By Speaker Nidhi Uday Buch , Gujarat

IPR is a significant tool in today's era. The risk of an innovation getting infringed without the knowledge of the inventor stands very high. With the increase in the importance of IP, instances of IP crimes have become the part and parcel of the digitized era sometimes even leading to failure of businesses. Companies rely on adequate protection of their patents, trademarks, and copyrights, while customers make use of IP to ensure that they purchase secure, assured goods. An IP asset is like any other physical property offering commercial benefits to businesses. In a web-based world, IP protection is much more relevant as it is comparatively simpler than ever to reproduce any specific template, logo, or functionality. Hence, strong IP laws give protection to IP and contribute to the economy of the respective state. IPR is one of the sources of security for intangible properties which are still open to the public and which can be quickly replicated by anyone.

Patent– A patent is used to prohibit the use or selling by another party, for a defined period of time, of original production. In brief, a sovereign authority awards the inventor the IP right after an examination of its viability.

Copyright – It is the right that protects a tangible form of expression like book, painting etc. It protects the mannerism in which the idea is expressed.

Trademark - It refers to the protection of logo or design that an individual or company uses. The distinguished logo or design helps the customers to connect with the brand value and thereby ensure trust on the goods and services.

Innovative idea is a means to earn profit – Ideas have little to no worth on their own. IP has great untapped potential to turn innovations into products and services which are commercially viable. The registering of copyright and patent will result in a constant stream of fee and increased income that will boost the overall market result.

Export Business Opportunities – The productivity of a company in the export market is also improved by intellectual property. An IP right holder may use these logos or designs to sell products and services in foreign countries and may obtain a franchise arrangement with the overseas corporation or expot the proprietary products.

Encourage the ideas by securing them -There will still be people who will attempt to duplicate a unique idea or concept or development for monetary benefit. It is therefore, necessary to protect the IP properties from unlawful infringement from a third party. For all forms and sizes of companies, IP security may be implemented. Thus, after evaluating the market needs and situations, a person should determine which Intellectual Property Rights (trademark, copyright or patent registration) should be used to cover various areas of its IP.

Business Growth – For ensuring growth and profit, it is important for enterprises, more so in case of small-scale businesses to shield their exclusive goods or services from the rivals who may snatch away their market share. Losing market share in the initial phases of business cycle can be dangerous in the long run to an enterprise's health.



Badruka college of commerce and Arts organized a webinar on 8-1-2021 , topic "Demystifying financial statements" Eminent speaker Dr KV Ramesh, Associate professor, IPE, explained about Companies Act 2013 and amendments up to 2019, changes introduced in the preparation and presentation of financial statements, Dr.K Mohankumar, Dr M janakiram , K Naveen Kumar and Sreeram Daida has conducted the program...

Badruka College of Commerce & Arts in Association with Ed Venture Park is organizing an

**Online Workshop on Entrepreneurship** for the student's of Badruka College.

From complete guidance, mentorship, workshops to real-time investor pitch, EdVenture Park helps you mould your mere idea into a value and revenue generating start-up!

EdVenture Park is the only student focused startup incubator in the country and the first one to introduce India's first Pre Incubation Program, tailor made for you - students with ideas in college where they work with you for the growth of your idea!

Date : 7th May, 2021

Time: 12:00 pm- 1:00pm

Platform : Google Meet

Guest Speaker : Mr. Meraj Faheem - CEO Edventure Park

Registration Link : https://1pp6c9zrh07.typeform.com/to/i1BnX…

The workshop was attended be 350 students.

The speaker Mr. Meeraj Faheem spoke about "Creating Student Unicorns of India"



[8:29 am, 30/03/2022] K NAVEEN KUMAR: ntellectual property (IP) contributes enormously to our national and state economies. Dozens of industries across our economy rely on the adequate enforcement of their patents, trademarks, and copyrights, while consumers use IP to ensure they are purchasing safe, guaranteed products. We believe IP rights are worth protecting, both domestically and abroad. This is why:

Intellectual Property Creates and Supports High-Paying Jobs

IP-intensive industries employ over 55 million Americans, and hundreds of millions of people worldwide.

Jobs in IP-intensive industries are expected to grow faster over the next decade than the national average.

The average worker in an IP-intensive industry earned about 30% more than his counterpart in a non-IP industry

The average salary in IP-intensive industries pay $50,576 per worker compared to the national average of $38,768.

Intellectual Property Drives Economic Growth and Competitiveness

America’s IP is worth $5.8 trillion, more than the nominal GDP of any other country in the world.

IP-intensive industries account for over 1/3– or 38%– of total U.S. GDP.

These industries also have 72.5% higher output per worker than the national average, valued at $136,556 per worker.

IP accounts for 74% of all U.S. exports- which amounts to nearly $1 trillion.

The direct and indirect economic impacts of innovation are overwhelming, acounting for more than 40% of U.S. economic growth and employment.



<https://www.nlunagpur.ac.in/faculty_ragina_kubhalkar.php>

Strong and Enforced Intellectual Property Rights Protect Consumers and Families

Strong IP rights help consumers make an educated choice about the safety, reliability, and effectiveness of their purchases.

Enforced IP rights ensure products are authentic, and of the high-quality that consumers recognize and expect.

IP rights foster the confidence and ease of mind that consumers demand and markets rely on.

Intellectual Property Helps Generate Breakthrough Solutions to Global Challenges

Nearly all of the 300 products on the World Health Organization’s Essential Drug List, which are critical to saving or improving people’s lives around the globe, came from the R&D-intensive pharmaceutical industry that depends on patent protections.