



RAJ KUMAR GOEL INSTITUTE OF TECHNOLOGY,(RKGIT)

GHAZIABAD,UTTAR PRADESH

Institution Innovation Council (IIC 7.0) IC201810409

QUARTER III(MIC Driven Activity)

**Celebration of World Creativity Day and
Innovation Day & IP UTSAV:
IP Week Lecture Session**

On 24th April 2025

Session Title: Mark the Spot: Trademarks Talk



Dr. Rahul Taneja

Scientist, Patent Information Centre, Department of Science and Technology

Celebration of World Creativity Day and Innovation Day & IP UTSAV: IP Week Lecture Session On 24th April 25

Session Title: Copy That! Copyrights Uncovered

Institution Innovation Council of Raj Kumar Goel Institute of Technology, Ghaziabad under Entrepreneurship, Innovation and Incubation Department at Raj Kumar Goel Institute of Technology, Ghaziabad attended a **Session on MIC Programmes Schemes “Celebration of World Creativity Day and Innovation Day & IP UTSAV: IP Week Lecture Session On 24th April 25”**. It was well received by 220 participants.

EVENT DETAILS:-

Session Title: Mark the Spot: Trademarks Talk

Date: 24th April 2025 (Thursday)

Time: 11:30 AM – 1:00 PM

Organized by: Ministry of Education (MoE), AICTE, and MoE's Innovation Cell (Government of India)

Theme: IP and Music: Feel the Beat of IP

Event Coordinator RKGIT:

Dr. Robin Abraham

Associate Professor (ECE Department)

Brief details of the event highlights

The session marked the inauguration of IP Utsav (21st–26th April 2025), a week-long celebration dedicated to promoting awareness about Intellectual Property As part of the ongoing IP Utsav celebrations and the observance of World Creativity and Innovation Day, the “IP Week Lecture Session” on 24th April 2025 focused on the theme “Mark the Spot: Trademarks Talk”. As part of the week-long celebration of World Creativity and Innovation Day and Intellectual Property Utsav (IP Utsav 2025), the IP Week Lecture Session held on 24th April 2025 focused on the theme “Mark the Spot: Trademarks Talk.” The session aimed to enhance awareness about the significance of trademarks as vital assets for businesses and innovators in protecting brand identity. The expert speaker **Dr. Rahul Taneja (Scientist B, Haryana State Council for Science, Innovation and Technology, Directorate of Science and Technology (Haryana), and Registered Patent & Trademark Agent)** elaborated on various aspects of trademark creation, registration, and enforcement, along with real-life examples illustrating brand value and legal protection. Participants gained a clear understanding of how trademarks contribute to innovation, entrepreneurship, and consumer trust. The interactive session also addressed queries related to the filing process, infringement issues, and strategies for effective IP management.

The event was live-streamed on the MoE Innovation Cell's official YouTube channel, enabling wide participation from academic institutions, innovators, and startups across the country.

The session also introduced a Series of Master classes on Intellectual Property Rights (IPR) to be conducted throughout the IP Utsav week.





