



GTU Innovation Council (GIC)

Organizes
1st Workshop
on

“Industrial Design Protection and Registration”

For Student/Faculties of GTU affiliated
Engineering/Pharmacy colleges

On

18th July 2015, Thursday at

126, ACPC Building, L.D. Engineering College,
Ahmedabad



GTU has been consistently making efforts to encourage to student to protect their novel idea in different form of IPR. Till today GIC has organized more than 60 workshops and create awareness on basics of IPR & Patents in particular and other related activities. In continuation with to get protection on novel industrial design develop by students awareness of “Industrial design” protection is required.

Industrial Design is one of the categories of IPR where the design system focuses on the aesthetic feature of an article derived from its visual appearance. Relevant aspects are the shape, configuration, surface pattern, the colour or line or a combination thereof as applied to an article which produces an aesthetic impression on the sense of sight. Industrial design allows distinguishing its goods and services from the competition in an inter connected global market where many different products constantly compete for the consumers’ attention.

Registering a design with the Intellectual Property Office can give you a stronger form of design protection. Students/Faculties **can apply for design registration for any new design** with an 'individual character', provided that the design is not already publicly available anywhere. Design registration can apply to both two-dimensional and three-dimensional designs. Registration gives you a monopoly on the manufacture, stock, sale, import or export of a product carrying your design, or one that is similar to it, for particular time.

This programme will be mentored by Prof. Bhavin Kothari, Professor, Strategic Design Management at National Institute of Design, Ahmedabad. He is expert in Intellectual Property and Business, Design Management Introduction, Marketing and Merchandising, and Professional Design Practices.

Calendar of events:

- Last date of receipt of application: 17th July 2015, Friday (Before 01.00 PM)
- Date of intimation of selection: 17th July 2015, Friday (By 03.00 PM)
- Program Dates: 18th July 2015 (Saturday)
- Event will run from 10:30 AM to 06:00 PM

Outcomes to attend workshop

GTU is going to organize one day workshop to provide knowledge on various aspect of Industrial design protection and registration procedure.

By attending this workshop, participant can get-

- Why protect an industrial design?
- How to identify the novelty of Industrial design
- Industrial design versus copyright
- How to register for industrial design and get protection

Registration:

Get register on below link-

<https://goo.gl/6V7VoL>

VENUE:

126, ACPC Building, L.D. Engineering College, Ahmedabad

NOTE:

For any clarification or query send e-mail or call-

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Expert Profile: <http://www.nid.edu/people/faculty/bhavin-kothari>

Bhavin Kothari is a faculty of Strategic Design Management since 2006. He has completed his BTech (Civil Construction), MTech (Planning) and Post Graduation in Patent Laws. Bhavin Kothari teaches Intellectual Property and Business, Design Management Introduction, Marketing and Merchandising, and Professional Design Practices. His interests are Design Management, Intellectual Property Rights, Craft Management, Design Project Management, Design Measurement, Transportation Design, Design Entrepreneurship, Change Management, Innovation Management, and Open Innovation.