



## **Startup Mentoring Activity & Awareness on Trademark Session on Trademark Registration - Report**

### Activity Details

Program Driven By	: Self Driven Activity
Quarter	: I
Date & Time	: 23/08/2024 & 2:00 PM
Duration	: 3 hours
Activity Category:	Expert Talk
Theme	: Entrepreneurship
Session Mode	: Offline
Targeted Audience	: Startup Founders & CEOs of MITS, Students prospecting of startups
No of Participants	: 17
Expenditure	: 0

### Objective

- To mentor and nurture the budding startups with the importance of IPs
- To create awareness about the significance of holding IPs for startups
- To provide platform about the brief procedure of registering Trademarks

### Resource Person Details

Dr. P. Sivaiah, Associate Dean, R&D, MITS, Madanapalle. He has completed his Ph.D degree from NITK, Surathkal and holds significant number of patents. He is coordinating R&D activities of MITS, Madanapalle. Also, delivered many talks on Research, IPR and innovations.

### Summary

Startup mentoring activity and awareness session on trademark registration was organized by Department of Mechanical Engineering in association with IIC of MITS at Startup Cell, Madanapalle Institute of Technology & Science, on 23rd September 2024. Mr. Ajith G. Joshi, Asst. Prof. & Coordinator of Startup Cell & Incubation was the coordinator for the event. The event provided the platform to founder and CEOs of MITS startup companies as well as prospecting founders of MITS to understand the significance of IPs and trademarks registrations for startups.

The program started at 2:00 PM in offline mode in the RB304, startup cell of MITS. Ajith G. Joshi, has initiated the program through welcoming HOD, Dr. P. Sivaiah and team, students and faculty startup founders and CEOs of startups and other students who are willing to start their companies. Also, addressed the importance of IPRs for startups, future plans of startup cell and requested for the utilization of startup cell to grow together.

Trademarks are the foundation of contemporary branding; they are the unique phrases, symbols, or graphics that denote a good or service. They are an effective tool for companies to build brand recognition, safeguard intellectual property, and foster client loyalty. The ability of a trademark to set a good or service apart from rivals is what gives it its value. Dr. P. Sivaiah, resource person of the event has given brief introduction of different types of IPR and emphasized more on trademark registrations. Also, role of IPR facilitation centre and support provided by IPFC of MITS to the startups. Ajith G Joshi, has conveyed vote of thanks to management, Principal, HOD, Panel members, students and others who have helped for the successful conduction of the event.



# MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE

(UGC-AUTONOMOUS)

Angallu (V), Madanapalle-517325, Andhra Pradesh



The faculty members and student coordinators of Mech. Engg. Dept. have supported for the smooth conduction of the event. Also, Dr. S. Gopalakrishnan, IIC coordinator and other IIC members have extended their support for the conduction of the event.

Department of Mechanical Engineering thanks the management for supporting to conduct the event successfully.

### Key Outcome of the Activity

- Faculty and student entrepreneurs and prospecting entrepreneurs have learnt the understanding the significance of trademarks and taking proactive steps to protect them,
- They have understood that companies can build lasting relationships with their customers and achieve long-term success.
- Few have shown the interest for registering their company logo as Trademarks and other IPs registration through IPFC of MITS in the nearest future.

### Event Photos

**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE**  
(UGC-AUTONOMOUS INSTITUTION)  
Madanapalle - 517325, Annamayya Dist., Andhra Pradesh, India

INSTITUTION'S INNOVATION COUNCIL | MHRD'S INNOVATION CELL (GOVERNMENT OF INDIA) | AICTE | NBA | INSTITUTE OF TECHNOLOGY | ANU | JNTU | TUV | nif

**Startup Mentoring Activity and Awareness Session**  
on  
**Trademark Registration**  
Organized by  
Department of Mechanical Engineering and Startup and Incubation Cell

Date 23/09/2024 Time: 2.00 PM

**Resource Person**  
**Dr. P. Sivaiah**  
Associate Dean (R&D)  
MITS, Madanapalle

<b>Chief Patron</b> Dr. N. Vijaya Bhaskar Choudary Secretary & Correspondent	<b>Patron</b> Mrs. Keerthi Nadella Executive Director	<b>Chief Convener</b> Dr. C. Yuvaraj Principal	<b>Convener</b> Dr. S. Baskaran HOD/ Dept. of ME	<b>Coordinator</b> Mr. Ajith Gopal Joshi Startup and Incubation Cell Coordinator & Asst. Prof., ME
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