



### **Intellectual property Rights (IPR) Cell**

Intellectual property plays an important role in providing a competitive edge to any Institution. The tangible assets like inventions, designs, software, brand name and other creative & innovative ideas are more valuable than physical assets. BRIL IPR Cell is committed to encourage, protect, manage and commercialize Intellectual Property such as Patent, Copyright, Trademark etc. generated through the College. The cell creates conducive environment in the academics for the development of Intellectual Property. Faculty and students of BRIL are actively participating in the IPR filing process in different disciplines of Engineering & Technology.

#### **Importance of IPR:**

It is necessary to protect the Intellectual property in order to enable organizations to earn recognition or financial benefits. Governments of various countries protect the innovative ideas of the inventors through Intellectual Property Rights (IPR). Recently, IPR has become a central issue in the developed and developing countries. The rationale for this IPR lies in the need to create awareness about the importance of IPRs as a marketable financial asset and economic tool among the researchers, faculty and students of the College.

#### **Types of IP:**

- Patent: is an exclusive right granted for an invention, which is a product or a process that provides a new way of doing something, or offers a new technical solution to a problem.
- Copyright: is an exclusive right given to the author of the original literary, architectural, dramatic, musical and artistic works; cinematograph films; and sound recordings.
- Trade/Service mark: means a mark capable of being represented graphically and which is capable of distinguishing the goods or services of one person from those of others and may include shape of goods, their packaging and combination of colours.
- Industrial Design: means only the features of shape, configuration, pattern, ornament or composition of lines or colours applied to any article whether in two dimensional or three dimensional or in both forms, by any industrial process or means, whether manual,

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mechanical or chemical, separate or combined, which in the finished article appeal to and are judged solely by the eye; but does not include any mode or principle of construction or anything which is in substance a mere mechanical device.

- IC Layout Designs: means a layout of transistors and other circuitry elements and includes lead wires connecting such elements and expressed in any manner in a semiconductor integrated circuit.
- New Plant Variety: a plant variety that is novel, distinct and shows uniform and stable characteristics.
- Biotechnology Inventions: include recombinant products such as vectors, nucleotide sequences and micro-organisms.
- Traditional Knowledge: The knowledge developed by the indigenous or local communities for the use of a natural resource with respect to agriculture, food, medicine etc. over a period of time and has been passed from one generation to another traditionally.
- Geographical Indications: means an indication which identify such goods as agricultural goods, natural goods as originating or manufactured in the territory of a country or manufactured in the territory of a country or a region or locality in that territory where a given quality, reputation or other characteristic of such goods is essentially attributable to its geographical origin and in case where such goods are manufactured one of the activities of either the production or of processing or preparation of the goods concerned takes place in such territory, regions or locality as the case may be.

## IPR CELL

S No	Name	Department	Designation in the Committee
1	Mr. Y. PARDHA SARADHI	MBA	Chairman
2	I. Pavani	ECE	Convener
3	B Hari Kumar	CSE	Member
4	N Jyothi	MECH	Member
5	U Mahesh	CIVIL	Member

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