



St. Joseph's Degree College

Sunkesula Road, Kurnool
www.sjcknl.edu.in



A Workshop on Protecting IPR and IP
management for startups

Venue: Seminar Hall,
Building 2,
Date: 31-03-2026
Time : 12.00-2.00 pm

Organized by
Entrepreneurship Development Cell
in collaboration with
Institution's Innovation Council



Resource Person:
Dr. Venkat Reddy Donthi Reddy,
Senior Advocate,
Hyderabad





St. JOSEPH'S DEGREE COLLEGE

Sunkesala Road, Kurnool-518004.A.P.

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A Workshop on Protecting IPR & IP Management for Startups

Intellectual Property Rights (IPR) are legal rights protecting intangible creations of the human mind—such as inventions, artistic works, designs, and brand names, giving their creators exclusive control to use and to take profit from their work for a specific period of time. IPR encourages innovation by preventing unauthorized use. The knowledge about Intellectual Property Rights is a basic need for all aspiring entrepreneurs & startup founders so, IIC & Entrepreneurship Development Cell in collaboration with Commerce & Management Department of our college has organized an Awareness Program on IPR with Dr Donthi Reddy Venkata Reddy IPR Expert & Senior Advocate, Telangana High Court as the Resource Person on 31st March 2026. Dr. Reddy has done his Doctorate in Trademarks Law from Osmania University and is the founder of the law-firm by name M/s. RVR Associates, IPR Attorneys & Advocates.

Program Objectives:

- To create awareness among the students on IPR & IP management
- To help the participants understand the process of identifying patentable ideas, conducting research, filing applications and IP Valuation.

Program Outcomes:

- Students became aware of IPR, the practical aspects in IP Filing & its importance
- Dr Reddy gave many real world case examples to help the students understand IPR better, he also offered to help the students in IPR filing in the future.

Key Highlights : The Resource Person explained in depth on

- Types of Intellectual Property Rights
- Emergence of International Conventions
- Filing of Patents
- Benefits of Registration of IPR
- IPR as a crucial aspect of Branding
- Protection of Trademarks
- Trademarks Registrability
- Exceptions for Intellectual Property Rights

Students attended – 155
Time - 11:00 noon – 1:30 pm
Date: 31-03-2026
Venue: Seminar Hall, Building II
Faculty in-charge:
Dr R.Lilambeshwar Singh
Mr Syed Sadiq Hassan



