



Audyogik Tantra Shikshan Sanstha's

Institute of Industrial and Computer Management and Research (IICMR)

Approved by AICTE, Permanently Affiliated to SP Pune University,

Recognized by DTE, Government of Maharashtra, NAAC Re-accredited, Ranked Platinum Category by AICTE-ClI for Industry Linked Technical Institute

Awarded Best Management Institute for Industry Interface by CEGR

MBA@IICMR

Event Report: Intellectual Property Rights (IPR)

Event Type : Co-curricular Activity
Event Title : Intellectual Property Rights (IPR)
Date : Friday, March 07, 2025
Time : 9:30 AM to 11.00am (1.5 hrs.)
Coordinator(s) : 1. Ms. Dipti Bajpai
Purpose : Others

If Others Specify : To sensitize the MBA students towards IPR

Learning Outcome :

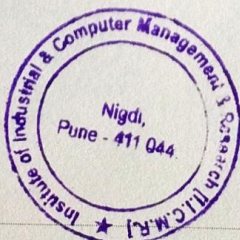
1. Students understood the benefits and importance of IPR
2. Students learnt that in the present world IPR plays a key role in maintaining a competitive advantage

Batch of Students : MBA 1

No of Students : 43

Participated

Description : Dr. Bharati Dole holds rich experience in Business Law, oriented the students about Intellectual Property Rights. She briefed them about Patent, Trademark, Copyright. She highlighted the difference between invention, innovation and ideas and how it can get patent by law, also mentioned the years when it will come in public domain. She gave interesting examples like coco-cola case study, Walt Disney, thus increasing the engagement of the students. Students not only gained knowledge about IPR rights but also understood how it is connected with our day-to-day life. They learned real world examples of patented products and how these products became a brand due to IPR.



Ref: MBA@IICMR/EDC/IPR/Report/2024-2025/



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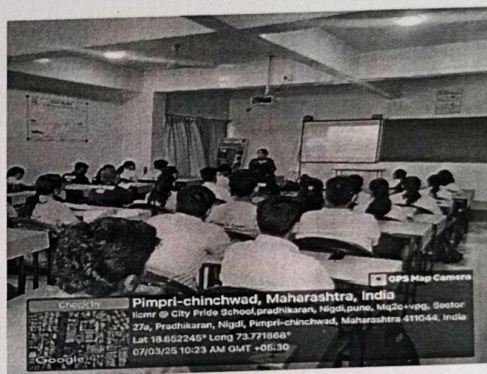
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Feedback from
Students (if app

: The students were very satisfied with the session. They mentioned that they got to know about several benefits of IPR for ideas.



Prepared by

Ms. Dipti Bajpai
EDC Coordinator

Verified by

Dr. (Adv.) Manisha Kulkarni
HOD MBA@IICMR

Approved by

Dr. Abhay Kulkarni
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