

Periyar Maniammai Institute of Science & Technology (Deemed to be University)
SESSION ON WHY IP IS IMPORTANT IN ACADEMIA?

OVERVIEW



Objective:	To learn in IPR	Benefit in terms of learning/Skill/Knowledge obtained:	Students have learnt various IPR from a perspective
Academic Year:	2020-21	Program driven by:	MIC driven Activity
Month:	April	Program /Activity Name:	Session on Why IP is important in acad
Program Type:	Workshop	Other:	NA
Program Theme:	IPR	Other:	NA
Date & Duration (Days):	07/13/2021-07/13/2021-0	External Participants, If any:	4

Student Participants:	62	Faculty Participants:	5
Expenditure Amount, If any:	null	Remark:	NA

STAR PERFORMER

Faculty:	NA	Student:	Mohammad Ibrahim Khan
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ATTACHMENTS

Video:	https://www.facebook.com/kumaran.shanmugam1/videos/1233659927082527	Photograph1:	
Photograph2:		Session plan, If any:	https://api.mic.gov.in/uploads/institutes/IC201810657.jpg

This report is electronically generated against report submitted on Institution's Innovation Council Portal.



Webinar on Intellectual Property Rights

13.07.2021 | Tuesday | 10.00 am to 11.00 am

Topic

Intellectual Property Protection for Software



Resource Person

Dr.S.Kumaran

Asso. Prof. Dean Research (i/c)

IIC Trained Innovation Ambassador of PMIST.

Topic

Encouraging Innovation Through Digital Transformation

Resource Person

Dr.N.Shivakumar

Associate Director-
Service Excellence
AstraZeneca India
Pvt Ltd, Chennai.



<https://meet.google.com/mqa-uefv-ipf>

Organized by

Department of Software Engineering
Institution's Innovation Council & Periyar TBI-PMIST

Periyar Maniammai Institute
of Science and Technology
(Deemed to be University)
Periyar Nagar, Vallam
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Facebook video player interface showing a slide titled "Six Stages of Digital Transformation".

Six Stages of Digital Transformation

Business As Usual	Present and Active	Formalized	Strategic	Converged	Innovative and Adaptive
Operate with a familiar legacy perspective of customers	Pockets of experimentations are driving digital literacy and creativity	Initiatives become bolder and, as a result, change agents seek executive support for new resources and technology	Shared insights contribute to new strategic roadmaps that plan for digital transformation ownership, efforts, and investments	A dedicated digital transformation team forms to guide strategy and operations based on business and customer-centric goals.	Digital transformation becomes a way of business as executives and strategies recognize that change is constant

Windows taskbar and system tray are visible at the bottom of the video player.



Facebook video player interface showing a slide titled "What is Innovation?".

What is Innovation?

Innovation is one of the processes that leads to the creation and use of a new or significantly improved product or service.

Windows taskbar and system tray are visible at the bottom of the video player.



Facebook video player showing a slide titled "Digital Transformation Roadmap". The slide features a horizontal arrow with seven colored circles representing stages: 1. Set Ambitious Goals, 2. Allocate Funding, 3. Create Your Culture, 4. Appoint a Leader/Team, 5. Start with Lightweight Projects, 6. Build Your Capabilities, 7. Adapt Agile Technology. The video player interface includes a video thumbnail of a man speaking, a right-hand sidebar with user information for "Kumaran Shanmugam" (15h), and a list of "Up Next" videos. The Windows taskbar at the bottom shows the date as Tuesday, August 31, 2021, and the time as 9:58 AM.

Facebook video player showing a slide titled "USPTO Upholds Uniloc Security IP Amid Microsoft Row". The slide text reads: "After a full trial, the jury returned a verdict of infringement and no invalidity of claim 19 of the '216 patent, and found Microsoft's infringement to be willful. The jury awarded Uniloc \$388 million in damages." The video player interface includes a video thumbnail of a man speaking, a right-hand sidebar with user information for "Kumaran Shanmugam" (15h), and a list of "Up Next" videos. The Windows taskbar at the bottom shows the date as Tuesday, August 31, 2021, and the time as 9:58 AM.