

Report on “Celebration of World Intellectual Property Day” organized by SSIP
Committee of S. R. Luthra Institute of Management on 1st May, 2025 from 11:00 AM
to 12:00 Noon



S. R. Luthra Institute of Management celebrated World Intellectual Property Day on 1st May, 2025 from 11:00 AM to 12:00 Noon. The session was conducted by Advocate Viken Shah, B.Com., L.L.B., FCA, DISA, CHA, Surat.

Advocate Shah began by explaining that Intellectual Property Rights are legal protections granted to creators and innovators for their unique creations, inventions, and brand identities. These rights help safeguard business interests, encourage innovation, and provide a competitive edge in the market. Differences between Trademark, Copyright, Design Registration and Patents were discussed with various real-life examples. Trademarks protects Brand names, logos, slogans, marks; copyright protects Original literary, artistic, musical works; design registration protects Visual appearance, shape, pattern, ornament and patent protects Inventions, new processes, products, methods.

Advocate Shah emphasized that innovation is about doing something different to create value-introducing new ideas, methods, products, or services that significantly improve an organization or disrupt an industry. For startups, innovation is the lifeblood that drives competitiveness, attracts investors, and transforms industries.

Advocate Shah concluded by stressing that businesses and startups must carefully choose the most appropriate form of IPR protection based on their assets:

- Use trademarks for brand identity.
- Use copyright for creative works.
- Use design registration for unique product appearances.
- Use trade secrets for confidential formulas or processes that provide lasting competitive advantage.

Various real-life cases were discussed. Speaker resolved queries of students. The session ended with vote of thanks.

The event was intended for: Semester II (Class D)

Number of Students Attended: 32

Number of Faculties Attended: 03

Names of the Faculties Attended: Dr. Ranjan Sabhaya, Dr. Rupal Chaudhari, Dr. Jayshree Sidhpuria

Other Participants: -----

Outcome: Students gained understanding on importance of intellectual property rights.