



IIBS INTERNATIONAL INSTITUTE OF BUSINESS STUDIES
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75, Muthugadahalli, Bangalore North Jala Hobali Bangalore -562 157

Govt of Karnataka
Visvesvaraya Trade Promotion Centre
Department of Industries & Commerce

In association with
International Institute of Business Studies, Bengaluru

Workshop on Intellectual Property Rights Handson
Online session on Prior Art/ Patent Search
On 20th Dec 2018 2.30pm to 6.00pm at IIBS, Bangalore

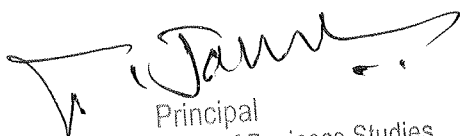
The workshop had two sessions:

I session : a) Initiatives from Government of Karnataka Centre for Export Promotions and
b) Trends, Checklists, Overview and Significance of Intellectual Property Rights, protections for budding entrepreneurs by Mrs. Prabhavathi Rao Program Coordinator IP Initiatives, VTPC, Govt of Karnataka

II Session : a) Introduction to the Spectrum of Intellectual Property rights with focus on Patents & Patents filing mechanisms
b) Hands on Online Session on Prior Art / Patent Search (Computer lab exercise) by Ms. Brinda K Varma, Patent Attorney and Senior Consultant, IP Commercialisation, Indian Institute of Science (IISc) Bangalore`




During I session Mrs. Prabhavathi explained in details the Importance of IPR to companies, specially to the start-ups. She spoke elaborated the supported and assistance being extended by the Karnataka State Government, Department of Industries & Commerce and Visvesvaraya Trade Promotion Centre (VTPC) providing statistical information. She also informed about the number of industries being guided and supported by VTPC on Intellectual Properties.


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During II session by Mrs. Brinda K Varma, explained about the Prior Art / Patent Search methodology and importance IPR before commercialization of an Idea or Product or Services. She also taught about the IPR registration process.


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Profile of Prabhavathi Rao

Smt.Prabhavathi Rao, holds a Masters Degree in Economics from the Central University of Hyderabad. She brings over two decades of extensive experience across the Corporate Communications domain, having worked for Organisations of repute including the Confederation of Indian Industry, the Institute of Chartered Financial Analysts of India, among others.

In her current role, since the past four years, she spearheads the WTO & IPR Relay Cell at the Government of Karnataka Centre for Export Promotion, namely the Visvesvaraya Trade Promotion Centre, under the aegis of the Department of Industries & Commerce, Government of Karnataka. Through the newly launched initiative, she has been closely involved in facilitating and nurturing the Intellectual Property fabric of the State in conjunction with IP specialists in the domain. She has been instrumental in spreading awareness on the subject of Intellectual Property Rights across academic institutions, industry and trade associations, chambers of commerce and like minded groups in spreading IP awareness across the State. She has been a catalyst in facilitating and motivating the launch of IP Cells in academic institutions and conducting a plethora of incisive training programs in IPR on varied topics customised to the audience needs.

In her career span in retrospect, she brings a rich blend of audio, visual and print media experience, having authored several features, editorials, websites, resumes, organised interview sessions for the print media for leading magazines and dailies on contemporary topics. Among her soft skills, she was an auditioned Compere for the Youth Channel of All India Radio, Hyderabad during the 1991-1998 period having broadcast and anchored live programmes, produced documentaries and features besides anchoring shows for Corporates and Doordarshan.



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BRIEF PROFILE OF Ms. BRINDA K VARMA

Brinda K. Varma is an Advocate and Patent Attorney with over 9 years of experience in dealing with IPRs including Patents and Trademarks. She is associated with research wings of several institutes as consultant and external counsel to frame their IPR strategies and appears in various courts in Bangalore for her clients. She is the managing partner of Aekam Legal Abode, a law firm based out of Bangalore, which handles and assists companies including start-up's in various legal matters from inception of a company to protecting their IP. Her primary focus areas are patent drafting and prosecution, IP litigation, training researchers of various educational institutes and startups on various aspects of patent, trademark, and copyright related areas.

Earlier, she was associated with Intellectual Property Cell of IISc as a full-time employee for over five years as an IP Executive. She has handled technology transfer deals for IISc inventions, drafting and negotiating research and license agreements, preparing, filing and prosecuting patent, design and copyright applications and has managed outside counsels. She was instrumental in transforming the IP cell of IISc from a service facilitator to a service provider. She was involved in handling several research-based collaborations with industries. She worked towards pursuing a systematic, mutually beneficial engagement with research-based national and international companies in order to encourage them to partner with IISc. After moving out of IISc, she continues to consult with IISc in addition to other research organizations like IISc, IISER, NIT on IP matters concerning identification and commercialization of inventions.

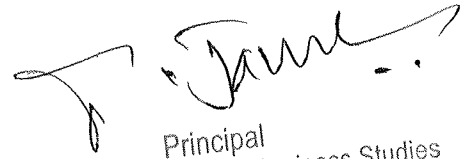
Ms. Brinda holds an M.Sc degree in Biochemistry and Biotechnology from Bangalore University. She has an LLB degree from Bangalore University. and a Post-graduation degree in Business Administration from Symbiosis, Pune. She is a registered Indian Patent Agent and qualified to practice before the Indian Patent office. She is the recipient of Association of Overseas Technical Scholarship (AOTS) for Patent Experts. She is also currently pursuing her PhD in the field of Patent law at National Law school of India University (NLSIU) Bangalore.

Ms. Brinda is also active in IPR and commercial law litigation and in the field of contract law. She is a regular speaker at various forums and has delivered talks at various organizations across the country in the field of IPR including IIM, IISc, CII etc., and is also involved in corporate training in the fields of commercial laws, contracts and consumer related laws. She has authored a chapter namely, Intellectual

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Property Rights and the Technology Transfer Process for a book titled "Treatise on process metallurgy". Also, she is associated with Visvesvaraya Trade Promotion Centre, and KSCST (Karnataka state counsel for science & technology), Govt. of Karnataka, as an IPR consultant.



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