

KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)
ERODE – 638 107

**Guest Lecture on “Trademarks vs Copyright:
Understanding the Key Differences and Legal Protections”**

26.07.2024

Activity- 1

Intellectual Property Rights Cell of Kongu Arts and Science College (Autonomous) organized a Guest Lecture on “Trademarks vs Copyright: Understanding the Key Differences and Legal Protections” on 26.07.2024. The Chief Guest of the day, **Mr.CS.P. Eswaramoorthy**, Practicing Company Secretary, Faculty in ICSI, Coimbatore gave an enlightening speech about the Trademarks versus Copyrights and evoked the insightful ideas among the students. He explained the concepts of Intellectual Property Rights and he motivated the students to utilize the rights for their innovative ideas. Students have gained an additional knowledge about social values through this programme. The totally 200 students were participated and got benefitted through this programme.

**Awareness Programme on “Intellectual Property Rights:
Transforming Research Innovation in to Performing Assets”**

13.08.2024

Activity- 2

Intellectual Property Rights Cell of Kongu Arts and Science College (Autonomous) organized an Awareness Programme on “Intellectual Property Rights: Transforming Research Innovation in to Performing Assets” on 13.08.2024. The Chief Guest of the day, **Dr.T. Parimelazhagan**, Professor and Head, Department of Botany, Dean - Faculty of Science, Bharathiar University, Coimbatore gave an enlightening speech about how to transform the innovative ideas into valuable assets. He explained the concepts of Intellectual Property Rights and he motivated the students to utilize the rights for their innovative ideas. He gave an insightful knowledge to the participants and answered various

queries by the participants. Students have gained an additional knowledge about social values through this programme.

