



MoE's
INNOVATION CELL
(GOVERNMENT OF INDIA)



Institute Innovation Council

Pt. Ravishankar Shukla University, Raipur
Chhattisgarh – 492010

Aishe Code: U-0093

(Under The Initiative of Ministry of Education's Innovation Cell)

IIC ID: IC201810375

Report on MIC-Driven Activity “ Mark the spot: Trademarks Talk: Master class on Trademarks & Geological Indications ”

On 24th April 2025, A Live Session was organized by the Ministry of Education's Innovation Cell (MIC) and AICTE, on the title “*Mark the spot: Trademarks Talk: Master class on Trademarks & Geological Indications*” from 11:30 AM to 01:00 PM onwards. The live streaming of this session was streamed through youtube at the Computer Lab, S.o.S in Electronics & Photonics, Pt. Ravishankar Shukla University, Raipur. This session was attended by 08 Faculty members and 39 Students of S.o.S in Electronics & Photonics and IRETm. Also many students joined through an online interface and benefited from the insights shared by the speakers/ experts.

The session featured expert speakers who provided valuable insights into the fundamentals of trademarks, including their definition, types, and legal framework. They highlighted how trademarks act as powerful tools to differentiate products and services, protect businesses from imitation, and add long-term value to enterprises. Practical examples and case studies were shared to illustrate the relevance of trademarks in building strong brand recognition, both nationally and internationally. Speakers also discussed the process of trademark registration, enforcement of rights, and challenges faced by businesses in protecting their brand identity. The importance of early trademark registration for startups and innovators was particularly emphasized, as it provides legal ownership and competitive advantage. Participants were encouraged to view trademarks not merely as symbols or logos but as strategic assets that can drive market success.

The interactive nature of the session allowed participants to engage with the experts through queries, making the discussion more enriching. The session concluded with the message that trademarks are essential for any business to thrive in the modern innovation-driven economy. Overall, it proved to be highly informative and beneficial in enhancing awareness about intellectual property rights among students and entrepreneurs.



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अभियान
1947 TO 2047



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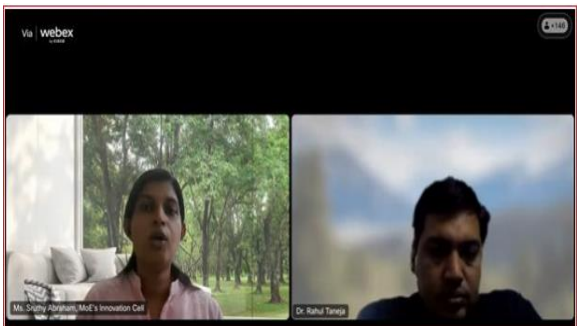
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Photos of the Event



Kavita
Dr. Kavita Thakur
President, IIC PRSU