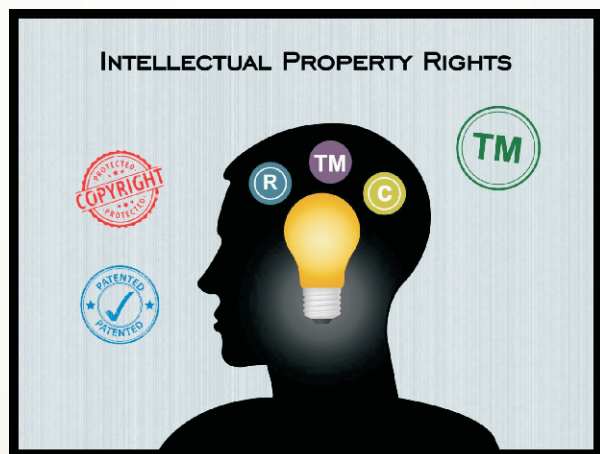


Keynote Address : **Dr.P.Jeya Kumar**, *B.E.,ME(ISE),MBA,LLB (Ph.D)*
*Research Faculty Kalasalingam Academy of
Research and Education, Tamilnadu.
Adjunct Research Faculty Pandit,
Deenadayal Energy University, Gujarat.*

Topic : **RESEARCH TALK ON PRODUCT
IDENTIFICATION AND PATENT FILING.**

Vote of thanks : **Dr.K.Balasathya**
*Assistant Professor of Commerce,
Mannar Thirumalai Naicker College*

National Anthem



MANNAR THIRUMALAI NAICKER COLLEGE
(Autonomous)

(Founded by the Tamil Nadu Naidu Mahajana Sangam
A Linguistic Minority Co-educational Institution
Re-accredited with 'A' Grade by NAAC)
Pasumalai, Madurai-625004.

Organized by

PG & RESEARCH DEPARTMENT OF COMMERCE
Cordially invite you to attend the

ONE DAY NATIONAL LEVEL SEMINAR
on

**"CONTEMPORARY AND UPCOMING
ISSUES IN THE FIELD OF
INTELLECTUAL PROPERTY RIGHTS"**

on
28th March 2022
at

Venue : Moorthy Naidu - Andalammal Seminar Hall
Mannar Thirumalai Naicker College
Madurai

Registration : 09.00.a.m.

Inaugural Function : 10.00 a.m.

Prayer

Welcome Address : **Dr.S.Venkateswaran**
*Head
PG & Research Department of Commerce*

Presidential Address : **Dr.B.Manoharan**
*Principal
Mannar Thirumalai Naicker College*

Inaugural Address : **Shri.R.Ilankovan B.E.,**
*President Tamilnadu Confederation of
Real Estate Developer's Association of
India (CREDAI)
Founder & Chairman, Vishaal De Mal,
Vishaal Promoters Private Limited*

In the presence of : **Thiru. Er.S.Rajagopal B.E.,**
*President
Mannar Thirumalai Naicker College*

: **Thiru.M.Vijayaragavan B.A.,**
*Secretary
Mannar Thirumalai Naicker College*

: **Thiru. L.Govindarajan B.A.,**
*Treasurer
Mannar Thirumalai Naicker College*

: **Thiru. R.Jeyaram**
*Vice-president
Mannar Thirumalai Naicker College*

: **Thiru. K.Rajendra Babu**
*Assistant Secretary,
Mannar Thirumalai Naicker College*

Vote of Thanks : **Dr.V.Devika**
*Assistant Professor of Commerce
Mannar Thirumalai Naicker College*

Tea Break

Technical Session I - 11.30 a.m to 01.00.p.m

Keynote Address : **Prof.H.Purushotham**
*DPIIT – IPR Chair Professor,
Andhra University, Visakhapatnam &
Former chairman & MD, NRDC
Ministry of Science & Technology,
Govt. of India*

Topic : **“ IPR IS KEY FOR ACHIEVING
ACADEMIC EXCELLENCE: SOMECASE
STUDIES”**

Lunch Break

Technical Session II - 2.00 p.m to 3.00 p.m

Keynote Address : **Thiru.S. Udhaya Shanker**
*Assistant Controller of Patents and Designs
Intellectual Property Office, Chennai
Govt.of India.*

Topic : **INTRODUCTION TO INTELLECTUAL
PROPERTY RIGHTS AND ITS
IMPORTANCE FOR THE STUDENTS**

Technical Session III & Valediction - 3.30 p.m to 5.00 p.m

Welcome Address : **Dr. R.Ratheka**
*Assistant Professor of Commerce,
Mannar Thirumalai Naicker College*

PUBLICATION

Selected papers will be supported for publication in Peer Reviewed UGC CARE list Journal/Scopus after getting the consent from the corresponding authors.

IMPORTANT DATES

1. Abstract Submission – 25th March, 2022
2. Full Paper Submission – 15th April, 2022

REGISTRATION DETAILS

Categories	Fee
Students and Research Scholars	Rs.200/Per person
Academicians	Rs.350/Per person
Corporate Delegates	Rs. 1000
Foreign Delegates	\$50

ACCOUNT DETAILS

BANK & BRANCH : TAMIL NADU MERCANTILE BANK, THIRUNAGAR

AC HOLDER NAME: DEVIKA V.

A/C NO. : 276100050303304

IFSC : TMBL0000276

SEMINAR TRACKS:

- Emerging trends in IPR regime
- Intellectual property in trade and development
- Intellectual property and suitable development
- Intellectual property challenges in the field of protecting breeders and farmers rights
- Geographical Indication and Protection of Traditional Knowledge
- Law relating to copyright and the Entertainment Industry
- IPR: A Tool for Economic Development
- Intellectual property Rights and climate change
- Intellectual property rights in Academic works
- Pharmaceutical Patents
- Awareness on Intellectual property laws for Entrepreneurs
- Intellectual property laws on Artificial Intelligence

Organising Committee

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Er.S.Rajagopal, B.E., **President**

Mr.M. Vijayaragavan, B.A., **Secretary**

Mr.L. Govindarajan, B.A. **Treasurer**

Patron

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Assistant Professor
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Assistant Professor
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Dr.R.Kajapriya, M.Com., MBA., M.Phil., Ph.D.,
Assistant Professor
7904132821

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Assistant Professor

Dr.R.Arputharaj, M.Com., M.Phil., Ph.D.,
Assistant Professor

Dr.V.Geetha, M.Com., MBA., M.Phil., Ph.D., PGDCA, PGDPMIR.,
Assistant Professor

Dr.B.Kothai Nachiar, M.Com., M.Phil., Ph.D.,
Assistant Professor

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Pasumalai, Madurai-625 004, Tamil Nadu, India



PG & RESEARCH DEPARTMENT OF COMMERCE

Organizes

ONE DAY NATIONAL LEVEL SEMINAR ON

CONTEMPORARY AND UPCOMING ISSUES IN THE FIELD OF INTELLECTUAL PROPERTY RIGHTS

Date

28.03.2022

Venue

Moorthy Naidu Andallammal Seminar Hall

ABOUT THE COLLEGE

Mannar Thirumalai Naicker College has found a distinct spot in the educational map of South Tamilnadu. This educational temple was founded due to the untiring efforts of the Tamil Nadu Naidu Mahajana Sangam. The service minded patrons started this college in 1974, for the welfare and development of the educationally and economically backward Telugu speaking minority Naidu Community. The College has been christened after Mannar Thirumalai Naicker, the most notable king of this region, whose motto is "To rule is to serve". The then Chief Minister of Tamilnadu Dr.Kalaingar Karunanidhi opened the college on 18th August, 1974.

Our college has been rendering significant service to the society by fulfilling the aspirations of thousands of first generation learners. The institution has witnessed an exponential growth in the last four decades. At present, the College offers 22 Under Graduate, 7 Post Graduate, 3 M.Phil and 4 Ph.D programmes and 2 B.Voc programmes, 6 Diploma programmes specially offered by the Community College. UGC has granted Autonomy since 2015-16 and it paves the way for having not only the academic freedom but also the flexibility in functioning at all levels. Library building covers an area of 13,000 sq. feet in the ground floor and classrooms, a conference hall in the first floor and air conditioned seminar hall in the second floor has been constructed owing to the sacrificial initiatives and commitment of the present management. The institution can also boast off a playground with a sprawling area of 7.48 acres. A hygienic Canteen, Women's hostel, Computer labs facilities make our institution stand out. Our library has about 52855 books and 71 Journals, 46 Magazines; a salient feature of our library is the reading hall which can accommodate about 150 students. The college was reaccredited with 'A' Grade by NAAC in 3rd cycle in 2018. At present, 4416 students are

pursuing higher education. 212 Teaching Staff and 65 Administrative Staff are working with all commitments and devotion to scale the institution on par with the best institutions in the country.

ABOUT THE DEPARTMENT

The Department of Commerce had its inception with B.Com programme in 1983. The Department offers M.Com Programme since 1987 and M.Phil programme since 2005. The department was upgraded as a Research Centre in 2009. It also offers certificate courses in Tally, Office Automation & Management, and Photoshop to enhance the employability of the students. The research outcomes of this department are highly commendable with many works of the faculty and scholars published in reputed journals indexed with Scopus and UGC CARE.

ABOUT THE SEMINAR

In the modern era, Intellectual property rights play a significant role on trade of every nation. In this digitized world, there stands a higher risk of creative ideas getting stolen without the consent of the author. The need for strong IP laws gives an overall contribution in 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. IP crimes have become the part and parcel of the digitized era leading to failure of business.

Intellectual Property is a generic term that defines intangible assets that are owned by individual person or company contributing to the national as well the state economies. Throughout our economy, thousands of 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 seeks to offer the same security protection as any other physical property, leading to its potential

to offer the same comparative benefits to businesses. In a web-based world, it has now become much more relevant as it is comparatively simpler than ever to reproduce any specific template, logo, or functionality.

The open COVID-19 pledge is an effort comprising a community of techies including IBM, Microsoft, Amazon, Twitter, Hewlett Packard and Sandia National Laboratories. In order to battle Covid-19 during the pandemic, they have vowed free use of their intellectual property (IP). In this acute public health crisis (not to be monetized), aspiring businesses could come forward to take advantage of this access and accelerate the production and implementation of diagnostics, vaccinations, therapeutics, medical equipment and technological solutions. Additional technology firms and education and research institutions joined this growing list.

CALL FOR PAPERS

PG & Research Department of Commerce invites original and unpublished research works from Academicians, Corporates, Research Scholars, and PG Students. The papers should address the seminar sub-themes.

GUIDELINES FOR PAPER SUBMISSION

1. Authors are requested to submit the Abstract/ Full paper at:
commerceseminar22@gmail.com
2. The entire paper should be typed in MS-Word using "Times New Roman 12 font with 1.5 line spacing and margins of one inch on all sides. The manuscript should include four major sections: Title page, Abstract, Main body and reference.
3. Papers must not have been published or accepted for publication elsewhere or be currently under any other review.
4. Abstract should be in single paragraph and should be between 200-300 words with 4-6 key words and it should follow the first page.
5. The length of the paper should not exceed 10 pages excluding title page and references.