



Dr. S. & S. S. Ghandhy Government Engineering College, Surat.

An expert session on “*Protecting Digital Innovations: The Role of IPR in Online Business and Marketing*” was organized as a part of **Vikas Saptah Celebration** by **SSIP 2.0 & DIC Cell** of **Dr. S. & S. S. Ghandhy Government Engineering College, Surat**.

The session was conducted on **7th October 2025 (Tuesday)** at the **Civil Seminar Hall (C-101)**, starting from **11:30 AM onwards**. The resource person for the session was **Mr. Kirti Patel**, Founder & Director at *IP Calculus* and a Registered Indian Patent & Trademark Agent, who shared his expertise in the field of Intellectual Property Rights (IPR). The session focused on the significance of protecting digital innovations in today’s rapidly evolving technological and business environment. The speaker provided a comprehensive overview of various forms of intellectual property, including patents, trademarks, copyrights, and designs, with special emphasis on their application in online businesses and digital marketing.

Mr. Patel explained the process of securing intellectual property rights and highlighted the importance of safeguarding innovative ideas, digital content, brand identity, and technological solutions. He also discussed real-world examples of IPR violations and their consequences, thereby emphasizing the need for awareness and proactive protection strategies. The lecture further covered topics such as patent filing procedures, trademark registration, legal frameworks, and challenges faced by startups and entrepreneurs in protecting their innovations. The role of IPR in enhancing business value, attracting investments, and maintaining competitive advantage was also elaborated. An interactive session followed, where students actively participated and clarified their queries regarding patent eligibility, filing procedures, and legal aspects of intellectual property. The session encouraged students to consider IPR as a crucial component in innovation and entrepreneurship.

The event was conducted under the guidance of **Dr. S. R. Joshi (Principal)**, with coordination support from **Dr. R. K. Shukla (Professor & HOD, Mechanical Engineering)**, **Dr. S. I. Waikhom (Associate Professor & HOD, Civil Engineering)**, and faculty coordinators **Dr. D. J. Mehta** and **Prof. P. G. Tandel**. Overall, the expert session was highly informative and insightful, enhancing students’ understanding of intellectual property rights and their vital role in protecting digital innovations and fostering entrepreneurship.





SSIP



As a part of Vikas Saptah Celebration

**Dr. S. & S. S. Ghandhy Government Engineering College,
Surat**

SSIP 2.0 & DIC Cell

Jointly Organizes

Expert Session

on

**Protecting Digital Innovations: The Role of IPR in
Online Business and Marketing**



Mr. Kirti Patel

**Founder & Director at IP Calculus |
Registered Indian Patent &
Trademark Agent**

Date: 07.10.2025 (Tuesday)

Time: 11:30 am onwards

Venue: C-101, Civil Seminar Hall

Patron

Convener

Coordinator

**Dr. S. R. Joshi
Principal
DGSEC, Surat**

**Dr. R. K. Shukla
Professor & HOD, Mech
DGSEC, Surat**

**Dr. S. I. Waikhom
Asso. Prof. & HOD Civil
DGSEC, Surat**

**Dr. D. J. Mehta
Prof. P. G. Tandel
Asst. Prof., CED
DGSEC, Surat**