



## **RAJ KUMAR GOEL INSTITUTE OF TECHNOLOGY, (RKGIT)**

### **GHAZIABAD, UTTAR PRADESH**

Institution Innovation Council (IIC 4.0) IC201810409

## **QUARTER III**

### **webinar on " Intellectual Property Rights and IP Management for Startup" on April 22nd, 2022**



 **Raj Kumar Goel Institute of Technology**  
5 K.M. Stone, Delhi-Meerut Road, Ghaziabad, U.P.

 **INSTITUTION'S INNOVATION COUNCIL**  
(Ministry of HRD Initiative)

 **AGITE**  
Academy of Global Intellectual Property

 **Sagacious IP**  
When Results Really Matter



Jointly Organised by:  
Raj Kumar Goel Institute of Technology, Ghaziabad and  
Sagacious IP - a global IP firm, Gurugram.

**A Webinar on**  
**Intellectual Property Rights (IPRS)**  
**and IP management for startup**

by  
**Mr. Akash Dudhwa**  
*Project Manager at Sagacious IP*

 **DATE**  
22<sup>nd</sup> April

**TIME**  
3:00 to 4:30 P.M.

For participation, kindly register through the link as follows :-  
<https://forms.gle/FgHawt9py72BDuc67>

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 / www.rkgit.edu.in

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## **Report on webinar on " Intellectual Property Rights and IP Management for Startup" on April 22nd, 2022**

Institution innovation council of Raj Kumar Goel Institute of Technology, Ghaziabad Under Entrepreneurship, Innovation and Incubation Department at Raj Kumar Goel Institute of Technology, Ghaziabad organized a webinar on April 22, 2022, from 3.00PM titled webinar on " Intellectual Property Rights and IP Management for Startup". It was well-received by more than 90 participants of various colleges. Prof. Puneet Chandra Srivastava,(Dean EII-RKGIT) started the session with a warm welcome to all the attendees, introduced the mission and vision of EII Department established at RKGIT campus., and gave an overview of its' function & activities. He then introduced the guest speaker. The session was delivered by guest speaker. Mr. Akash Dudhwa -Project Manager, Sagacious IP.

Mr. Akash Dudhwa explained the process and importance of Intellectual Property Rights. It was highlighted that for any technical invention, it is beneficial if one files for IPR as it prevents anyone else to use your invention without your consent. Along with filing a patent it is also important that as soon as you invent something new, proceed for the patent application, because it was explained that for similar inventions , the one who applies first gets the patent. The protection of Intellectual Property Rights (IPR) is important for the economy and for its further growth in areas such as research, innovation and employment. Effective IPR enforcement is also essential to health and safety. The session ended with a Q&A session, giving the participants opportunity to clarify their doubts about entrepreneurship.

Director D.R. Somasheker also motivated the students with his short talk after Mr. Akash Dudhwa. The session was concluded with vote of thanks by Dr Puneet Chandra Srivastava, Dean, EII-RKGIT, and Ghaziabad. The online event was attended by around 90 Faculty, staff and students from the college.

**Speaker-Mr. Akash Dudhwa**  
**Project Manager**  
**Sagacious IP**

**Registration link- <https://forms.gle/EgHawt9py72BDuc67>**

**Meeting link - <https://msteams.link/46EB>**

ARVIND TIWARI (Guest)

Akash Dudhwa (SAGACIOUS I...)

PS

PUNEET CHANDRA SRIVASTA...

Yatika Rawat

PG

PAWAN KUMAR GAUTAM

Dr D R somashekar (Guest)

AK

Ashish Kumar

SK

Snehal kumar

SS

SAKET SIN...

VS

Meeting controls: Video off, Mute on, Bluetooth, More options, End call.

# Trademark contd.

## Distinguishing & Distinctive

- Virtually any sign that can serve to distinguish its own goods from other goods, is capable of constituting a trademark.
- Here's a mark of "Burger King" which can be differentiated from that of "McDonald's" through their distinct marks.



## Characteristics of a Trademark

STRONG

**Fanciful or coined trademarks** : Made up & invented words to be used as a trademark

**Arbitrary trademarks** : Having real meaning completely unrelated to Goods/Service.

**Suggestive marks** : Named after characteristic of a product or nature of service.

**Descriptive trademarks** : Have a slight connection to the product/service without actually describing it.

WEAK

**Generic Trademark** : Describe entire product/service , therefore non-protectable.

**Kodak**



**NETFLIX**



**AQUA**

Sagacious IP

Akash Dudhwa (SAGACIOUS IP) ...



SAKET SIN...



ARVIND TIW...



Akash Dudhwa..





ARVIND TIWARI (Guest)



Akash Dudhwa (SAGACIOUS IP)



PUNEET CHANDRA SRIVASTA...



Yatika Rawat



PAWAN KUMAR GAUTAM



Dr D R somashekar (Guest)



Ashish Kumar



Snehal kumar



SAKET SIN...



