



xmlns:x=""adobe:ns:meta/">



xmlns:x=""adobe:ns:meta/">

Image not found or type unknown

MOE'S INNOVATION CELL
INSTITUTION'S INNOVATION COUNCIL

SARALA BIRLA UNIVERSITY, RANCHI (IC202428412)

MARK THE SPOT: TRADEMARKS TALK: MASTERCLASS ON TRADEMARKS AND GEOGRAPHICAL INDICATIONS

OVERVIEW

Objective:

Knowledge of IP

Benefit in terms of learning/Skill/Knowledge obtained:

Learning of importance of Trademark

Academic Year:

2024-25

Program driven by:

MIC driven Activity

Month:

Program /Activity Name:


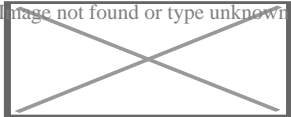
Mark the Spot: Trademarks Talk: Masterclass on Trademarks and Geographical Indications

Program Type:

Level 1 - Expert Talk

Other:

null

Program Theme:	Other:
IPR & Technology Transfer	NA
Date & Duration (Days):	External Participants, If any:
04/24/2025-04/24/2025-0	null
Student Participants:	Faculty Participants:
50	4
Expenditure Amount, If any:	Remark:
null	null
ATTACHMENTS	
Video:	null
Photograph1:	
Photograph2:	<div>Image not found or type unknown</div> 
Session plan, If any:	View Report
This report is electronically generated against report submitted on Institution's Innovation Council Portal.	

(DETAILS OF ACTIVITY)

REPORT ON CONDUCT OF MASTERCLASS SERIES UNDER IP UTSAV

(21st – 26th APRIL 2025)

**Organized by the Ministry of Education's Innovation Cell (MIC)
Institution's Innovation Council (IIC), Sarala Birla University, Ranchi**

Day 4: 24th April 2025

Session Title: *Mark the Spot: Trademarks Talk – Masterclass on Trademarks and Geographical Indications*
Time: 11:30 AM – 01:00 PM

Report:

This interactive session highlighted the importance of trademarks and geographical indications (GI). Participants learned how brand identity and regional products gain recognition and legal protection through trademarks and GIs.

Key Takeaways:

- Understanding of trademark registration and infringement
- Importance of GIs in protecting local heritage and culture
- Increased interest in branding student startups



Dr.Sandeep Kumar
(President IIC, SBU Ranchi)

