



MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)



MANGALMAY
INSTITUTE OF MANAGEMENT & TECHNOLOGY

R&D Committee, MIMT
VIRTUAL WORKSHOP
ON
INTELLECTUAL PROPERTY RIGHT
CHALLENGES AND ISSUES

Date : 15th OCTOBER 2018 | Venue : MIMT Seminar Hall

For MBA 1st Year & 2nd Year

Resource Person

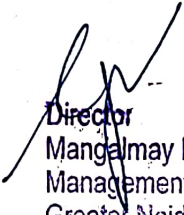
Dr. AARTI JOSHI

(Dean - Faculty of Management
RK University, Gujarat, India)

Convener

Dr. ANSHU GOEL

(MIMT Faculty)


Director
Mangalmay Institute of
Management & Technology
Greater Noida



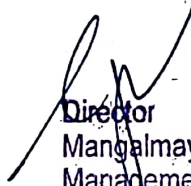


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Report	
Name of Activity	Seminar on Intellectual Property Rights: Challenges and Issues
Date	15/10/2018
Venue	MIMT Seminar Hall
Organised by	MBA Department
Participated by	MBA Faculty and Students-199
Name of Expert	Dr. Aarti Joshi, Dean - Faculty of Management, RK University at RK University, Gujrat, India
Activity Convener	Dr. Anshu Goel (MIMT Faculty)
Objective	The major objective of this is to acquaint the students about the challenges and issues in Intellectual Property Rights.
Content	With the Initiative of , Management department , Mangalmay Institute of Management and Technology organized a Seminar on IPR. Intellectual Property (IP) is the fuel that powers the engine of prosperity, fostering invention and innovation. The increasing significance of intangible assets in the global economy is forcing business organizations to actively manage their IP as a key driver for building and sustaining their competitive advantage and achieving superior performance. And the speaker discussed the idea about the antecedents of IPR, narrated various issues of it and later on focused on the immerging issues on IPR. The resource person discussed various points to overcome the problems.
Outcome of Activity	The beneficiaries learnt from this seminar about several new concepts of IPR and the challenges faced during filling process.


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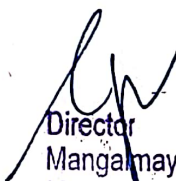


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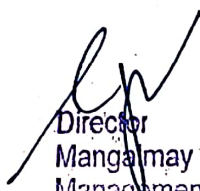


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