



## RAJIV GANDHI COLLEGE OF ENGINEERING AND TECHNOLOGY

(Approved by AICTE and Affiliated to Pondicherry University)

(Accredited with 'A' Grade by NAAC)

(Sponsored by Sri Balaji Educational and Charitable Public Trust)

Pondy - Cuddalore Main Road, Kirumampakkam, Puducherry - 607 403.

02/12/2022

Puducherry

From

Dr. Nirmala G,  
Event Coordinator,  
Department of MBA,  
Rajiv Gandhi College of Engineering and Technology,  
Kirumampakkam, Puducherry - 607 403.

To

The Principal,  
Rajiv Gandhi College of Engineering and Technology,  
Kirumampakkam, Puducherry - 607 403.

### THROUGH THE HEAD OF THE DEPARTMENT, DEPARTMENT OF MBA

Respected Sir,

**Sub: - Request for permission to conduct a one day workshop on Intellectual Property Rights (IPR) in the Digital Age for II MBA Students-reg.**

We have planned to conduct a one day workshop on the topic "Intellectual Property Rights in the Digital Age" on 17/12/2022, I will be the coordinator of the workshop. The aforementioned workshop will be offered to the II Year / IV Semester students of the MBA Department.

I kindly request you to grant permission to conduct this program. Enclosed are the details of the workshop for your perusal and approval.

Thanking you,

Yours sincerely,

*Nirmala*  
Dr. Nirmala G  
Event Coordinator

*Forwarded to the Principal*  
*Juno Jaiswal*

*E. Vijayakrishna Rapaka*  
**Dr. E. VIJAYAKRISHNA RAPAKA**  
B.Tech. (Mech.), M.Tech.(Energy), Ph.D. (IIT Madras)  
M.I.S.T.E., F.I.I.P.E., M.C.S.I.M.C.I.I.,  
**PRINCIPAL**  
Rajiv Gandhi College of Engineering & Technology  
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## DEPARTMENT OF MANAGEMENT STUDIES

No: RGCET/MBA/Circular/2022-23/ W02

Date: 13/12/2022

### CIRCULAR

I am excited to inform you that a Workshop on the topic "Intellectual Property Rights in the Digital Age" is going to be conducted on 17/12/2022. The aforementioned Workshop will be offered to the II Year students of the MBA Department.

All are invited

*Juno Jasmine*  
HOD / MBA

#### Copy to:

1. The Principal
2. Circulate to all Faculty Members and MBA students
3. Notice board / file

*[Signature]*  
**Dr. E. VIJAYAKRISHNA RAPAKA**  
B.Tech. (Mech.), M.Tech.(Energy), Ph.D. (IIT Madras)  
M.I.S.T.E., F.I.I.P.E., M.C.S.I M.C.I.I.,  
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RAJIV GANDHI COLLEGE OF  
ENGINEERING AND TECHNOLOGY  
PUDUCHERRY 607 403

**DEPARTMENT OF MANAGEMENT STUDIES**

**Workshop**

on

**INTELLECTUAL PROPERTY RIGHTS IN THE  
DIGITAL AGE**

17-12-2022

**Dr.E.Vijayakrishna Rapaka**

Principal

**Dr.K. Ayyappan**

Vice Principal

Resource Person

**Dr. Muralidharan**

Professor

Department of S&H, RGCET

**Dr. Juno Jasmine J**

Head of the Department

MBA

**Dr. E. VIJAYAKRISHNA RAPAKA**  
B.Tech. (Mech.), M.Tech.(Energy), Ph.D. (IT Management),  
M.I.S.T.E., F.I.I.P.E., M.C.S.I M.Gilau,  
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## DEPARTMENT OF MASTER OF BUSINESS

Course Name	Intellectual Property Rights in the Digital Age
Course Code	MBA22W02
Resource Person	Dr. Muralidharan Professor, Department of S&H, RGCET
Date	17-12-2022
Course Offered to	Dept.: MBA      Year: II      Sem: IV

### Course Module

#### Intellectual Property Rights in the Digital Age

##### Digital Transformation and Intellectual Property


- Impact of digital technology on IPR
- Key challenges and legal frameworks
- Strategies for protection and DRM
- Copyright law issues and tools

##### Trademarks and Branding in the Digital World

- Importance and management of trademarks
- Handling online infringement
- Patents for technological innovations
- Navigating patent laws and disputes

##### Trade Secrets and Confidential Information

- Protecting trade secrets and handling breaches
- Best practices for safeguarding information
- Legal mechanisms and dispute resolution
- Compliance with international IP treaties

  
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## Program Schedule

Time	Activity	Details
9:00 am - 9:30 am	Registration and OpeningRemarks	Registration of participants and welcome address by Dr. J. Juno Jasmine.
9:30 am - 10:15 am	Keynote Address	Delivered by Dr. Muralidharan on the impact of digital technologies on IPR.
10:15 am - 10:30 am	Break	Tea/Coffee Break
10:30 am - 11:15 am	Session 1: Digital Transformationand Intellectual Property	Impact of digital technology on IPR and relevant legal frameworks.
11:15 am - 12:00 pm	Session 2: Protecting DigitalContent	Strategies for protection, DRM, and copyright issues.
12:00 pm - 12:45 pm	Session 3: Trademarks and Branding in the Digital World	Trademark management and online infringement.
12:45 pm - 1:30 pm	Lunch Break	Lunch
1:30 pm - 2:15 pm	Session 4: Patents and Innovationsin the Tech Industry	Role of patents in tech and navigating global patent laws.
2:15 pm - 3:00 pm	Session 5: Trade Secrets andConfidential Information	Protecting trade secrets and dealing with data breaches.
3:00 pm - 3:45 pm	Session 6: Enforcement andCompliance	Legal mechanisms, dispute resolution, and compliance with IP treaties.
3:45 pm - 4:00 pm	Interactive Q&A Session	Interactive session with Dr. Muralidharan and other experts.

Event Coordinator

Head of the Department

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20/12/2022

## Report on One Day Workshop on Intellectual Property Rights in the Digital Age

**Title:** Intellectual Property Rights in the Digital Age

**Date:** 17-12-2022

**Timing:** 9:00 am to 4:00 pm

**Venue:** APJ Abdul Kalam Block, 2nd Floor.

The Entrepreneurship Development Cell (EDC) of Rajiv Gandhi College of Engineering and Technology (RGCEET) hosted an insightful workshop titled "**Intellectual Property Rights in the Digital Age**". This workshop was aimed at educating MBA students, aspiring entrepreneurs, digital content creators, and technology professionals about the complexities and evolving nature of intellectual property rights (IPR) in the context of the digital era. The event focused on understanding how digital advancements impact intellectual property and how to navigate the associated challenges and opportunities.

- Explore the impact of digital technologies on intellectual property rights.
- Address the challenges associated with protecting digital content and innovations. Highlight opportunities for leveraging IPR in the digital space.
- Provide practical strategies for managing and enforcing intellectual property in the digital age.

A one-day workshop on Intellectual Property Rights (IPR) in the Digital Age was conducted to educate participants on the evolving challenges and opportunities associated with protecting intellectual property in a digital world. The workshop brought together legal experts, industry professionals, and entrepreneurs to discuss the impact of digital advancements on IPR.

  
**Dr. E. VIJAYAKRISHNA RAPAKA**

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The workshop began with an overview of the basics of intellectual property, focusing on how digital platforms have transformed the way intellectual property is created, shared, and protected. Participants explored key challenges such as copyright infringement, piracy, and the unauthorized use of digital content. The discussions highlighted the need for robust digital rights management systems and updated legal frameworks to address these issues.


Legal experts provided insights into the current laws governing digital IPR, including recent developments and case studies. They emphasized the importance of staying informed about changes in IPR legislation and how businesses can protect their digital assets.

Practical Strategies: The workshop also covered practical strategies for safeguarding intellectual property online, such as using digital watermarks, licensing agreements, and leveraging technology to monitor and enforce IPR.

The workshop successfully raised awareness about the complexities of intellectual property rights in the digital age, equipping participants with the knowledge and tools needed to protect their creations in an increasingly digital world.

  
Event Coordinator

  
Head of the Department

  
**E. VIJAYAKRISHNA RAPAKA**  
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M.I.S.T.E., F.I.I.P.E., M.C.S.I.M.C.I.I.,  
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## DEPARTMENT OF MBA

Course Name	Intellectual Property Rights in the Digital Age
Course Code	MBA22W02
Resource Person (s)	Dr. Muralidharan Professor, Department of S&H, RG CET
Date	17-02-2022
Course Offered to	Dept.: MBA Year: II Sem: IV

## List of Students Attended

S.No	Register Number	Name	Year/Sem	Department
1	21810001	ABIRAMI B	II/IV	MBA
2	21810002	ABISHEK P	II/IV	MBA
3	21810003	ANITHA P	II/IV	MBA
4	21810004	ARUN M	II/IV	MBA
5	21810005	ASVIN S	II/IV	MBA
6	21810006	BHARATHIVEL B	II/IV	MBA
7	21810007	CLEMENT SACHIN C	II/IV	MBA
8	21810008	DINESH KUMAR S	II/IV	MBA
9	21810009	DIVYA M	II/IV	MBA
10	21810010	ELAKIA M	II/IV	MBA
11	21810011	GANAPATHI K	II/IV	MBA
12	21810012	HARINI A	II/IV	MBA
13	21810013	HARRIHARAN P	II/IV	MBA
14	21810014	ISHIKA K J	II/IV	MBA
15	21810015	IYSWARYA I	II/IV	MBA
16	21810016	JANANI B	II/IV	MBA
17	21810017	JASVANTH S	II/IV	MBA
18	21810018	JOES DANIEL SANDIER J	II/IV	MBA
19	21810019	MANIKKAM A	II/IV	MBA
20	21810020	MANIMEGALAI D	II/IV	MBA
21	21810021	MARAN M	II/IV	MBA
22	21810022	MARIE THERESE BONIFACE	II/IV	MBA
23	21810023	MONISHA A	II/IV	MBA
24	21810024	MUGUNDHAN B	II/IV	MBA
25	21810025	POOVITHA J	II/IV	MBA
26	21810026	RAGUL M	II/IV	MBA
27	21810027	RAHINI S	II/IV	MBA

**Dr. E. VIJAYAKRISHNA RAPAKA**

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28	21810028	RAJA NARAYANANE M	II/IV	MBA
29	21810029	RAMANATH R	II/IV	MBA
30	21810030	RAMANI S	II/IV	MBA
31	21810031	SABEETHA S	II/IV	MBA
32	21810032	SACHIN S	II/IV	MBA
33	21810033	SAKTHISUBRAMANIAM D	II/IV	MBA
34	21810034	SAMYUTHA S	II/IV	MBA
35	21810035	SANGAVI S	II/IV	MBA
36	21810036	SANKARI S	II/IV	MBA
37	21810037	SANTHOSHANI B	II/IV	MBA
38	21810038	SARAVANAKUMAR N	II/IV	MBA
39	21810039	SATHIYA PRIYA S	II/IV	MBA
40	21810040	SHOBANA P	II/IV	MBA
41	21810041	SIVAPRIYA S	II/IV	MBA
42	21810042	SOWMIYA V	II/IV	MBA
43	21810043	SRIDEVI K	II/IV	MBA
44	21810044	SRIRAMAN S	II/IV	MBA
45	21810045	SUBASREE B	II/IV	MBA
46	21810046	SUGASH B	II/IV	MBA
47	21810047	SUMATHIE J	II/IV	MBA
48	21810048	SURENDAR R	II/IV	MBA
49	21810049	SWATHI S	II/IV	MBA
50	21810050	THIRUVARASAN S	II/IV	MBA
51	21810051	VAISHNAVI DURGA D	II/IV	MBA
52	21810052	VAISHNAVI M	II/IV	MBA
53	21810053	VASANTH KUMAR M	II/IV	MBA
54	21810054	VASUDEVAN A	II/IV	MBA
55	21810055	VIGNESH KUMAR P	II/IV	MBA
56	21810056	VIJAY AD	II/IV	MBA
57	21810057	VIKNESE A	II/IV	MBA
58	21810058	VINITHA K	II/IV	MBA
59	21810059	VISHALRAJ A P	II/IV	MBA
60	21810060	YADHESHWARI T	II/IV	MBA

Event Coordinator

Head of the Department

**Dr. E. VIJAYAKRISHNA RAKA**

B.Tech. (Mech.), M.Tech.(Energy), Ph.D. (IIT Madras);  
M.I.S.T.E., F.I.I.P.E., M.C.S.I M.C.I.I.,

**PRINCIPAL**

Rajiv Gandhi College of Engineering & Technology;  
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Kirumampakkam, Puducherry - 607 402.

**Rajiv Gandhi College of Engineering and Technology Puducherry**  
**Department of Management Studies**  
**Master of Business Administration**

**Feedback Form**

Workshop Title:.....

Date: ..... Venue: .....

Name: ..... Semester/Year: .....

**THE DESIGN OF THE WORKSHOP**

- A. Were objectives of the workshop clear to you? Y / N
- B. The contents met with your expectations  
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- C. The lecture sequence was well planned  
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- D. The contents were illustrated with adequate examples  
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- E. The level of the workshop was too high  
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- F. The contents compared with your expectations was too theoretical  
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- G. The workshop exposed you to new knowledge and practices  
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

**THE CONDUCT OF THE WORKSHOP**

- A. The lectures were clear and easy to understand  
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- B. The teaching aids were effectively used  
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- C. The material handed out was adequate  
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- D. The instructors encouraged interaction and were helpful  
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- E. Were objectives of the workshop realized? Y / N


- F. Please give overall rating of the course

90% - 100% ( )      60% - 70% ( )

80% - 90% ( )      50% - 60% ( )

70% - 80% ( )      below 50% ( )

Signature

  
**Dr. E. VIJAYAKRISHNA RAPAKA**  
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**Department of Management Studies**  
**Master of Business Administration**

**Feedback Form**

Workshop Title: Intellectual property rights in the digital age  
Date: 17/12/22 Venue: APJ Abdul Kalam Block  
Name: Anitha P Semester/Year: IIIV

**THE DESIGN OF THE WORKSHOP**

- A. Were objectives of the workshop clear to you? Y / N
- B. The contents met with your expectations  
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
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**F. Please give overall rating of the course**

90% - 100% ( )      60% - 70% ( )  
80% - 90% ( )      50% - 60% ( )  
70% - 80% ( )      below 50% ( )

Anitha P.  
Signature

Dr. E. VIJAYAKRISHNA RAPA  
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M.I.S.T.E., F.I.I.P.E., M.C.S.I, M.C.I.I.,  
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**Department of Management Studies**  
**Master of Business Administration**

**Feedback Form**

Workshop Title: Intellectual Property Rights in the Digital Age  
Date: 17/12/22 Venue: APJ Abdul Kalam Block  
Name: Divya M Semester/Year: III/2

**THE DESIGN OF THE WORKSHOP**

- A. Were objectives of the workshop clear to you? Y/N
- B. The contents met with your expectations  
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- E. Were objectives of the workshop realized? Y/N
- F. Please give overall rating of the course

90% - 100% ( X ) 60% - 70% ( )

80% - 90% ( ) 50% - 60% ( )

70% - 80% ( ) below 50% ( )

Divya M  
Signature

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**Feedback Form**

Workshop Title:.....Intellectual Property Rights in the Digital Age.....  
Date: .....17.12.22..... Venue:.....A.P.J. Abdul Kalam Block.....  
Name: .....Ragan S...... Semester/Year: .....II / B.....

**THE DESIGN OF THE WORKSHOP**

- A. Were objectives of the workshop clear to you? X / N
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90% - 100% ( X ) 60% - 70% ( )

80% - 90% ( ) 50% - 60% ( )

70% - 80% ( ) below 50% ( )

  
Signature

  
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Pondy - Cuddalore Main Road, Kirumampakkam, Puducherry - 607 403.

Workshop Title: **INTELLECTUAL PROPERTY IN THE DIGITAL AGE**

Date: 17-12-2022

II Year IV Semester



*Swan*  
**PRINCIPAL**  
**RAJIV GANDHI COLLEGE OF**  
**ENGINEERING AND TECHNOLOGY**  
**KIRUMAMPAKKAM, PUDUCHERRY - 607 403.**