

## **Report on Guest Lecture on "Role of Intellectual Property in Design Management - Sensitization & Awareness"**

On 3rd August 2024, Symbiosis Law School, Pune, organized an Intellectual Property Rights (IPR) sensitization lecture under its IPR initiative, titled "Role of Intellectual Property in Design Management - Sensitization & Awareness." The lecture was held at Symbiosis Institute of Designs, Pune, and aimed to raise awareness about the importance of intellectual property (IP) in the realm of design management.

The session featured insightful contributions from three distinguished experts in the field: Dr. Amol Sapatnekar from Symbiosis Law School, Pune; Mr. Neeraj Panchal from John Deere; and Adv. Dr. Shraddha Damle from JetSynthesis and Associates. The session covered a range of topics relating to IPR, with a focus on the specific role of intellectual property in design management.

The speakers began by introducing the fundamental concepts of IPR, particularly design registration as an essential tool for protecting intellectual property. They provided an overview of IPR paradigms and the legal frameworks that underpin design registration, emphasizing the importance of understanding how to identify designs that are worthy of protection under the law. Dr. Sapatnekar elaborated on the legal mechanisms available for securing design rights, while Mr. Panchal shared practical insights into how design protection is implemented in the corporate world, especially within industries like manufacturing.

Adv. Dr. Damle presented a detailed analysis of the design registration process and provided illustrative case studies to highlight the importance of protecting innovative designs through intellectual property. These real-world examples helped the audience understand the challenges and opportunities faced in design protection, offering a practical perspective on the subject matter.

The session was interactive, with engaging discussions from both faculty members and students. The audience actively participated by sharing their experiences from different domains, and there was a robust exchange of ideas and queries regarding the intricacies of design registration and IPR protection.

Overall, the guest lecture was a significant success in fostering awareness and understanding of IPR, especially in the context of design management. It provided the participants with essential knowledge and practical insights into how intellectual property rights can be effectively utilized to safeguard creative innovations.