



RESEARCH & PG DEPARTMENT OF COMMERCE  
**MES ASMABI COLLEGE, P.VEMBALLUR**  
NAAC Re-accredited with B++ (CGPA 3.00) – 3rd Cycle, New RAF  
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**REPORT ON INTERNATIONAL WEBINAR On**  
***"FILING INTERNATIONAL PATENT APPLICATIONS"***  
***on 29<sup>th</sup> JULY 2020***

In today's globally competitive environment, intellectual property has placed itself on a pedestal in the context of economic growth and is becoming increasingly important. Intellectual Property (IP) is the fuel that powers the engine of prosperity, fostering invention and innovation. The increasing significance of intangible assets in the global economy is forcing business organizations to actively manage their IP as a key driver for building and sustaining their competitive advantage and achieving superior performance. The exclusive rights granted by patents give the owner the opportunity to obtain from the national courts one or more injunctions to prevent or stop the infringing activity.

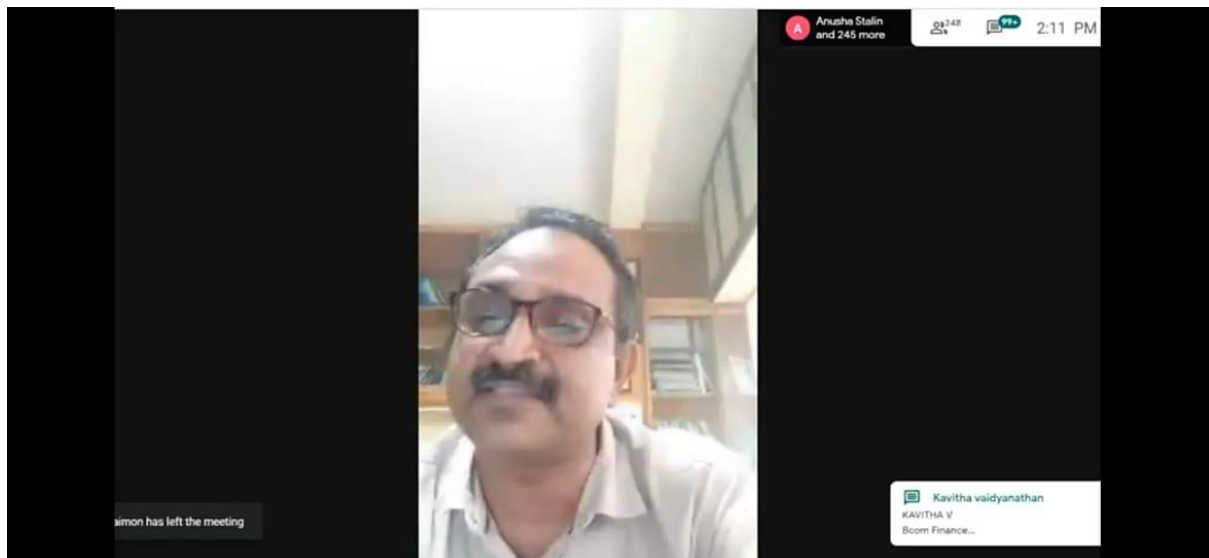
The Research and PG Department of Commerce conducted proudly an International webinar on *"Filing international patent applications"* with the participation of more than 250 members consisting of international and domestic participants. Participants consist of academicians, research scholars, students and eminent personalities from the business world. The Programme held at **2.pm on 29<sup>th</sup> July 2020 through Google meet and You tube live streaming presentations** The programme started with a prayer, followed by an introductory speech by Ms. Chithra P, Programme Co-ordinator and the welcome speech by Dr.Princy Francis, Asst Prof & Head of the Research department of Commerce. Dr. A. Biju, Principal, MES Asmabi College P. Vemballur presided over the function. He gave a clear idea about the topic *'Intellectual property rights'* and its relevance in *commercialisation and technology transfer*.

Dr. Shahina Abdulla, Patent Attorney, Hague, Netherlands, inaugurated the function and delivered key note address. The formal function was followed by a technical session on the topic *'how to file patent applications in Europe and other countries and the professional course in IPRs'*. She highlighted the exclusive rights, return on investments, positive images of patent right etc.

The resource person concluded her session with highlighting the scope of professional courses of IPR and the opportunity for young graduates in the near future. The programme was

concluded with the vote of thanks delivered by Dr. Sefiya K M, Asst. Professor of Research Department of Commerce. Out of 532 plus registration, 250 participants were participated through Google Meet. Others were watching the You tube live streaming presentation.530 feedbacks were collected from the participants.

Technical session photo



Feedback analysis

Based on the feedback, it is found out that **98.2%** participants agreed that the session delivered was very relevant and good.

So, it can be concluded that international webinar on 'Filing International patent applications' is effective and it give fruitful insight to intellectual property rights and all the participants were enjoyed the seminar well.

Thank you

P Vemballur.

29/7/2020