



**Institution's Innovation Council
Saurashtra University Rajkot**

Protecting Innovation and Brand: Patent & Trademark Laws

3rd January 2026, Saturday

At

AMP Government Law College, Rajkot

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Saurashtra University – IIC

The university is dedicated to instruction, research, and extending knowledge to the public (public service). Ministry of Education (MoE), Govt. of India has established 'MoE's Innovation Cell (MIC)' to systematically foster the culture of Innovation among all Higher Education Institutions (HEIs). The primary mandate of MIC is to encourage, inspire and nurture young students by supporting them to work with new ideas and transform them into prototypes while they are informative years. Saurashtra University is one the Organization that have constituted the IIC to foster the vision of MoE and be a part for the promotion and development of innovation ecosystem.

Event Schedule

9:30	Welcome
9:35	Awareness session on Protecting Innovation and Brand: Patent & Trademark Laws by Mr. Parth Sejjpal
10:45	Interactive Discussion and Q&A
11:00	Feedback and Vote of Thanks

Event Registration Link

bit.ly/SPRIHA-AMP

Brief about Event

AMP Government Law College, Rajkot, in collaboration with SPRIHA, SU Startup and Entrepreneurship Council (SUSEC), and the Institution's Innovation Council (IIC), Saurashtra University, organized an awareness session titled **“Protecting Innovation and Brand: Patent & Trademark Laws”** on 3rd January, 2026. The session aimed to enhance awareness among students regarding the importance of Intellectual Property Rights (IPR) in safeguarding innovations and business identities.

The session was conducted by **Mr. Parth Sejpal, IPR Chair Professor, SPRIHA, Saurashtra University**, who provided detailed insights into the fundamentals of Intellectual Property Rights. He explained the significance of protecting creative ideas, inventions, and brand elements through legal frameworks such as patents and trademarks. During the session, the speaker elaborated on the basics of patent law and its role in protecting novel inventions. He discussed the patent filing process, eligibility criteria, and the importance of maintaining confidentiality before filing for protection. The session helped participants understand how patents encourage technological advancement and innovation.

Mr. Sejpal also explained the essentials of trademark law, highlighting its importance in protecting brand names, logos, and business identity. He discussed how trademarks help businesses build credibility, prevent misuse, and create long-term brand value in competitive markets.

Furthermore, the session clarified the differences between patents, trademarks, copyrights, and industrial designs. Real-life examples were shared to help participants understand the practical application of different types of intellectual property rights. The discussion emphasized the role of IPR in promoting entrepreneurship and supporting startup growth. The session concluded with an interactive discussion where participants asked queries related to IP protection and startup development. Overall, the program successfully enhanced awareness about intellectual property rights and encouraged students to adopt IP protection strategies for their innovative ideas and entrepreneurial ventures.

Key Points

During the session, below mentioned points were discussed:

- Introduction to Intellectual Property Rights (IPR)
- Fundamentals of Patent Law
- Essentials of Trademark Law
- Differences between Patents, Trademarks, Copyrights, and Designs
- Role of IPR in Innovation, Startups, and Entrepreneurship
- Importance of Brand Protection and Legal Safeguards

Outcome

The session enhanced participants' understanding of intellectual property protection and its strategic role in innovation and entrepreneurship. Students gained clarity regarding patent and trademark registration processes and their importance in safeguarding creative ideas and brand identity. The program motivated participants to consider intellectual property protection as an essential component of startup development and business

sustainability. The event also strengthened awareness about legal frameworks supporting innovation, aligning with the objective of fostering an innovation-driven and IP-aware academic ecosystem.

About the Speaker/Chief Guest



Mr. Parth Sejpal

IPR Chair Professor

SPRIHA

Saurashtra University

The poster features logos for Saurashtra University, AMP Government Law College, SPRIHA, SSIP, and IIC. The title is 'PROTECTING INNOVATION AND BRAND: PATENT & TRADEMARK LAWS'. It is organized by AMP Government Law College, Rajkot in collaboration with SPRIHA, Saurashtra University, SUSEC, and IIC, Saurashtra University. Key topics include: Introduction to Intellectual Property Rights (IPR), Patent Law Basics, Trademark Law Essentials, Difference between Patents, Trademarks, Copyrights & Designs, and Role of IPR in Innovation, Startups & Entrepreneurship. The event is on 3rd January 2026, from 9:30 am to 11:00 am, at AMP Government Law College, Rajkot. The speaker is Mr. Parth Sejpal, IPR Chair Professor at SPRIHA, Saurashtra University. Registration is at bit.ly/SPRIHA-AMP. Contact: spriha@sauuni.ac.in and <https://bit.ly/SPRIHA-youtube>.





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