

# ICC-MZU INNOCELL VIRTUAL WORKSHOP

“ INTELLECTUAL PROPERTY RIGHTS & IT'S MANAGEMENT ”

16<sup>th</sup> July 2021 || 11:00 AM

In the current context of India, the COVID-19 pandemic has made countries realize the importance of being self-reliant. Backed up by the PM's vision for being "Vocal for Local", businesses across boards have started working towards it. The clarion call for being "Atma-Nirbhar" has once again ignited the "Make In India" sentiment. PM has asked Indian consumers to support local brands. For the domestic brands of India to assert an identity of their own, there is an urgent need to safeguard such brands through registration under the Intellectual Property regime.

In view of that, the **Indian Chamber of Commerce - Intellectual Property Facilitation Centre (ICC-IPFC)** and **Mizoram University Innovation Cell (MZU InnoCell)** are jointly conducting an "ICC - MZU INNOCELL Virtual Workshop on Intellectual Property Rights & It's Management" supported by Development Commissioner - Micro, Small & Medium Enterprises (DCMSME), Govt. of India relating to Intellectual Property Rights (IPR's) i.e. Patents, Designs, Trademarks, GI & Copyrights on 16<sup>th</sup> July 2021.

Event & Registration website:

<https://indianchamberofcommerce.glueup.com/event/icc-mzu-innocell-virtual-workshop-39697/>

Jointly organized by



INDIAN CHAMBER OF COMMERCE - IPFC  
GUWAHATI



MIZORAM UNIVERSITY  
INNOVATION CELL

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DC-MSME  
Government of India

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11.00 am-	<b>Enter Digital Platform via ICC Webex App</b>
	Welcome Address:
11:10 am	<b>Mr. Mahesh Kumar Saharia</b> Chairman-NER Indian Chamber of Commerce
	Keynote Address by:
11:20 am	<b>Prof. K. R. S. Sambasiva Rao</b> Vice-Chancellor Mizoram University, Mizoram
	Address by: <b>Topic:</b> Geographical Indication and its significance
11:45 am	<b>Padmashree Dr. Rajnikant</b> GI Expert and General Secretary, Human Welfare Association
	Address by: <b>Topic:</b> Patent Protection for Start-ups and MSMEs
12:10 pm	<b>Mr. Sanjay Bhattacharya</b> Dy. Controller of Patents & Designs Patent Office Kolkata, Ministry of Commerce & Industry, Govt. of India
	Address by: <b>Topic:</b> Role of Trade Mark Protection for Start-ups and MSMEs
12:35 pm	<b>Mr. Debanjan Chakroborty</b> Senior Examiner of Trade Marks Head of Office and CPIO Trade Marks Registry, Kolkata
	Address by: <b>Topic:</b> Role of IPR for Enhancement of MSMEs
01:00 pm	<b>Mr. Satish Kumar</b> Assistant Director – IPR Development Commissioner - Micro Small & Medium Enterprises, Govt of India
	Theme Address by: <b>Topic:</b> IPR in Vocal for Local Context
01:25 pm	<b>Mr. Safir Anand</b> Senior Partner & Head of Trademarks, Contractual & Commercial IP, ANAND & ANAND
	Address by: <b>Topic:</b> Legal aspects of IPR
01:50 PM	<b>Mr. P. K. Bagchi</b> Designated IP Attorney ICC-Intellectual Property Facilitation Centre, Guwahati
02:15 PM	<b>Interactive and Q &amp; A Session</b>
	Vote of Thanks
2:45 pm	<b>Mr. Ishantor Sobhapandit</b> Regional Director, Indian Chamber of Commerce

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