

Institution's Innovation Council

IIC - MIC Driven Activity

Title: Live Session of MIC on Mark the Spot:
Trademarks Talk by Dr. Rahul Taneja ,Scientist, Patent
Information Centre.

Date: 24.04.2025

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



IIC - Student Coordinator: Deepak V

Objective:

The objective of the “**Live Session of MIC on Mark the Spot: Trademarks Talk**” is to educate students, innovators, and early-stage entrepreneurs about the importance, purpose, and process of securing trademarks in the context of business and brand development. The session aims to:

- **Introduce** the concept of trademarks and their role in distinguishing products and services in the marketplace.
- **Explain** the legal rights and protections provided by trademarks, and how they contribute to brand identity and consumer trust.
- **Guide** participants through the trademark registration process, including eligibility, application steps, and documentation.
- **Highlight** the consequences of not protecting a brand and the risks associated with trademark infringement.
- **Encourage** innovators to incorporate trademark strategies early in their entrepreneurial journey to safeguard brand value and recognition.

This session is designed to promote intellectual property awareness and empower participants to protect their creative and commercial identities effectively.

Guest Speaker:

Dr. Rahul Taneja, Scientist, Patent Information Centre.

Udaipur, India

Participant Details:

The session had a total participation of 100 students of MBBS Phase 1 and 2. The students attended the session through online platform arranged by the IIC of Sri Manakula Vinayagar Medical College and Hospital

Programme Overview:

The Institute Innovation Council of Sri Manakula Vinayagar Medical College and Hospital organised the MIC Driven Activity Live streamed on YouTube by the MOE's Innovation Cell on **24.04.2025** on the topic “**Mark the Spot: Trademarks Talk**”. The session was conducted through an online platform and was attended by a batch of 100 students. Students who are part of the IIC and actively engaged in innovation and entrepreneurial initiatives participated in the session.

- **Outcomes:**
 - **Understanding of Trademarks:** Viewers gained foundational knowledge about trademarks, including their purpose, types, and legal significance in brand protection.
 - **Trademark Registration Process:** The session explained the step-by-step process of applying for a trademark, eligibility criteria, and how to avoid infringement.
 - **Importance of Brand Identity:** Participants understood the role of trademarks in establishing brand recognition, market presence, and customer trust.
 - **IP Awareness:** The session promoted awareness about intellectual property rights, encouraging innovators to integrate IP strategies early in their entrepreneurial journey

Way Forward:

Moving forward, the Institute Innovation Council will continue to organise MIC Driven Activities within the campus, as initiated by the MOE's Innovation Cell, with a focus on enhancing awareness and understanding of Intellectual Property Rights—especially trademarks. Building on the insights from the session “*Mark the Spot: Trademarks Talk*”, the IIC aims to further promote the importance of brand protection, legal awareness, and IP-driven entrepreneurship among the student community. Future

activities will encourage students to integrate trademark strategies into their innovations and startups, fostering a culture of legally sound and brand-conscious innovation.



A screenshot of a presentation slide titled "INTELLECTUAL PROPERTY" in large, bold, black capital letters. The slide is part of a Webex video conference, as indicated by the "Via webex" logo in the top left and a participant's name tag "Dr. Rahul Taneja" in the top right. On the left side of the slide, there is a small circular icon containing a stylized brain. The main content of the slide is a definition of intellectual property, starting with "Intellectual Property shall include the rights relating to" followed by a bulleted list of seven items: literary, artistic and scientific works; performances of performing artists, phonograms, and broadcasts; inventions in all fields of human endeavor; scientific discoveries; Industrial designs; trademarks, service marks and commercial names and designations; and protection against unfair competition. Below the list, the text continues: "and all other rights resulting from intellectual activity in the industrial, scientific, literary or artistic fields." In the bottom right corner, there is a small logo for the "WIPO Convention" and a small red and white logo.

