



A.M. REDDY MEMORIAL COLLEGE OF ENGINEERING AND TECHNOLOGY

Approved by AICTE, New Delhi, Affiliated to JNTUK-Kakinada

Web : www.amreddyengineering.ac.in, E.mail: principal.amreddyengineering@gmail.com
VINUKONDA ROAD, PETLURIVARIPALEM(POST), NARASARAOPET, GUNTUR (DIST), ANDHRA PRADESH, PIN:522601, 08647-247190.

9th November, 2021

The Intellectual Property Rights (IPR) Cell formation meeting convened on 9th November, 2021 at principal chamber with key stakeholders, including all department heads and chaired by Principal, Dr. Ch. Mallikharjuna. The meeting commenced with an introduction highlighting the critical need for establishing an IPR Cell within the engineering college.

IPR STRUCTURE:

- The IPR Cell comprises a chairman, a Coordinator, and 5-6 members.
- It is tasked with coordinating all activities related to Intellectual Property Rights (IPR).

IPR POLICY APPLICABILITY:

- The existing IPR Policy and any future amendments are applicable to faculty, students, project staff, supporting staff, and inventors.

OBJECTIVES:

- Educate faculty members and students about the benefits of IPR.
- Evaluate invention disclosures and recommend proposals for IP filing.
- Raise awareness about IPR among the institution's faculties and students.
- Provide training on patent filing processes and future opportunities.
- Organize workshops, seminars, and training courses on IPR.

IPR POLICY:

- The IPR policy aims to foster institute-industry collaborations, an entrepreneurial culture, and the creation and sustainability of creativity and innovation for the benefit of society.
- The Intellectual Property Rights Cell at **A.M. REDDY MEMORIAL COLLEGE OF ENGINEERING & TECHNOLOGY** offers guidance, support, and resources for the protection and management of intellectual property for all staff members and students.
- The policy undergoes periodic reviews to address challenges, strengthen infrastructure, and enhance resources for the protection and exploitation of intellectual property. Key aspects include patentability, ownership, disclosure, technology transfer, and conflict of interest. The IPR Cell conducts sessions to increase awareness of IP-related issues with the goal of developing analytical and creative skills among students.

Principal

A.M REDDY MEMORIAL COLLEGE OF
ENGINEERING & TECHNOLOGY
PETLURIVARI PALEM
Narasaraopet (Dist), Guntur, D.



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RESEARCH POLICY:

1. POLICY SCOPE:

This document on A.M. REDDY MEMORIAL COLLEGE OF ENGINEERING & TECHNOLOGY Research Policy Guidelines covers faculty members, research scholars, and students engaged in any form of research activity.

2. POLICY STATEMENT:

- A.M. REDDY MEMORIAL COLLEGE OF ENGINEERING & TECHNOLOGY aspires to be a Research and Innovation Driven Institution, promoting high-quality research in a transparent, responsible, and ethical manner.
- The policy ensures freedom for scholars to choose disciplines, form opinions, and draw conclusions, subject to approval by guiding faculty.
- Research reports undergo internal and external scrutiny, adhering to professional ethics and College's expectations on Openness in Research.
- The College does not support speculations on political or moral impropriety, providing a 'AMRN Research Sub-Committee' for discussions if needed.
- Research platforms must not be used to argue against widely accepted positions, national policies, or international laws.

3. RESEARCH OBJECTIVES:

The College aims to foster a culture of research excellence, contribute to knowledge and innovation, and support faculty engagement in external activities. Key objectives include integrating research as a core activity, securing funding, establishing efficient systems, aligning student research with national priorities, providing infrastructure, adhering to ethical standards, translating research outcomes into applications, protecting intellectual property, encouraging collaborations, and disseminating research achievements.

Principal

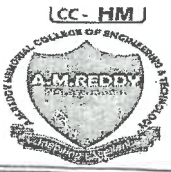
A.M. REDDY MEMORIAL COLLEGE OF
ENGINEERING & TECHNOLOGY

PETLURIVARI PALEM
Narasaraopet (Mdl), Guntur (Dt)

Principal

A.M. REDDY MEMORIAL COLLEGE OF
ENGINEERING & TECHNOLOGY

PETLURIVARI PALEM
Narasaraopet (Mdl), Guntur (Dt)



A.M. REDDY MEMORIAL COLLEGE OF ENGINEERING AND TECHNOLOGY

ESTD: 2007

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VINUKONDA ROAD, PETLURIVARIPALEM(POST), NARASARAOPET, GUNTUR (DIST), ANDHRA PRADESH, PIN:522601, 08647-247190.

Members of the IPR Cell Committee A.Y: 2022-23

S. No.	Name of the Committee Member	Designation & Department	Position
1	Dr. Mallikharjuna	Principal	Chairman
2	Mr. P. S. Ganesh Kumar	Asst Prof, ECE	Coordinator
3	K. Ramu	Asst Prof, CE	Member
4	G. Masthan Reddy	Asst Prof, EEE	Member
5	A. Madhava Reddy	Asst Prof, CSE	Member
6	Sk. Karimullah	Asst Prof, S&H	Member
7	Ch. Venkateswara Raju	Asst Prof, ME	Member
8	Dr. D. Anand Babu	HOD of AGE	Member

Discussions ensued on the structure of the cell, emphasizing a multidisciplinary approach. Roles and responsibilities were delineated, designating specific tasks to members, ranging from conducting awareness programs to managing patent filings. The group deliberated on the framework for an institution-specific IPR policy, identifying key components such as intellectual property identification, ownership rights, and filing procedures. Budget allocation for the cell's operations was also discussed, covering expenses related to training and legal consultations. Action items were compiled, including the formation of a drafting committee for the policy document and scheduling awareness programs. Participants also explored potential collaborations with industry partners and research institutions. The meeting concluded with expressing gratitude for the active participation of all attendees.


Principal

A.M REDDY MEMORIAL COLLEGE OF
ENGINEERING & TECHNOLOGY
PETLURIVARI PALEM
Narasaraopet (Midi), Guntur(Dt)


COORDINATOR


PRINCIPAL

A.M REDDY MEMORIAL COLLEGE OF
ENGINEERING & TECHNOLOGY
PETLURIVARI PALEM
Narasaraopet (Midi), Guntur(Dt)



A.M. REDDY

Memorial College of Engineering and Technology

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VINUKONDA ROAD, MASTAN REDDY NAGAR, PETLURIVARIPALEM,

NARASARAOPET PALNADU (DIST) - 522601,

CONTACT : 08647-247190.

Narasaraopet,
Date: 3-02-2023.

To
The Principal,
A.M. Reddy Memorial College of Engineering & Technology,
Petlurivaripalem,
Narasaraopet.

Respected sir,

Sub: request approval to conduct "A ONE DAY SEMINAR ON ROLE OF INTELLECTUAL PROPERTY RIGHTS IN TECHNOLOGY TRANSFER"-Reg

The department of Electronics Communication Engineering is planning to conduct A ONE DAY SEMINAR ON ROLE OF INTELLECTUAL PROPERTY RIGHTS IN TECHNOLOGY TRANSFER to IV-year students on 10-02-2023 that benefits the students/staff for the enhancing their knowledge. The resource person for the seminar is K. Bhaskar Rao, MTech, Asst. Professor, Department of ECE, CR Engineering College, Chilakaluripet. We request you to accord approval and grant the required amount for the smooth conduction of the seminar

Thanking you sir

Yours sincerely,

Approved
[Signature]

[Signature]
Principal

A.M REDDY MEMORIAL COLLEGE OF
ENGINEERING & TECHNOLOGY
PETLURIVARI PALEM
Narasaraopet (Mdl), Guntur(Dr .

[Signature]
K. Ramesh Babu

CO-ORDINATOR



A.M. REDDY

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DATE: - 07-02-2023

CIRCULAR

This is to inform that II students are having "A ONE DAY SEMINAR ON ROLE OF INTELLECTUAL PROPERTY RIGHTS IN TECHNOLOGY TRANSFER" As per the following schedule given below. Hence all the students are hereby informed to enroll and attend the classes without fail.

SCHEDULE : 10-02-2023

VENUE : A.M. Reddy Memorial College of Engineering and Technology
Room No : 306


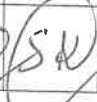



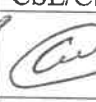
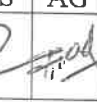
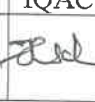
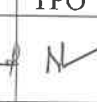
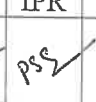
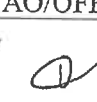
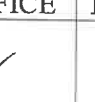

PRINCIPAL

Principal

A.M REDDY MEMORIAL COLLEGE OF
ENGINEERING & TECHNOLOGY
PETLURIVARI PALEM
Narasaraopet (Md), Guntur(Dr)

COPY TO:

Signature of all HODs

CE	EEE	ME	ECE	S&H	CSE/CS	AG	IQAC	TPO	IPR	AO/OFFICE	LIBRARY
											


Principal

A.M REDDY MEMORIAL COLLEGE OF
ENGINEERING & TECHNOLOGY
PETLURIVARI PALEM

Narasaraopet (Md), Guntur(Dr)

mukonda Road, Mastan Reddy Nagar, Petlurivari palem, Narasaraopet,
PALNADU (DIST) - 522301, Contact : 08647-27490

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A ONE DAY SEMINAR ON "ROLE OF INTELLECTUAL PROPERTY RIGHTS IN TECHNOLOGY TRANSFER"

Presented By :

Mr. K BHASKAR RAO

Asst. prof.

Dept of ECE

Date: 10/02/2023



A.M REDDY MEMORIAL COLLEGE OF
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PETLURIVARI PALEM
Narasaraopet (Mdl), Guntur (Dt)

DECLARATION

The above information is true to the best of my knowledge. I agree to abide by the rules and regulations governing the course. If selected, I shall attend the course for the entire duration. I also undertake the responsibility to inform the coordinator in case I am unable to attend the course.

Place:

Date:

Signature of the applicant

SPONSORSHIP CERTIFICATE

Mr.

/Mrs./Dr.

Is an employee of our institute / organization and is hereby sponsored and will be permitted to attend the course, if selected.

Place:

Date:

Signature with seal sponsoring authority

About the college:

A.M. Reddy Memorial College of Engineering and Technology (AMRN), popularly known as AM Reddy College was established in the year 2008, by A.M. REDDY EDUCATIONAL SOCIETY in Petlurivaripalem, Narasaraopet, Palnadu (Dt.) by Sri. A. SRINIVASA REDDY, the Chairman. AM Reddy College is affiliated to Jawaharlal Nehru Technological University Kakinada and approved by AICTE. AM Reddy College is located little far from the hustle and bustle of the city life in a scenic and serene environment spread over an extensive 10,9425 acres amidst the lush fields just 3 kms away from Sub-Urban of Narasaraopet. The institute has set a benchmark in providing its students the very best in terms of infrastructure and academic services. The college meticulously implements quality policy, absolute discipline, well-ventilated classrooms, multimodal teaching methodology, additional trainings for campus placements, caring teachers, committed staff, proactive managing committee, vigilant security, a dedicated canteen, separate hostel facilities for boys and girls, a fleet of buses, a mineral water plant, spacious auditorium, and outdoor grounds, and all supported with uninterrupted power backup.

About the department

The Department of Electronics Communication and Engineering (ECE) was established in 2008 Ever since its inception, the department has been a pioneering academic centre for higher education, research, and innovation in key areas of Electronics. The constantly changing dynamics of this Engineering stream poses challenges to students to stay updated with the latest developments. Our qualified faculty and advanced labs ensure that our students are well prepared to take on these challenges. The department attracts talented students from all over India. All graduates of ECE find excellent placements in research-oriented industries and top ranking MNC's.

The department currently offers 4 year Under Graduate Programs in Electronics Communication and Engineering.

About the location:

PETLURIVARIPALEM
NARASARAOPET
GUNTUR DIST

CONVENER

Dr. K. N. V. R. Kumar
Principal

A.M Reddy Memorial college of Eng and Tech

Organizing secretary

Dr. V.GAJENDRA KUMAR

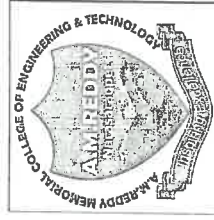
Head of the Department ECE

Coordinator

N.Ramesh babu,

Asst.professor

Organized by



**Department of
Electronics Communication and
Engineering**



Introduction:

Objectives:

The Objectives of International technology transfer or diffusion refers to the process by which a firm in one country gains access to and employs technology developed in another country. Some transfers occur between willing partners in voluntary transactions, but many take place through non-market transactions or spillovers.

Outcomes:

- The impact of stronger IPR protection on technology diffusion is ambiguous in theory
- Depends on a country's circumstances.
- The increased market power of IPR holders potentially
- Reducing the dissemination of knowledge due to lower output and higher prices
- IPRs could play a positive role in knowledge diffusion

Course content:

What is International technology transfer or diffusion refers to the process by which a firm in one country gains access to and employs technology developed in another country

Recourse persons:

K. BHASKAR RAO, M.Tech,
Asst. Professor
Department of ECE
CR Engineering College, Chilakaluripet

Eligibility:

Faculty and students from AICTE approved Engineering colleges and Polytechnics & also participants from industries and R&D organizations.

Accommodation:

Accommodation will be provided for external participants in the college premises at student's hostel on demand.

Registration fee: Free

Scheduled date: 10/02/2023

Last date for receipt of application: 08/02/2023

Intimation of selected students : 09/02/2023

Confirmation of Participants : 10/02/2023

A.M REDDY MEMORIAL COLLEGE OF
ENGINEERING & TECHNOLOGY
PETLURIVARI PALEM
Narasaraopet (Mdl), Guntur(Dt.)

A ONE DAY SEMINAR ON ROLE OF INTELLECTUAL PROPERTY RIGHTS IN TECHNOLOGY TRANSFER

10-02-2023

DEPARTMENT OF ELECTRONICS
COMMUNICATION AND
ENGINEERING

A.M. REDDY MEMORIAL COLLEGE OF
ENGINEERING AND TECHNOLOGY

REGISTRATION FORM

Name:

Age :

Gender:

Qualification:

Designation:

Organization:

Address for communication:

Mobile no:

Email id :

Whether needed accommodation: YES/NO



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NARASARAOPET PALNADU (DIST) - 522601,
CONTACT : 08647-247190.

DATE: 10-02-2023

PROGRAM REPORT

NAME OF THE EVENT : A ONE DAY SEMINAR ON ROLE OF INTELLECTUAL
PROPERTY RIGHTS IN TECHNOLOGY TRANSFER
ORGANIZED BY : Department Of ECE
DATES : 10-02-2023
NUMBER OF DAYS : 1
VENUE : Room NO 313
RESOURCE PERSON : K. Bhaskar Rao, MTech,
Asst. Professor,
Department of ECE
CR Engineering College, Chilakaluripet

NUMBER OF PARTICIPANTS : 38

TOPICS COVERED :

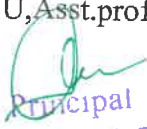

- Invention disclosure.
- Evaluation.
- Patent application.
- Assessment and marketing.
- Patent licensing.
- Commercialisation.

PROGRAM OUTCOMES :

- The impact of stronger IPR protection on technology diffusion is ambiguous in theory
- Depends on a country's circumstances.
- The increased market power of IPR holders potentially
- Reducing the dissemination of knowledge due to lower output and higher prices
- IPRs could play a positive role in knowledge diffusion

FEEDBACK : Good

EVENT COORDINATOR : N.RAMESH BABU, Asst.professor


Principal

CO-ORDINATOR
A.M REDDY MEMORIAL COLLEGE
ENGINEERING & TECHNOLOGY
PETLURIVARI PALEM
Narasaraopet (Mdl), Guntur(Dt. :)



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Memorial College of Engineering and Technology

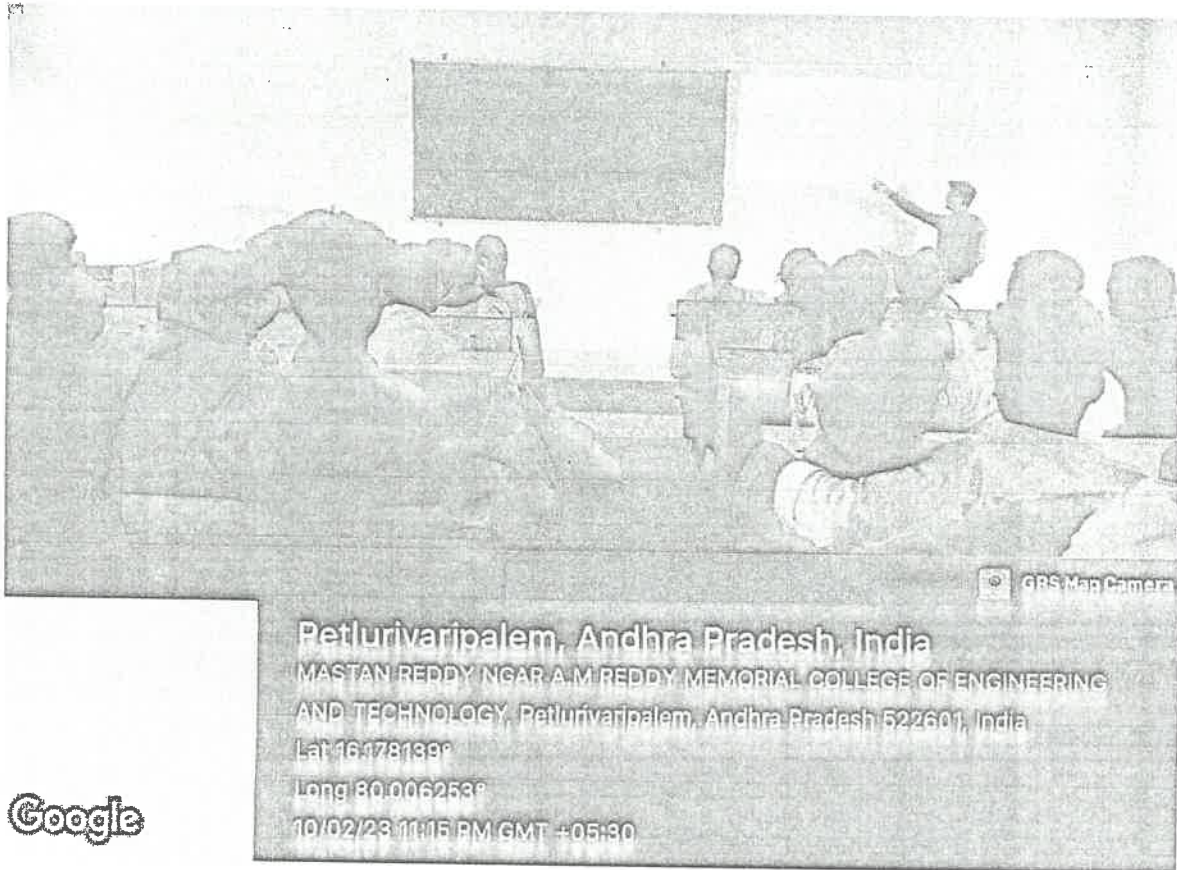
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Google

PROGRAM: Role of Intellectual Property Rights in Technology Transfer

DATE: 10-02-2023

[Signature]
CO-ORDINATOR

[Signature]
Principal
A.M REDDY MEMORIAL COLLEGE OF
ENGINEERING & TECHNOLOGY
PETLURIVARI PALEM
Narasaraopet (Mdl), Guntur(Dr)



DATE: 10-02-2023

LIST OF ENROLLED STUDENTS

CLASS: - B. TECH

S.No	Redg No Student	Name of the Student	Signature of the Student
1	22HM1A0401	ADDAGALLA LAKSHMI SUDHA	
2	22HM1A0402	ADIREDDY VISHNU VARDHAN REDDY	
3	22HM1A0403	BOMMINENI THIRUMALA RAO	
4	22HM1A0404	ANNALAYYA GARI PURUSHOTHAM	
5	22HM1A0405	BEEDHALA JAGAN SAI MOHAN REDDY	
6	22HM1A0406	BHUMI REDDY SUBBU	
7	22HM1A040	ALLURI NAGA TRIVENI	
8	22HM1A0408	BURI GOWRI SANKAR	
9	22HM1A0409	DABBALA HARISH	
10	22HM1A0410	DIRISHALA SAI KUMAR	
11	22HM1A0411	EEDIGA VISHNU VARDHAN GOWD	
12	22HM1A0412	ELLURI DINESH REDDY	
13	22HM1A0413	GUDDETI JOSHNA	
14	22HM1A0414	KALASAMMA GARI SANTOSH	
15	22HM1A0415	KINNERA CHANDHINI	
16	22HM1A0416	KODEKANDLA JAGAN MOHAN REDDY	
17	22HM1A0417	KOTHA SURENDRA BABU	
18	22HM1A0418	MEDA BHARGAVI	
19	22HM1A0419	NAPA RAMA MOHAN	
20	22HM1A0420	NIDANAPU VINOD	
21	22HM1A0421	POTLAPALLI LAVANYA	
22	22HM1A0422	PUJARI AJAY KUMAR	
23	22HM1A0423	SYED MAHAMMAD SHARIF	
24	22HM1A0424	VADDIREDDY VIVEKANANDA	

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Memorial College of Engineering and Technology

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ఆంధ్ర ప్రదేశ్ ప్రభుత్వం వారి నియంత్రితం

Web : www.amreddyenggcollege.com

E-mail: principal.amreddyenggcollege@gmail.com

DATE: 05/12/2022.

To
The principal,
A.M. Reddy Memorial College of Engineering & Technology,
Petlurivaripalem,
Narasaraopet.

Respected sir,

Sub: request approval to conduct a seminar on "NAVIGATING INTELLECTUAL PROPERTY RIGHTS IN RESEARCH ENDEAVORS"-Reg

The department of electrical and electronics engineering is planning to conduct a seminar on ""NAVIGATING INTELLECTUAL PROPERTY RIGHTS IN RESEARCH ENDEAVORS"" B.tech students on 13/12/2022 that benefits the students/staff for the enhancing their knowledge. The resource person for the seminar is MRS. M SITARA, Assoc. Prof KRISHNAVENI ENGINEERING COLLEGE FOR WOMEN. We request you to accord approval and grant the required amount for the smooth conduction of the seminar

Thanking you sir,

Yours sincerely,


R RATHIAH

(program coordinator)

Approved




Principal

A.M REDDY MEMORIAL COLLEGE OF
ENGINEERING & TECHNOLOGY
PETLURIVARI PALEM
Narasaraopet (Mdl), Guntur(Dr

Date: 08/12/2022

CIRCULAR

All the faculty, students are hereby informed that there is a seminar on “NAVIGATING INTELLECTUAL PROPERTY RIGHTS IN RESEARCH ENDEAVORS”. By M.SITARA Assoc.Prof. Department of MBA. Being organized by A.M.Reddy Memorial College Of Engineering And Technology on 13/12/2022. I request all to register immediately and to attend the program













DATE : 13/12/2022

VENUE: Room no: 313.


PRINCIPAL

Principal
A.M REDDY MEMORIAL COLLEGE OF
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PETLURIVARI PALEM
Narasaraopet (Mdi), Guntur(Dr

COPY TO:

Signature of all HODs											
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**A SEMINAR NAVIGATING INTELLECTUAL
PROPERTY RIGHTS IN RESEARCH
ENDEAVORS**

PRESENTED BY:

Mrs. M. SITARA

Assoc.Prof

Date : 13/12/2022

CO-ORDINATOR

Principal

**A.M REDDY MEMORIAL COLLEGE OF
ENGINEERING & TECHNOLOGY
PETLURIVARI PALEM
Narasaraopet (Mdl), Guntur(Dr**



**“A SEMINAR ON NAVIGATING
INTELLECTUAL PROPERTY RIGHTS
IN RESEARCH ENDEAVORS”**

**A.M.REDDY MEMORIAL COLLEGE OF
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KAKINADA.**

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by

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www.amreddvemengineering.ac.in

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Patron : Mrs. ATLURI SANTHI
Co-Patron : Dr. K. N. V. R KUMAR
Convener : Dr. BALA MURUGAN**

Principal
**A.M. REDDY MEMORIAL COLLEGE OF
ENGINEERING & TECHNOLOGY
PETLURIVARI PALEM
Varasaraopet (Md), Guntur(Dr**

OBJECTIVES

1. Safeguarding original creations, inventions, or designs through patents, trademarks, copyrights, or trade secrets to prevent unauthorized use or exploitation by others.
2. Maximizing the economic value of intellectual property assets by effectively licensing, selling, or leveraging them in partnerships and collaborations with other organizations.

Resource persons

Mrs. M. SITARA

Eligibility

UG STUDENTS

OUTCOMES

1. By strategically protecting and leveraging intellectual property assets, organizations can generate additional revenue streams through licensing agreements, royalties, and other monetization strategies.
2. A well-managed intellectual property strategy can foster a culture of innovation within an organization, encouraging employees to create and protect new ideas, technologies, and solutions.

SEMINARS

**“A SEMINAR ON NAVIGATING
INTELLECTUAL PROPERTY
RIGHTS IN RESEARCH
ENDEAVORS”**

Registration Form

Name: _____
Designation: _____
Qualification : _____
Organization: _____
Address for communication: _____

Mobile: _____
E-mail ID: _____

Date: _____
Place: _____

Signature of the applicant

Last date for registration : **11/12/2022**

Seminar Conducted on: **13/12/2022.**
AT

**A.M REDDY MEMORIAL COLLEGE OF
ENGINEERING AND TECHNOLOGY
PETLURIVARIPALEM**

Signature of the Principal with Seal



CHAIRMAN

A. Srinivasa Reddy Chairman of A.M.Reddy Group. Learning is based on doing things and not merely knowing things, otherwise which the whole process will remain superficial. Any engineering institution worth its name looks to optimize the productivity of global leaders.

Our institution has set specific objectives and planned activities for achieving excellence in all spheres of technical education. Great talent without will-power and hard work, is like hidden untapped precious natural resources. Our institution aims at bringing out these natural talents in students and leverages them for individual growth and excels in their careers too



SECRETARY

Engineering education plays a vital and most significant role in nation's building. Engineers create new inventions using best engineering technologies to make Human life more comfortable, secure, and productive.

In these modern times, nations which have rich engineering and experienced management domains are flourishing economically and are providing better lives to their people. We have excellent potential to grow in diversified areas and excel in Engineering and Management fields. We need numerous engineers and managers to develop plenty of successful inventions.

VISION:

To be the best at serving society by creating engineering knowledge and Educating engineers for dynamic and global careers.

MISSION:

The college of Engineering serves the state, the nation, and the world by Graduating talented. Broadly educated engineers. Conducting high quality research, developing breakthrough technologies, and disseminating and preserving technical knowledge.

Quality Policy:

A.M. Reddy Engineering College, strongly believe that Quality is the essence of life. Hence, AMRN will constantly strive to improve the quality of education and training imparted to its students by establishing state-of-the-art laboratories and modernizing them continually, upgrading the knowledge and skills of its staff periodically and developing strong linkages with industry.

Principal

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PETLURIVARI PALEM
Narasaraopet (Addl), Guntur(Dr

PROGRAMME REPORT

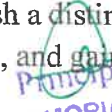
PROGRAMME NAME	A Seminar on “NAVIGATING INTELLECTUAL PROPERTY RIGHTS IN RESEARCH ENDEAVORS”
RESOURCE PERSON	M. SITARA , Krishnaveni Engineering College for Women , Assoc. Prof, 7780465864, seetu23@gmail.com
DATE OF ACTIVITY	13/12/2022
ORGANIZED BY	A.M. Reddy Memorial College Of Engineering And Technology
VENUE	Room No : 313
NUMBER OF PARTICIPANTS	34

OBJECTIVES:

1. Safeguarding original creations, inventions, or designs through patents, trademarks, copyrights, or trade secrets to prevent unauthorized use or exploitation by others.
2. Maximizing the economic value of intellectual property assets by effectively licensing, selling, or leveraging them in partnerships and collaborations with other organizations.
3. Encouraging and fostering innovation within the organization by incentivizing employees to develop new ideas and technologies while providing a framework for protecting and benefiting from their creations.
4. Mitigating the risk of intellectual property disputes, infringement claims, or challenges to ownership by conducting thorough searches, assessments, and clearance procedures before launching products or services.
5. Expanding into new markets and territories by strategically using intellectual property rights to establish a competitive advantage, secure market share, and differentiate offerings from competitors.

OUTCOMES:

1. By strategically protecting and leveraging intellectual property assets, organizations can generate additional revenue streams through licensing agreements, royalties, and other monetization strategies.
2. Strong intellectual property rights can help organizations establish a distinctive brand identity, differentiate their products or services from competitors, and gain a competitive edge in the marketplace.


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జాతీయ అభివృద్ధి కమిషన్ ఆమోదించిన

జాతీయ అభివృద్ధి కమిషన్ ఆమోదించిన

3. A well-managed intellectual property strategy can foster a culture of innovation within an organization, encouraging employees to create and protect new ideas, technologies, and solutions.
4. By proactively managing intellectual property rights, organizations can minimize the risk of costly litigation, infringement claims, and disputes with competitors, suppliers, or customers.
5. Intellectual property assets can serve as valuable long-term assets that contribute to the sustainability and growth of an organization, providing a foundation for future innovation, expansion, and success in the marketplace.

CO-ORDINATOR


Principal
A.M REDDY MEMORIAL COLLEGE OF
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Narasaracpet (Mdl), Guntur (Dt.)



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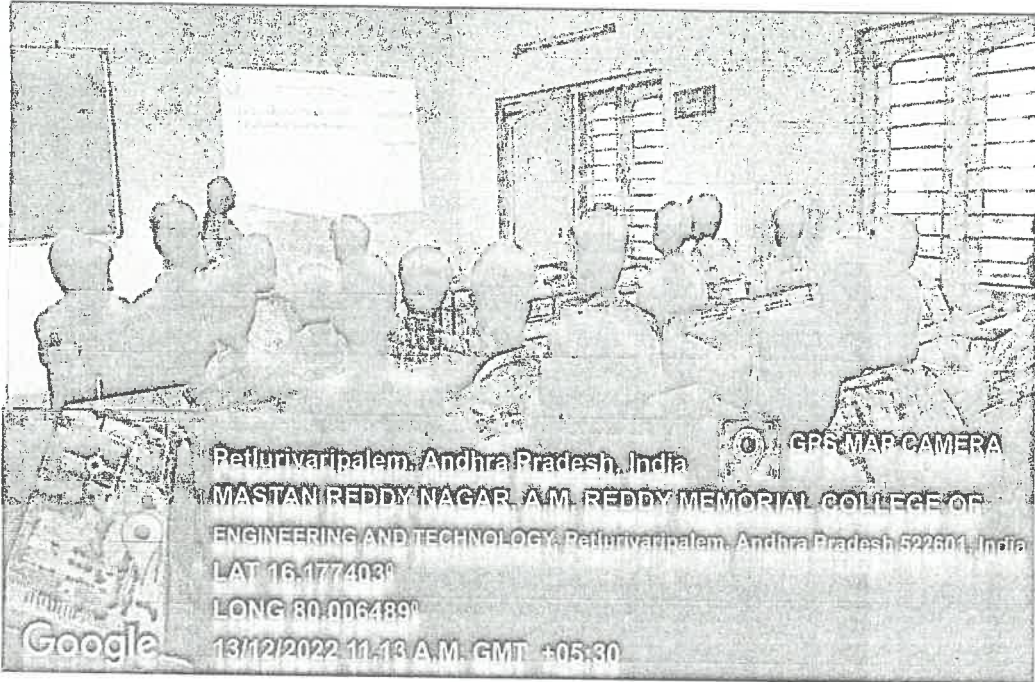
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Andhra Pradesh Government Recognition


Web: www.amreddymemorialcollege.ac.in

Address: Petlurivari Palem, Amreddy Nagar, Narasaraopet (Mdi), Guntur (Dt)



PROGRAMME NAME: A SEMINAR ON NAVIGATING INTELLECTUAL PROPERTY RIGHTS IN RESEARCH ENDEAVORS.

DATE OF ACTIVITY: 13/12/2022


CO-ORDINATOR


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A.M REDDY MEMORIAL COLLEGE OF
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PETLURIVARI PALEM
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Email: info@amreddyvedangireddy.com

LIST OF PARTICIPANTS

NAME OF THE PROGRAMME: A SEMINAR ON NAVIGATING INTELLECTUAL PROPERTY RIGHTS IN RESEARCH ENDEAVORS

DATE : 13/12/2022

S.No	Regd.No	Student Name	Signature Of The Students
			13/12/2022
1	19HM1A0111	Sandrapati Madhu	S. Madhu
2	20HM5A0103	Valleru Srinivasarao	V. Srinivasarao
3	20HM1A0116	Sunkesula Sai Kumar	S. Sai kumar
4	20HM1A0102	Boya Praveen	B. Praveen
5	21HM1A0104	Kesanapalli Nani	K. Nani
6	19HM1A0511	Buddi Divyasree	B. Divya sree.
7	21HM1A0102	Gollapalli Soniya	G. Soniya
8	20HM5A0102	Ragipudi Shalem Raju	R. Shalem Raju.
9	20HM1A0115	Seemala Krishna Rao	S. Krishna Rao
10	19HM1A3518	Pula Dhana Teja	P. Teja
11	19HM1A0108	Palineni Sangeetha	P. Sangeetha.
12	21HM1A0105	Koppala Mahendra	K. Mahendra
13	20HM5A3519	Shaik Ali Abbas	Sk. Ali Abbas.
14	19HM1A0107	Paleti Purushotham Naidu	P. Purushotham Naidu
15	20HM1A0103	Chimpiri Raju	Chimpiri Raju
16	20HM1A0111	Mopidi Anand	Mopidi Anand.
17	21HM1A0101	Duggepogu Jhansi Rani	D. Jhansi Rani
18	20HM5A0101	Chinthapalli Manikanta	C. Manikanta
19	22HM5A0101	Ontipuli Raju	O. Raju
20	20HM1A0104	Chippala Satish	C. Satish
21	21HM5A0102	Peddireddy Kaleswara Reddy	P. Kaleswara Reddy
22	20HM1A0106	Himaraka Vidya Sagar	H. Vidya Sagar
23	21HM5A0101	Makkella Gopikrishna	M. Gopi Krishna
24	19HM1A0113	Tatragal Raviteja	T. Raviteja
25	20HM1A0107	Janga Madhumathi	T. Madhumathi
26	20HM1A0112	Pamula Sushma	P. Sushma.
27	20HM1A0108	Kethari Gurunath Reddy	K. Gurunath Reddy.
28	22HM5A0102	Vemavarapu Gopi	V. Gopi.
29	21HM5A0203	Ithla Maheedhar	I. Maheedhar.
30	19HM1A0114	Vadde Narendra	V. Narendra
31	19HM1A0431	Vemuri Lokeswari	V. Lokeswari
32	20HM1A0109	Kuruba Thippeswamy	K. Thippeswamy
33	19HM1A0403	Bapatla Indu	B. Indu.
34	20HM1A0105	Citra Obilesu	Citra Obilesu


CO-ORDINATOR


Principal
A.M. REDDY MEMORIAL COLLEGE OF
ENGINEERING & TECHNOLOGY
PETLURIVARI PALEM
Narasaraopet (Mdl), Guntur


PRINCIPAL

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PETLURIVARI PALEM



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Web : www.amreddymemorialcollege.edu.in

E-mail: principal@amreddymemorialcollege.edu.in

DATE: 02/01/2023.

To
The principal,
A.M. Reddy Memorial College of Engineering & Technology,
Petlurivaripalem,
Narasaraopet.

Respected sir,

Sub: request approval to conduct a seminar on "IP RIGHTS FOR ENGINEERING STARTUPS : A COMPREHENSIVE GUIDE"-Reg

The department of electrical and electronics engineering is planning to conduct a seminar on "IP RIGHTS FOR ENGINEERING STARTUPS : A COMPREHENSIVE GUIDE" B.tech students on 11/01/2023 that benefits the students/staff for the enhancing their knowledge. The resource person for the seminar is P VENKAYYA BABU, Assoc. Prof Bangalore. We request you to accord approval and grant the required amount for the smooth conduction of the seminar

Thanking you sir,

Yours sincerely,


G.MASTHAN REDDY

(program coordinator)

Approved



Principal

A.M REDDY MEMORIAL COLLEGE OF
ENGINEERING & TECHNOLOGY
PETLURIVARI PALEM
Narasaraopet (Mdl), Guntur(Dr)



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Web : www.amreddyengineering.ac.in

Email : principal.amreddyengineering@gmail.com

DATE: 05.01.2023

CIRCULAR

All the faculty, students are hereby informed that there is A SEMINAR ON "IP RIGHTS FOR ENGINEERING STARTUPS : A COMPREHENSIVE GUIDE". P VENKAYYA BABU ASSOC PROF , ACHARYA INSTITUTE OF GRADUATE STUDIES, BENGLORE is the spoke person. Seminar is organized by Department of Electrical and Electronics Engineering on 11/01/2023 at 10:30 am. All the students are requested to register immediately to attend the seminar.

DATE: 11/01/2023

VENUE: Lecture hall 303 **PRINCIPAL**

COPY TO :

Principal

A.M REDDY MEMORIAL COLLEGE OF
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PETLURIVARI PALEM
Narasaraopet (Mdi), Guntur(Dt

Signature of all HODs

Signature of all HODs									TPO	OFFICE	LIBRARY
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Principal

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Nukonda Road, Mastan Reddy Nagar, Petlurivari Palem, Narasaraopet,
PALNADU (DIST) - 522601, Contact : 08647-247490

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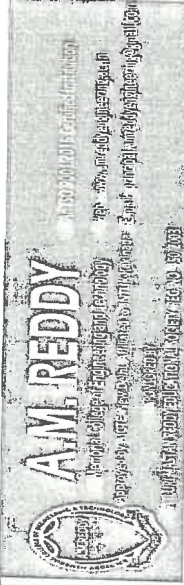
**A SEMINAR
ON
"IP RIGHTS FOR ENGINEERING
STARTUPS : A COMPREHENSIVE
GUIDE"**

**PRESENTED BY
P VENKAYYA BABU
ASSOC PROF**

Date:
11/01/2023


Principal

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PETLURIVARI PALEM
Narasaraopet (Mdl), Guntur(Dt)**



A SEMINAR ON "IP RIGHTS FOR ENGINEERING STARTUPS : A COMPREHENSIVE GUIDE"

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 Co-Patron : Dr. K. N. V. R KUMAR
 Convener : Dr. S SENTHIL KUMAR

Principal
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PETLURIVARI PALEM
 Narasaraopet (Mcd), Guntur(Dy)

OBJECTIVES

Determine a specific area within the engineering field where you can offer unique solutions or services. This could be anything from renewable energy technologies to software for civil engineering projects.

Conduct thorough market research to understand the demand for your product or service, identify competitors, and assess market trends. This will help you tailor your offerings to meet market needs effectively.

Resource persons

P VENKAYYA BABU

Eligibility

UG STUDENTS

OUTCOMES

Successful engineering startups can penetrate their target markets effectively, gaining significant market share and establishing themselves as leaders in their respective niches

Achieving steady revenue growth is a common outcome for engineering startups. As they acquire customers, scale operations, and expand their product/service offerings, revenue tends to increase over time.

SEMINAR

"IP RIGHTS FOR ENGINEERING STARTUPS : A COMPREHENSIVE GUIDE"

Registration Form

Name: _____
 Designation: _____
 Qualification : _____
 Organization: _____
 Address for communication: _____

 Mobile: _____
 E-mail ID: _____
 Date: _____
 Place: _____

Signature of the applicant:

Last date for registration : 09/01/2023

SEMINAR Conducted on : 11/01/2023

AT
 A.M REDDY MEMORIAL COLLEGE OF ENGINEERING AND TECHNOLOGY
 AFFILIATED TO JNTU, KAKINADA.

Signature of the Principal with Seal



CHAIRMAN

Atluri Srinivasa Reddy Chairman At A.M.Reddy Group. Learning is based on doing things and not merely knowing things, otherwise which the whole process will remain Superficial. Any engineering institution worth its name looks to optimize the productivity of global leaders.

Our institution has set specific objectives and planned activities for achieving excellence in all spheres of technical education. Great talent without will-power and hard work, is like hidden untapped precious natural resources. Our institution aims at bringing out these natural talents in students and leverages them for individual growth and excels in their careers too



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In these modern times, nations which have rich engineering and experienced management domains are flourishing economically and are providing better lives to their people. We have excellent potential to grow in diversified areas and excel in Engineering and Management fields. We need numerous engineers and managers to develop plenty of successful inventions.

**A.M.REDDY MEMORIAL COLLEGE OF
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PETLURUARI PALEM**
Narasimha Murthy, Secretary

VISION:

To be the best at serving society by creating engineering knowledge and Educating engineers for dynamic and global careers.

MISSION:

The college of Engineering serves the state, the nation, and the world by Graduating talented. Broadly educated engineers. Conducting high quality research, developing breakthrough technologies, and disseminating and preserving technical knowledge.

Quality Policy:

A.M. Reddy Engineering College, strongly believe that Quality is the essence of life. Hence, AMRN will constantly strive to improve the quality of education and training imparted to its students by establishing state-of-the-art laboratories and modernizing them continually, upgrading the knowledge and skills of its staff periodically and developing strong linkages with industry.



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E.mail: principal.amreddyengineering@gmail.com

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NARASARAOPET PALNADU (DIST) - 522601,

CONTACT : 08647-247190.

PROGRAM REPORT

PROGRAM NAME :A SEMINAR ON "IP RIGHTS FOR ENGINEERING STARTUPS : A COMPREHENSIVE GUIDE"

RESOURCE PERSON: P VENKAYYA BABU,ASSOC PROF ,
ACHARYA INSTITUTE OF GRADUATE STUDIES,
BANGALURU

EMAIL ID: dr.venkaiahbabu@gmail.com

Cell : 96666768078

DATE OF ACTIVITY :11/01/2023

ORGANIZED BY : Department of Electrical and Electronics Engineering
VENUE : Lecture hall 303

OBJECTIVE OF SEMINAR:

Determine a specific area within the engineering field where you can offer unique solutions or services. This could be anything from renewable energy technologies to software for civil engineering projects.

Conduct thorough market research to understand the demand for your product or service, identify competitors, and assess market trends. This will help you tailor your offerings to meet market needs effectively.

Engineering startups should focus on developing innovative solutions that address existing problems or fulfill unmet needs in the market. Innovation is often a key driver of success in engineering startups.


Principal
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NARASARAOPET PALNADU (DIST) - 522601,

CONTACT : 08647-247190.

OUTCOMES OF THE SEMINAR:

Successful engineering startups can penetrate their target markets effectively, gaining significant market share and establishing themselves as leaders in their respective niches

Achieving steady revenue growth is a common outcome for engineering startups. As they acquire customers, scale operations, and expand their product/service offerings, revenue tends to increase over time.

Engineering startups that develop groundbreaking technologies or solutions may receive recognition for their innovation, earning awards, accolades, and media attention. This can enhance their reputation and attract further investment or partnership opportunities.

NUMBER OF STUDENTS ATTENDED TO SEMINAR: 32

FEEDBACK: Good


COORDINATOR


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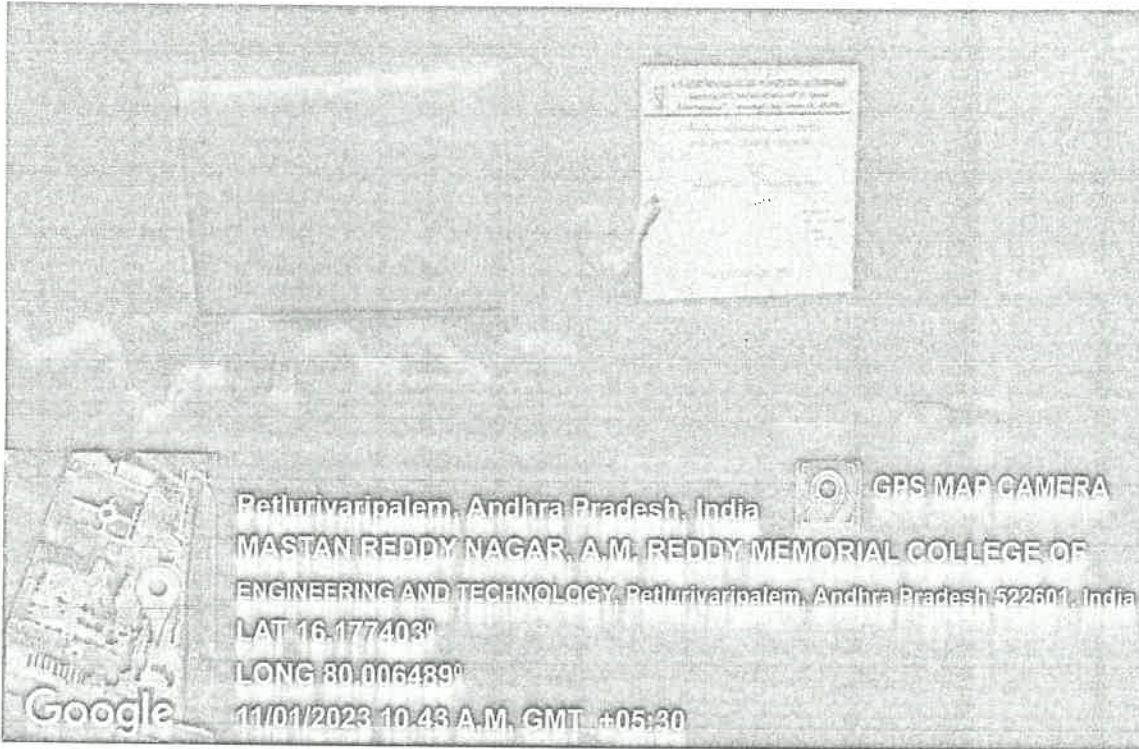
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E.mail: principal.amreddyengineering@gmail.com

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NARASARAOPET PALNADU (DIST) - 522601,

CONTACT : 08647-247190.



PROGRAMME: A SEMINARON "IP RIGHTS FOR ENGINEERING STARTUPS : A COMPREHENSIVE GUIDE"

DATE: 11/01/2023

[Signature]
COORDINATOR

[Signature]
Principal
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VINUKONDA ROAD, MASTAN REDDY NAGAR, PETLURIVARIPALE

NARASARAOPET PALNADU (DIST) - 522601,

CONTACT : 08647-247190.

STUDENTS PARTICIPANTS LIST

NAME OF THE PROGRAM: "A SEMINAR ON "IP RIGHTS FOR ENGINEERING STARTUPS : A COMPREHENSIVE GUIDE"

Date: 14/12/2021

S NO	ROLL NO	NAME OF THE STUDENT	SIGNATURE
1	20HM1A0102	BOYA PRAVEEN	B. Praveen
2	20HM1A0103	CHIMPIRI RAJU	C. Raju
3	20HM1A0104	CHIPPALA SATISH	Ch. Satish
4	20HM1A0106	HIMARAKA VIDYA SAGAR	H.M. Sagar
5	20HM1A0107	JANGA MADHUMATHI	J.M. Madhumi
6	20HM1A0108	KETHARI GURUNATH REDDY	K. Gurunath Reddy
7	20HM1A0109	KURUBA THIPPESWAMY	K. Thippeswamy
8	20HM1A0110	MADDUMALA RAKESH	M. Rakesh
9	20HM1A0201	CHEREDDY LAKSHMI REDDY	Ch. Lakshmi Reddy
10	20HM1A0202	GODELA LOKNATH REDDY	G. Loknath
11	20HM1A0203	JARAPALA PRASAD NAIK	J. Prasad Naik
12	20HM1A0204	KAKI SNEHA	K. Sneha
13	20HM1A0205	RAJAVARAPU SURESH KUMAR	R. Suresh Kumar
14	20HM1A0206	SIKHA MARIYA BABU	S.K. Babu
15	20HM1A0207	VADDE MAHESH	V. Mahesh
16	21HM5A0201	DUBA SAI KUMAR	D. Sai Kumar
17	21HM5A0202	ELLURI SIVAKUMAR	E. Siva Kumar
18	21HM5A0203	ITLA MAHEEDHAR	I. Maheedhar
19	21HM5A0204	NAKKA SRINIVASA RAO	N. Srinivasa Rao
20	21HM5A0205	NEELAM JONADHA	N. Jonadha
21	21HM5A0206	PILLI PAVAN KALYAN REDDY	P. Pavan Kalyan Reddy
22	21HM5A0207	SAPAVATH VISHNU MURTHY NAIK	S. Vishnu Murthy Naik
23	21HM5A0208	SHAIK AFZAL	S.K. Afzal
24	21HM5A0209	SHAIK SHAJID	S.K. Shajid
25	21HM5A0210	G RAVI RAJU	G. Ravi Raju

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26	20HM1A0302	GOLLA PALLI CHARAN KUMAR	G.P. Charan Kumar
27	20HM1A0303	JANGALA MAHESH BABU	J. Mahesh Babu
28	20HM1A0304	LINGAMGUNTA VASANTH	L. Vasanth
29	20HM1A0305	MALA MAHESH	Mala Mahesh
30	20HM1A0307	RAMPURAM RAMANJINEYULU	R. Ramanjineyulu
31	20HM1A0516	KAMINENI PRIYANKA	K. PRIYANKA
32	20HM1A0517	KANDUKURI NEWTON	K. Newton

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