert insights on how design registrations can protect creative concepts, elevate product appeal, and drive commercial success in innovation.

Outcomes:

- **Understanding Design Rights:** Participants gained a clear understanding of **what constitutes a design**, what can be registered, and how it differs from other forms of IP.
- **Legal Procedures & Support:** The session covered the **step-by-step process for registering designs**, including eligibility, documentation, duration of protection, and common challenges.
- **Commercialization of Designs:** Students learned how design protection can **enhance market value**, enable licensing, and support brand development, particularly in industries like healthcare, medical devices, and consumer products.
- **Government & Institutional Support:** Attendees were introduced to relevant **government initiatives, funding schemes, and institutional resources** available to support the design registration and commercialization process.

Way Forward:

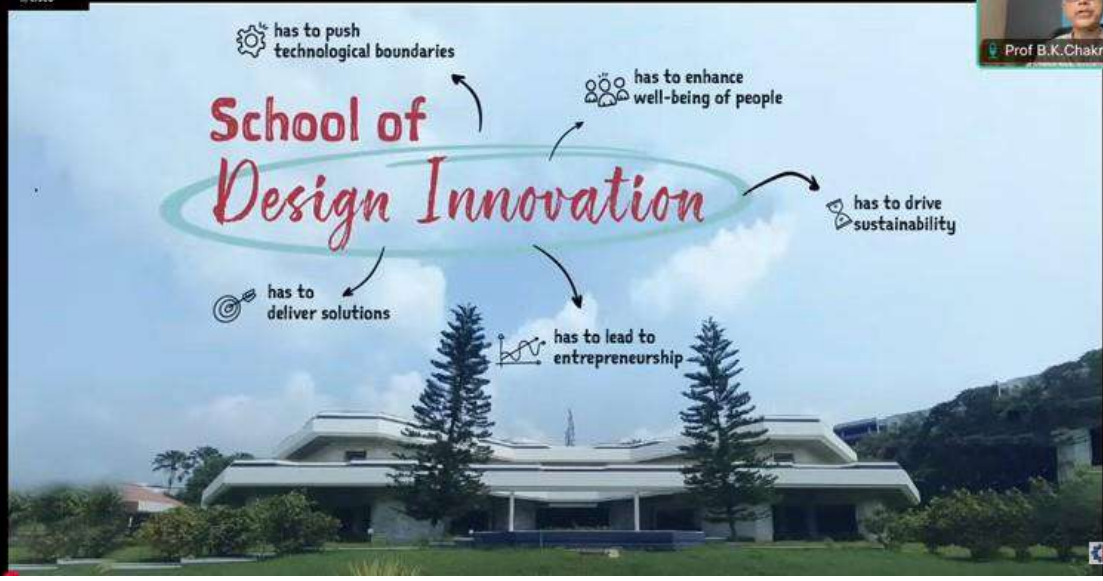
Going forward, the **Institution Innovation Council** will continue to conduct MIC Driven activities under the guidance of the **MOE's Innovation Cell**. These initiatives will further promote awareness and action around **innovation, entrepreneurship, IP protection, and leadership**—equipping the student community with the knowledge and tools to thrive in a design-driven, innovation-based economy.

Discover More with Design Registrations



Dr. B K Chakravarthy
Prof. & Dean School of Design Innovation,
Mahindra University
On lien from IDC, IIT Bombay

IP day, intellectual property day. And
to celebrate this occasion,



Via **webex** by CISCO

Prof. Gouri Gargate

Design commercialization- IP management system

- Generate ideas of new or original attractive designs
- Reduce ideas in tangible form on paper
- Effective IP strategy
- Efficient technology transfer- sell, license and mortgage
- Robust IPMS

Gouri Gargate, IITKGP

Via **webex** by CISCO

Prof. Gouri Gargate

Intellectual Property- Tangible and intangible assets

Company	Market capitalization (\$ billions)	Net tangibles (\$ billions)	Intangibles (\$ billions)	Intangibles to market capitalization (percent)
Coca-Cola	151	7	144	95
Kellogg's	10	0.5	9.5	95
IBM	149	12	137	92
Pfizer	14	1.3	12.7	91
Disney	52	5	47	90
American Express	72	8	64	89
Microsoft	392	47	345	88
Telstra	69	8	61	88
Exxon	301	74	227	75
Nike	11	3	8	72

Prof. Gouri Gargate, IITKGP

(Source-WIPO, 2008)

