



Seminar  
on  
**Intellectual  
Property Rights  
(IPRs)**

Venue:  
**Hotel The Trident  
Chennai**

**on 22.10.2001**

Organised by



**Small Industries Service Institute  
Chennai**

## **Intellectual Property Rights (IPR) & SSI**

*Small Enterprises form the back-bone of most Economic activities and are often the driving force behind innovations and the knowledge driven economy. Their innovative and creative capacity however, is not always fully exploited as Small Enterprises under- utilize their Intellectual Property Rights due to lack of awareness. Industries that dedicate time and resource in protecting their Intellectual Property (IP) can increase their competitiveness in a variety of areas.*

### **I.P. protection will help in :**

- *Preventing competitors from copying or closely imitating a Industries products or services;*
- *Avoiding wasteful investment in research and development (R&D) and marketing;*
- *Creating a corporate identity through a trademark and branding strategy;*
- *Negotiating licensing, franchising or other IP-based contractual agreements;*
- *Acquiring venture capital and enhancing access to finance;*
- *Obtaining access to New market.*

### **IPR covers**

- *Patents, Trade-marks*
- *Industrial designs*
- *Copy rights & related rights*
- *Geographical indications*
- *Trade secrets & Undisclosed information*

### **Seminar focuses on**

- *Introduction to IP concepts from a business perspective*
- *IP management for business success*
- *Use of patent and trademark data as a source of technological and commercial information*
- *Exploitation of IP assets through licensing, franchising, Technological alliances and Joint venture*
- *Role of Govt. and NGOs in providing IP related services*

### **Who can participate?**

- *Entrepreneurs*
- *Inventors*
- *Seekers of Patents*
- *Consultants*
- *Industrial Promotional Institutions*
- *Central Government Officials*
- *State Government Officials*
- *Industries Associations*
- *Commerce Associations*

### **Faculty:**

*Experts in IPR, Representatives of World Intellectual Property Organisation (WIPO) and Officials from Patent Office.*

### **Participation Fee: Rs.100/- only**

*(Includes working Lunch, Hi-Tea, Course Material)*

*Limited to 150 Nos on First cum First served basis.*

*Please use enclosed envelop to mail your fee & filled Registration form. No postage need to be paid by you.*

***Last date for Registration 19.10.2001***

Registration Form  
for  
Seminar on  
**Intellectual Property  
Rights (IPRs)**

**Venue: Hotel The Trident, Chennai**  
**Date: 22.10.2001 Time: 9.30 AM**

Name & Designation :  
of the Delegate

Company Represented :

Address :

Phone :

Fax :

E-mail :

Website :

Mode of Payment : Cash / DD

Name of the Bank & :

DD No :

Date :

Payment should be in favour of **“Director, SISI,  
Chennai.”**

Date:

Place: Signature of the Participant

Last Date for Registration : 19.10.2001

**For further details please contact:**

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**Mail this with your DD of Rs. 100/-using the enclosed envelop. You need not pay any Postage**