

# DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE



(Autonomous), *College with Potential for Excellence*,  
(Linguistic Minority Institution), Affiliated to University of Madras,  
No.833, Gokul Bagh, E.V.R. Periyar Salai,  
Arumbakkam, Chennai-600106



## Invitation :

**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE**  
(AUTONOMOUS)  
COLLEGE WITH POTENTIAL FOR EXCELLENCE  
(LINGUISTIC MINORITY INSTITUTION)  
AFFILIATED TO UNIVERSITY OF MADRAS CH-600106

**DEPARTMENT OF B.COM MARKETING MANAGEMENT**  
IN ASSOCIATION WITH



**INSTITUTION INNOVATION COUNCIL**  
ORGANIZES A WEBINAR ON

***“Commercialization of Intellectual Property  
- A Successful Marketing Tool”***

**RESOURCE PERSON**  
**DR. M. MAHENDRAKUMAR**



**M.SC., PH.D., PGDIPL, MRSB (UK)**  
**ASSISTANT PROFESSOR**  
DEPARTMENT OF BIOTECHNOLOGY,  
GURU NANAK COLLEGE (AUTONOMOUS),  
CHENNAI - 600042

**DATE | 05.01.2022**    **PLATFORM | GOOGLE MEET**    **TIME | 4:00 PM**  
MEET CODE : YTW-PHTV-IXZ

**ORGANISING TEAM**

<b>MRS.B.SOWMIYA</b> FACULTY CO ORDINATOR MEMBER , IIC , DDGDVC	<b>DEV.N.DOLIA</b> STUDENT CO ORDINATOR IIC , DDGDVC	<b>ADVAITH NAIR</b> STUDENT CO ORDINATOR IIC , DDGDVC
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\* E-CERTIFICATES WILL BE PROVIDED

<b>DR.P.VIDHYA</b> CONVENER , IIC DDGDVC	<b>DR.R.KUMARAN</b> VICE PRESIDENT, IIC DDGDVC	<b>MS.V.GAYATHRI</b> HOD DDGDVC	<b>DR.S.SANTHOSH BABOO</b> PRINCIPAL, PRESIDENT, IIC DDGDVC	<b>SHRI ASHOK KUMAR MUNDHRA</b> SECRETARY DDGDVC
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**Name of the event:** “Commercialization of Intellectual Property – A Successful Marketing Tool”

**Date:** 05-01-2022, Wednesday

**Platform:** Google Meet

**Venue:** <http://meet.google.com/ytw-phtv-ixz>

**Organizers:** Department of Marketing Management in association with Institution Innovation Council

**Resource Person:** Dr. M Mahendra Kumar, Assistant Professor, Department of Biotechnology, GURU NANAK COLLEGE (Autonomous)

**No. of student participants:** 58

**No. of staff participants:** 5

**Coordinator – Faculty Coordinator:** Mrs.B.Sowmiya

**Student Coordinator:** Advait Nair, Dev N Dolia

**Detailed report of the program:**

**Agenda:**

1. Welcome Address by Mrs.B.SOWMIYA, Assistant Professor, Department of Marketing Management, DDGDVC.
2. Introduction of Resource Person by Advait Nair, Student Co-ordinator, IIC.
3. Technical Session by Dr. M.MahendraKumar, Assistant Professor, Department of Biotechnology, Guru Nanak College.
4. Discussion Session
5. Vote of thanks by DevDolia, Student Co-ordinator, IIC.

**REPORT**

**Department of Marketing Management** in Association with **Institution Innovation Council** conducted a Webinar on the topic “**Commercialization of Intellectual Property: A Successful Marketing tool**” on 05.01.2022, Wednesday at 4 pm. Total of 58 students and 5 staff had joined.

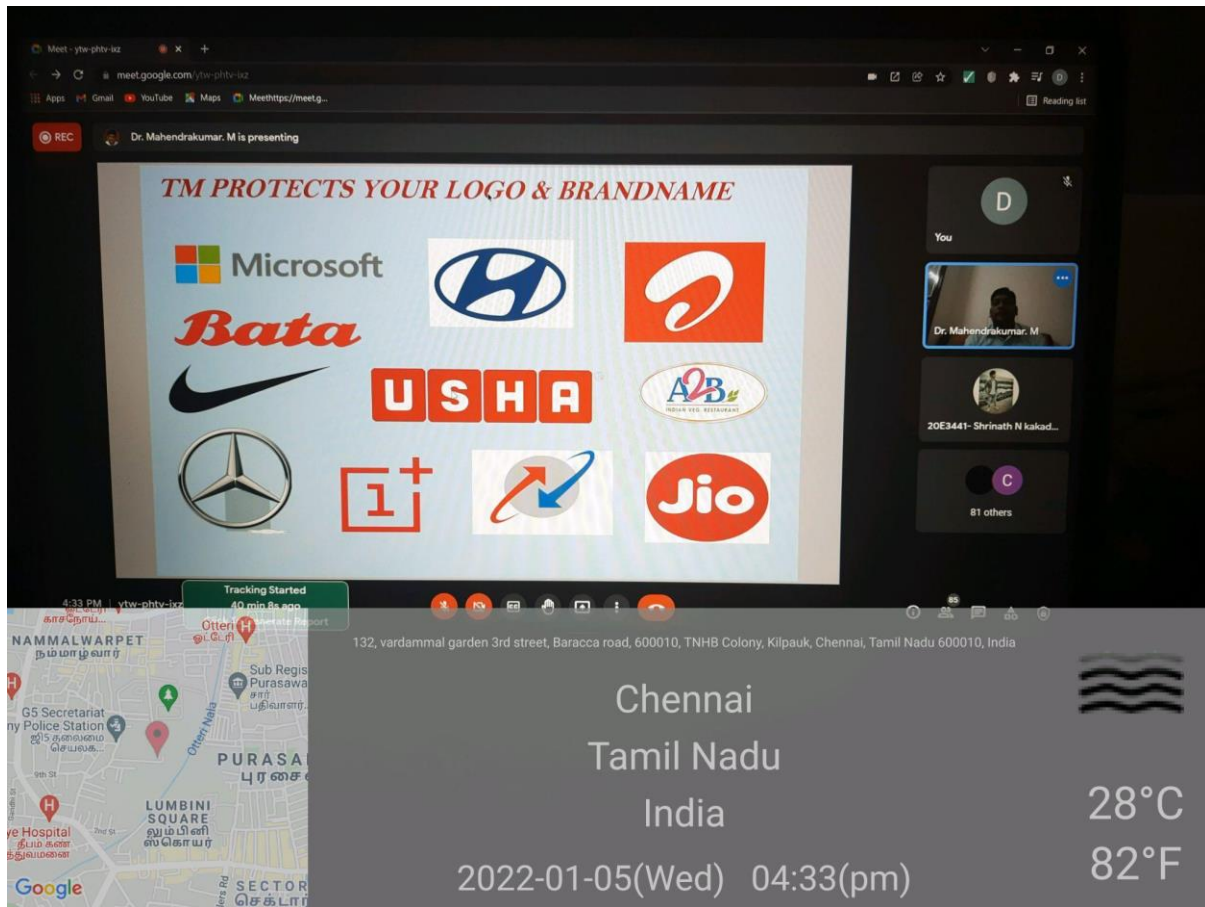
Welcome address was given by Mrs.B.SOWMIYA, Faculty Coordinator, IIC. Introduction of speaker was given by Advait Nair, Student Co-ordinator, IIC. The speaker Dr.M.MahendraKumar, Assistant Professor, Guru Nanak College spoke on the topic of “IPR”. His lecture started with an Overview of Intellectual Property Rights. He pointed out the impact and its significance on arts, science, commerce, management and business. He elucidated the various IP Laws in India and also he briefly explained its history, privileges of owning IP and its functions. Then he discussed on different aspects of intellectual properties like industrial design, geographical indication, trade secret, Intellectual Property as a Marketing Tool. He clearly explained the steps in filing IP. He also listed out the top companies in India that offers IP Courses. He concluded by explaining the scopes and job opportunities in IPR. The speaker made his session interactive by asking the questions to participants.

This session went up to 5 pm followed by 10 minutes of question answer session with participants. Speaker was impressed with the queries of the participants.

### The outcome of the program

The Workshop was highly informative to the participants. This webinar provides awareness and insights on the various aspects of IPR. The webinar educated the students on scope and various job opportunities available to them in IPR.

### Photos:



REC

Dr. Mahendrakumar. M

Tracking Started  
12 min 34s ago  
Click To Generate Report

132, vardammal garden 3rd street, Baracca road, 600010, TNHB Colony, Kilpauk, Chennai, Tamil Nadu 600010, India

Chennai  
Tamil Nadu  
India

28°C  
82°F

2022-01-05(Wed) 04:59(pm)

Participants: You, Commerce Sowmiya B, Naveen 19E0401 Sociology, 76 others

Meet - ytw-phtv-ixz

meet.google.com/ytw-phtv-ixz

REC

Dr. Mahendrakumar. M

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Participants: You, 21E3853 Advait Nair, Commerce Sowmiya B, 59 others

Meet - ytw-phtv-ixz

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REC Dr. Mahendrakumar. M is presenting

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graph TD
    Root[What is the thing you might want to protect?] --> Branding
    Root --> Product
    Root --> Secret
    
    Branding --> Q1[Does it help people identify that a product or service comes from you, rather than from someone else?]
    Q1 --> TL[Trademark Law]
    
    Product --> Q2[Does it do something functional?]
    Product --> Q3[Is it creative? (visually, textually, musically, etc.)]
    Q2 --> PL[Patent Law]
    Q3 --> CL[Copyright Law]
    
    Secret --> Q4[Does it have economic value?]
    Q4 --> Q5[Would it be difficult for someone else to figure out?]
    Q5 --> Q6[Do you do something to keep it a secret?]
    Q6 --> TSL[Trade Secret Law]
  
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69

You

Dr. Mahendrakumar. M

Commerce Sowmiya B

65 others

Meet - ytw-phtv-ixz

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REC Dr. Mahendrakumar. M is presenting

### *Intellectual Property as a Marketing Tool*

According to Peter Drucker, The aim of marketing is to make selling superfluous.

It is important for marketing to realize the situation that "the product or service fits him and sells itself."

Best example is World's first copier machine company Xerox has literally entered into people's mind that people forgot that it a copier machine and not Xerox machine. This is because, at the time of 1960s, customers had to visit Xerox's head office. This is because of Xerox's patents, no company was able to produce similar copiers, which was a monopoly market of Xerox.

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86

You

Dr. Mahendrakumar. M

Commerce Sowmiya B

82 others

<https://drive.google.com/drive/folders/1nsjsGrkapQ0MMcsGAcFuA1t0ffSdvsrv?usp=sharing>

Social Media - Nil

**List of staff participants**

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**List of student participants**

Attendance List for Webinar				
Webinar on "Commercialization of Intellectual Property : A Successful Marketing tool"				
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**Certificate copy:**



**Dwaraka Doss Goverdhan Doss Vaishnav College (Autonomous)**

College With Potential For Excellence, Linguistic Minority Institution  
Affiliated to University of Madras  
Arumbakkam, Chennai - 600 106



DEPARTMENT OF B.COM MARKETING MANAGEMENT

In Association With

INSTITUTION INNOVATION COUNCIL

CERTIFICATE OF PARTICIPATION

This is to certify that ..... has participated in the  
webinar on Commercialization Of Intellectual Property - A Successful Marketing Tool  
organized by the Department of B.Com Marketing Management in association with Institution Innovation Council,  
Dwaraka Doss Goverdhan Doss Vaishnav college on 05.01.2022



Head Of Department, DDGDVC



Dr. S. Santhosh Baboo  
Principal/President DDGDVC-IIC

**Recorded video link:**

<https://drive.google.com/file/d/1E-7okAOpTLbORMnJaKLxYZ4VIZk6VhKz/view?usp=sharing>