

# INTELLECTUAL PROPERTY RIGHTS IN GLOBAL SCENARIO

IQAC conducted a National Seminar on Intellectual Rights on 15.2.2020

## Call for Papers:

Original and unpublished research papers are accepted on the theme and sub-themes of the seminar. Abstract along with full length paper should be submitted in not more than 3500 words. The abstract/full paper must contain the title of the paper, full name of the author/authors and institution and contact number

Papers must be sent to the following email  
iprkvr2019@gmail.com

## Important Dates:

Full length Paper Submission  
Dead Line : 30.01.2020

Notification of Acceptance : 05.02.2020

## Registrations Fee Details

Faculty Members : Rs. 300

## Mode of Payment

Bank Name : Andhra bank.  
Account Holder : Principal,  
KVR Govt. Degree College  
for Women (A), Kurnool.

Account Number : 110710100093414

Bank & Branch : Andhra Bank,  
New RTC Bus Stand, Kurnool.

IFSC Code : ANDB0001107

Evidence of the online is to be mailed to the mail  
ID: iprkvr2019@gmail.com

## Note:

- No TA/DA is provided.
- No accommodation is provided.

The registration fee must be paid through a DD in favour of Principal, KVR Govt. Degree College for Women payable at Kurnool. Registration form along with D.D. has to be sent to the following address.

Dr. V. Sri Devi, In-charge of Telugu Department  
KVR Govt. Degree College for Women (A), Kurnool,  
A.P.

## Seminar Proceedings:

Selected papers will be published in the form of book with ISBN/ISSN number and will be released on the day of seminar.

## Chief Patron of National Seminar:

Dr.C.V.Rajeswari, M.Sc., M.Phil., Ph. D  
Principal, KVR Govt. College for Women (A), Kurnool.  
RJDCE (FAC), Kadapa Region, Kadapa.

## Convener of the Seminar :

Dr. C.P. LakshmiPrasuna,  
In-charge of Physics Department

## Co- conveners of the Seminar:

Dr. M. Indira shanti, In-charge of History Department  
Dr. V. Sri Devi, In-charge of Telugu Department

## Organizing Committee:

Dr. K. Veerachari, In-charge of Economics Department  
Dr.M.Bharathi, In-charge of Mathematics Department  
Dr.M. Farida Begum , Coordinator, IQAC ,  
KVR Govt. College for Women (A), Kurnool

## Organizing Secretary :

Smt. L. V. Shobha Rani, Lecturer in Commerce



## KVR Govt. College for Women (A)

KURNOOL

NAAC Re-Accredited 'A' Grade



ONE DAY NATIONAL SEMINAR  
ON

INTELLECTUAL PROPERTY  
RIGHTS - GLOBAL SCENARIO  
ON

15-02-2020

Organized by  
Internal Quality Assurance Cell (IQAC)

#### About the College:

KVR Govt. College for Women (A), Kurnool is the first govt women's college in Andhra Pradesh, established in 1958 in the erstwhile Governor's Bungalow in Kurnool. The college has completed 61 years and Accredited with 'A' grade. It has a lush green campus of 13 acres situated in the heart of the city near Railway Station. It is the identified college with Nodal JKC and Students Managed Hostel in Kurnool District. The college offers 7 PG courses and 15 UG courses. The college is part of Cluster University, Kurnool.

#### About Kurnool City:

Kurnool city is on NH 44, the Gateway to Rayalaseema and the 5th most populous city of Andhra Pradesh, known for number of tourist attractions such as Srisailem Mallikarjuna Temple, Srisailem Dam, Srisailem ropeway, Srisailem Jyothirlingam is the second jyothirlingam and his consort Bhramaraamba, the sixth sakti peetam. The city of Kurnool is situated on the banks of the Tungabhadra River and Nallamala mountain hill range runs parallel. Famous tourist spots in and around Kurnool include Kondareddy Buruju, Ahobilam, Belum Caves, Mahanandi, Mantralayam, Orvakal Rock Gardens, Sanghameshwaram, Kethavaram cave paintings and Kalva Bugga.

#### About National Seminar:

The seminar is organized by the IQAC of KVR college for women(A), Kurnool.

#### Objectives of the Seminar:

1. Bringing awareness on patent filing procedures in India
2. Bringing awareness on legal issues concerned on intellectual property rights
3. Bringing awareness to students and academia in generating, protecting and economically using the intellectual property.

4. Bringing awareness on getting the IPR to the cultural heritage, knowledge and expertise.
5. Bringing awareness on getting the IPR for local arts.

#### Theme of Seminar:

Intellectual property rights - Global scenario

#### Sub-Themes of Seminar:

1. Need for intellectual patents
2. Patent procedures in India and abroad
3. Legislations covering IPRs
4. Entitlement to Copy Right
5. Copy Right ownership in computer generated works
6. IPR for Geographical Indicators
7. Transmission and licensing in India and abroad
8. Folklore protection under copyright act
9. IPR in mergers and acquisitions
10. Trade mark registrations in India and abroad
11. Trade mark Vs Copy Right

#### Rapporteurs Committee:

Smt. B. Vedavathi, Lecturer in Zoology  
Smt. G. Girija Rani, Lecturer in Computer Science

#### Advisory Committee:

Smt. P. Subbarajamma, In-charge of English Department  
Dr. Irfana Begum, In-charge of Urdu Department  
Dr. M. Famida, In-charge of Hindi Department  
Dr. B. Anusha, In-charge of Chemistry Department  
Dr. R. Vinolya Kumari, In-charge of Botany Department  
Dr. Shajahan Begum, In-charge of Zoology Department  
Smt. B. Dhanasree, In-charge of Bio-chemistry Department  
Dr. K. Mahaboob Basha, In-charge of Commerce  
Sri. C. Ramesh, In-charge of Political Science Department  
Smt. G. Indravathi, Academic Coordinator  
Sri. V. V. Sesa Reddy, In-charge of Psychology  
Smt. M. Vijaya Bharathi, Physical Director  
Smt. N. Jayalakshmi, Librarian

#### Contact Person for Queries and details:

Dr. M. Farida Begum, 9966287072

#### Registration form:

1. Name of the Participant/Paper presenter:
2. Designation & Affiliation:
3. Title of the Paper:
4. Contact No:
5. Email Id:
6. Details of Payment DD No & Date:
7. Signature:

Kurnool,  
Date: 30.01.2020.

From  
The Principal,  
KVR Govt. College For Women(A),  
Kurnool.

To  
The Special Commissioner,  
Commissionerate of Collegiate Education,  
Vijayawada, A.P.

Respected Sir,

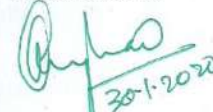
Sub: KVR Govt. College for Women (A), Kurnool – is going to conduct One Day National Seminar on “Intellectual property Rights” on 15-02-2020 request to sanction on duty to the participants & Paper Presenters –Reg.

\*\*\*\*

I submit that KVR Govt. College for Women, Kurnool, is organizing a One Day National Seminar on the topic entitled “Intellectual property Rights” on 15-02-2020. In this connection, I request you sir, kindly sanction On Duty for the participants and paper presenters in National Seminar on 15.02.2020 without any financial commitment on the part of the Government of A.P. now and in future. Sanction the OD at an early date so as to communicate to the same to the participants and paper presenters.

Thanking You

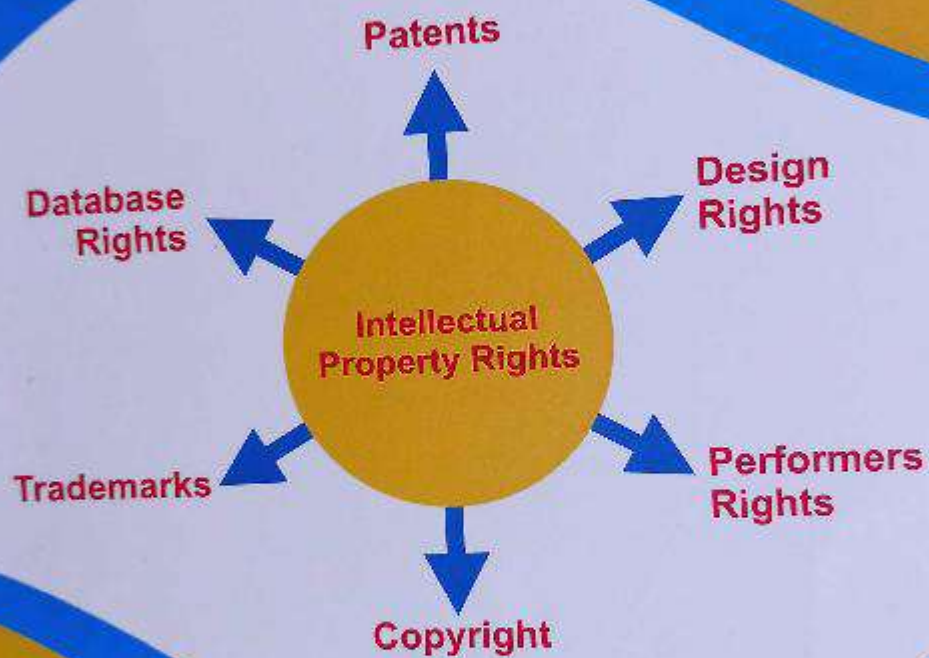
Yours faithfully



**PRINCIPAL**  
**K.V.R. Govt. College for Women**  
**(Autonomous)**  
**KURNOOL.**



# SEMINAR ON INTELLECTUAL PROPERTY RIGHTS - GLOBAL SCENARIO



**KVR GOVT. COLLEGE FOR WOMEN, AUTONOMOUS**

(Re-accredited by NAAC with 'A' Grade,  
District Identified College & District Resource Centre,  
Kurnool-518004, Andhra Pradesh



















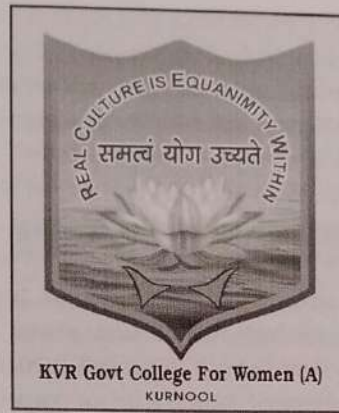




*the Begum*

**KVR GOVERNMENT COLLEGE FOR WOMEN  
(AUTONOMOUS), KURNOOL,  
ANDHRA PRADESH**

Re-Accredited by NAAC 'A' Grade



**ONE DAY NATIONAL SEMINAR  
INTELLECTUAL PROPERTY RIGHTS  
- GLOBAL SCENARIO**



**K.V.R.GOV. COLLEGE FOR WOMEN (AUTONOMOUS)**

(Estd. 1958)

Re-accredited with NAACA Grade  
KURNOOL, ANDHRA PRADESH

K.V.R. Govt. Degree College has been catering to the higher educational needs of the girls of rural Rayalaseema region since its establishment in 1958. The college has an attached Hostel with about 1100 boarders. It came into existence on 27<sup>th</sup> July 1958 through the initiative of the founder donor Sri Kasireddy Venkata Reddy and was named after him. **K.V.R Government College has been working for the cause of women education and empowerment** It is located over an area of 13 acres near Railway station in the heart of the Kurnool city.

The College had a humble beginning with just three science groups and four arts groups and gained momentum in 1998 with the introduction of restructured courses followed by PG courses M.Com. Professional and M.Sc. Computers in 2001 and M.Sc.(Chemistry) in 2009. **The college which is striving hard to educate the women students of rural and urban Rayalaseema, completed 50 years and celebrated its Golden Jubilee in Sept. 2008.** college is designated as the District Resource Center and deputed its lecturers to the other Government colleges in the district to give guest lectures. It conducts National Seminars, Workshops, Training Programmes to enable its lecturers to share and exchange their skills and experience with lecturers in other colleges not only in the district but country wide. In 2008, the college entered into an agreement with Indira Gandhi National Open University, (IGNOU), Delhi, to start a Partner Institution on the campus. It offers various diplomas, Add on Courses and Certificate Courses, in order to meet the demands of the students and to make them aware of the allied and latest trends in the subjects. Dr. B. R. Ambedkar Open University- **Women Study Centre** was established in the year 2005 on Sept. 25<sup>th</sup> and now the enrollment is 510.

The college offers 19 UG Programmes and 07 PG courses. The medium of instruction is Urdu also for the UG students besides English and Telugu. The college has 10 well-equipped Laboratories, 03 virtual classrooms and spacious playground with GYM facility. In 2007, Jawahar Knowledge Center (JKC) unit of this college was given the status of nodal JKC of Kurnool District. It acts as a liaison between Commissionerate of Collegiate Education and all the colleges of Kurnool Dist. The ICICI training center was established in 2007. Students of JKC got selected in Infosys, TISS, ICICI, CIPLA and other companies. Jawahar Knowledge Centre's primary aim is to provide intensive training to student in employability skills and enabling them avail themselves of the bright opportunities in the global job market. JKC is a boon to the students of weaker and marginalized sections.

The institution advocates the concept of Gender Rights, Human Rights, Consumer Rights, Environment concerns through various activities, certificate courses, personality development, society outreach programmes conducted by NCC & NSS units of the institution. In the present educational scenario, K. V. R. Govt. College for Women has a remarkable place as a



premier institution with its rising standards in teaching and learning. It is identified as one of the member institutes of the cluster university under the scheme RUSA of MHRD. I am proud to see that the institution with its expert multi-faculty and multi-disciplinary programmes keeps marching ahead fulfilling the quality parameters of higher education.

**(Dr. C. V. Rajeswari, M.Sc., M.Phil., Ph.D.)**  
**Principal**

## EDITORIAL

KVR Govt. College for Women (A), Kurnool, Andhra Pradesh has been hosting National Seminars, Workshops and training programmes to equip the students with the Knowledge, Skills and attitudes that help to formulate and preserve the fundamental values of the society. The National Seminar on 'Intellectual Property Rights- Global Scenario' is organized under the auspices of the Internal Quality Assurance Cell (IQAC) on 15<sup>th</sup> February 2020.

The Papers presented in the Seminar focus on the major themes of Role of Intellectual Property Rights in Food Industry, Indigenous people. An over view, Need for Intellectual Patents, Intellectual Property Rights and Research Intellectual Property Rights- Protection and challenges, Trade mark Vs Copy right, Exploration on Intellectual Property Rights in Sports; Intellectual Property Rights and traditional medicine; IPR Haikus; Patent law in India, Procedure to obtain Patents in India; Registration and Protection of Trademarks; Entitlement to copyrights; Intellectual Property Rights- Global Scenario; Academic writing- Plagiarism.

We hope that this National Seminar on 'Intellectual Property Rights- Global Scenario' provided a fruitful Platform for thought provoking Research deliberations and created awareness among the students and participants for building a moralistic Society.

Editorial Board

Dr. C.V.Rajeswari, Chairman

Dr. K.Veerachari

Dr. M.Farida Begum

Smt. L. V. Showbha Rani



press Note

స్థానిక కె.ఎ.ఆర్. (పాఠశాల) డి.బి. కళాశాలలూ శుక్రవారం నాడు  
వెంపాడు చెరిసిన విద్యార్థుల సమావేశం లా కళాశాల వైస్ (ప్రిన్సిపల్) డి.వి.ఆ.  
చారి గారు ప్రసంగిస్తూ "పాపంకరని వ్యాధి లా మేధా సంపత్తి మౌక్తికం  
అని అనేకం పై శనివారం 15-2-2020 జాతీయ సదస్సును కళాశాల  
వెంపాడు గా నిర్వహిస్తున్నామని తెలియజేశారు. ఈ సదస్సుకు కీలాక్షిపవని  
మూలగా హైదరాబాదు నల్లూర్ విశ్వవిద్యాలయం హైకోర్టు లాయర్ ఎం.పి.  
సరేశ్ గారు మరియు అనంతవరం శ్రీ కృష్ణదేవరాయ విశ్వవిద్యాలయం  
లా కాలేజీ (ప్రిన్సిపల్) ఎస్.వి. పుల్లారెడ్డి గారు, విశేష అతిథులుగా  
వివిధ రాష్ట్రాల నుంచి ఆచార్యులు వస్తున్నారని తెలియజేశారు. సదస్సు  
సంకాలకులు డా. ఎం. ఘోషాచారిగం మాట్లాడుతూ (పరిష్కారకం గా  
నిర్వహిస్తున్న ఈ సదస్సుకు అధ్యాపకులు, పరిశోధకులు, నిర్వాహక  
విద్యార్థులు అతీథిత్ సంఖ్యలూ పాల్గొని సదస్సును విజయవంతం  
చేయాలని కోరారు. విద్యార్థుల సమావేశం లా సదస్సు నిర్వహణాధిపతి  
ఎల్.వి. శాఖాధిపతి, శ్రీమతి విజయ భారతి, నిర్వహణాధిపతి ప్రతిభలు  
పాల్గొన్నారు.

K. Venkatesh  
4/2/2020  
PRINCIPAL  
KVR Govt. College for Women  
(Autonomous)  
KURNOOL.

Message

**Abdul Hafeez Khan Mohammed,  
Member Legislative Assembly,  
Kurnool**



I feel delighted that KVR Govt. College for Women (A), Kurnool, Andhra Pradesh is hosting a One-Day National Seminar on the topic 'Intellectual Property Rights – Global Scenario' on 15.02.2020.

I also congratulate Internal Quality Assurance Cell (IQAC) for choosing a topic of contemporary relevance. Intellectual Property Rights deals with the, Legal Protection Programme and advancement.


I hope the paper presenters would throw focus on the IPR's contribution for achieving economic & Social Development.

I wish you all the best.

A handwritten signature in black ink, appearing to read 'A.H.K.M.' with a horizontal line underneath.

ABDUL HAFEEZ KHAN MOHAMMED (M.S.M.S.A.)  
M.L.A.  
A.P. Legislative Assembly  
137, Kurnool Assembly Constituency  
Govt. of Andhra Pradesh





Dr.S.V. Pulla Reddy  
Professor of Law,  
Sri Krishnadevaraya University,  
Ananthapuram. AP.

Hello good morning everybody

I welcome you all to the intellectual exercise on the topic of the National Seminar  
"Intellectual Property Rights: Global scenario" organized by this prestigious KVR Government  
College for Women (A), Kurnool. I consider it as a great honor inviting me to share some of my  
thoughts with you all in the form of keynote address in this seminar. Let me at the same time  
profusely thank Dr.Rajeswari garu, The Principal and other organizers for having invited me to  
deliver the keynote address on this occasion. I wish the Seminar a great success.

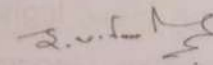
Property means bundle of rights. Intellectual property rights are the recognition of the right to  
creative work of human intellect. The main motivation of its protection is to encourage  
reward creativity and innovation. To achieve this, law gives economic incentives for inventors  
because it allows people to profit from the information and intellectual goods they create.  
These economic incentives are expected to stimulate innovation and contribute to the  
technological progress of countries which depend on the extent of protection granted to  
innovators. The prosperity achieved by developed nations is, to a large extent, the result of  
exploitation of their intellectual property.

There are many types of Intellectual properties. Some of them are copyrights, patents,  
trademarks, trade secrets, industrial designs, protection of plant varieties and geographical  
indications etc. A **Patent** is a form of right granted by the government to an inventor to exclude  
others from making, using, selling offering to sell or importing an invention for a period of time  
in exchange for the public disclosure of invention. An invention is a solution to a specific  
technological problem, which may be a product or process and generally has to fulfill the  
main requirements: it has to be new, not obvious, and there needs to be an industrial  
applicability. **Copyright** gives the creator of an original work, exclusive rights to use it, to

for a period of and time. It may apply to a wide range of creative intellectual or artistic forms or works. Copyright does not cover ideas and information themselves, only the form or the manner in which they are expressed. An **industrial design** right protects the visual design of objects. It consists of the creation of shape, configuration or composition of pattern or color or configuration of pattern and color containing aesthetic value. Generally speaking, it is what makes a product look appealing and as such increases its commercial value. A **trade mark** is a recognizable name, mark, sign which distinguishes products or services of particular trader from similar products or services of other traders. **Trade Secret** is a formula, practice, process, or information of customers which is not generally known or reasonably ascertainable by which a business can obtain an economic advantage over its competitors or customers.

Balancing is required so that intellectual property rights are strong enough to encourage the creation of intellectual goods but not so strong that they prevent the wide use of goods or create scarcity of such goods in the market. That is the primary focus of modern intellectual property law. Justice Woodbury said: "the protection and interest of labor of the mind are also much the same as the protection of the wheat he cultivates or flocks he rears".

However, historically Intellectual Property Rights were granted only when they were necessary to encourage invention, limited in time and scope. This is mainly because knowledge being traditionally viewed as a public good, in order to allow its extensive dissemination and improvement hereof. But the modern global Intellectual Property regime is being dominated by high standards of protection with a vision that uniform application of these standards over every country and to several fields with little consideration over social, cultural or environmental values or of the national level of economic development. It is due to these global pressures most of the Indian intellectual property laws have been drastically modified so as to make them in tune with the international intellectual property regime. One may argue that the emerging discourse on Intellectual Property law advocates for greater policy flexibility and greater access to knowledge, especially for developing countries. It must aim to reduce distortion especially on issues such as patients' access to medicines, internet users' access to information, farmers' access to seeds, programmers' access to source codes and students' access to scientific articles and other literature. However, this shift has not yet manifested itself in concrete legal reforms at national and international level.



(S. V. Pulla Reddy)



## Conference Foreword

### "Intellectual Property Rights: Global Scenario"

At the outset, I must say that it gives me immense pleasure being invited to the one day conference on "Intellectual Property Rights: Global Scenario" organized by K.V.R. College For Women (A), Kurnool. Reading from the sub themes of the conference, it is striking to note that the conference draws a platform for law enthusiasts, academia, scholars, and students to discuss and discuss emerging global IP issues.

Placing reference to the main theme of the Conference, it is observed that the growing importance of Intellectual Property world over is indicative of the need for a greater academic discussion and interaction amongst the IPR enthusiasts.

Being a responsible member of WTO, India not only committed itself to protect Intellectual Property Rights, but also enacted several legislations that aim to foster the growth of international trade & economic development. Introduction of IP legal framework paved way for conflicting issues such as Patenting versus patients access to drugs, cross border IP compliance, use/dealing of Copyrights and protection of digital intellectual Property which gained attention over the recent years. Similarly Internet freedom and e-commerce trading has witnessed several IP infringements ranging from copyright violations to trademark infringement which in turn led to brand wars. The Internet alone contributed several IP law suits over the last one decade which alarmed India to lean towards stringent internet regulations.

Though new legislations enacted in the field of Designs, protection of trademarks, Geographical Indications, Plant Protection, and Integrated Circuit displays India's commitment to WTO/ TRIPS Agreement in laying down a

legal IP regime. But the enforcement of these new IP legislation are not catching pace with the International IP developments viz. availability of IP experts & State appointed IP enforcement mechanisms.

Further, due to lack of experts/special Judges (*with a blend of science & law knowhow*) to adjudicate law suits filed by stake holders under newly legislated IP laws, India is shambing in enforcing these IP laws. To address this issue, India shall focus on capacity building exercise for Science & Technology professional to deal with IP related issues. In addition to imparting the IP capacity building exercise to professionals, specialized IP courses shall also be inducted at the graduation level by revamping the existing curriculum to capture IP courses. Alternatively, there is also a need to impart specialized training through workshops & conferences, such as this conference to equip science & technology students with the understanding of IP Legislations and recent trends emerging thereto.

I see the present conference as an endeavour to promulgate the importance of Intellectual Property Rights amongst students and other participants of the Conference.

I wish good luck and convey my best wishes to the Principal, Conference Convenor, Organising Secretary, KVR College for Women, its faculty, its contributors for organizing this Conference.

**A.P.Suresh**  
Lawyer High Court  
& Founder Centre for Learning & Practicing Law, Hyderabad



## Foreword

Dr. C. V. Rajeswari, M.Sc, M.Phil, Ph.D  
Principal,  
KVR Govt. College for women (A),  
Kurnool  
Regional Joint Director of Higher Education (FAC)  
Kadapa



I am pleased to acknowledge and congratulate our Internal Quality Assurance (IQAC) for conducting a National Seminar on the Topic "Intellectual Property Rights- Global Scenario". The need of the hour is to expose the participants to the "Brave new world" of IPR beyond the narrow confines.

This Seminar hopefully assures the national delegates, the know how of Intellectual Property Rights, Patents and copy rights, Research and renders an opportunity to make them great practitioners of the IPR.

Dr. N  
Asst  
K

## Acknowledgement

The IQAC is organizing National Seminar on the topic "Intellectual Property Rights-Global Scenario" under the able guidance of the Principal Dr.C.V.Rajeswari the kingpin and the guiding spirit of KVR Govt. College for Women (A), Kurnool.

We are grateful to our Commissioner of Collegiate Education Sri.M.M.Nayak Garu for his warm wishes in this occasion.

Our heartfelt thanks to Sri.S. Sanjeev Kumar Garu, Member of Parliament and Janab Md. Hafeez Khan Garu, Member of Legislative Assembly, Kurnool Constitution, for their gracious presence and invaluable messages.

We profusely thank the keynote speakers Prof. S.V. Pulla Reddy Garu, Principal, Law College, S.K.University, Anantapur and Sri A.P. Suresh Garu, Lawyer to High Court and Nalsar University, Hyderabad, Telangana for enlightening us with their thought provoking profound ideology.

We thank our advisory Committee, In -Charges of the Departments, members of teaching and non-teaching staff, Librarian Smt.N.Jayalakshmi & Physical Director Smt.M.Vijaya Bharathi, Sri.Vijay Kumar, Superintendent, JKC Mentors, K.Eswaraiah, B.Swarnalatha for their support and electrician Hanumanth Reddy in conducting the Seminar.

We thank all these people who directly or indirectly helped us in hosting this Seminar.

*M. Farida Begum*  
Convener

*L.V. Shobha Rani*  
Organizing Secretary



**Dr. M. Farida Begum**  
Asst. Prof. of English  
K.V.R. G.C.W. (A)



**Dr. L.V. Shobha Rani**  
Asst. Prof. of Commerce  
K.V.R. G.C.W. (A)