



**Vidyavardhaka Sangha (R)
Mysuru**



**Vidyavardhaka First Grade College
Sheshadri Iyer Road, Mysuru – 570 001**

Department of Commerce and Management
&
IQAC Jointly Organizing
ONE DAY NATIONAL LEVEL CONFERENCE
ON

**“INTELLECTUAL PROPERTY RIGHTS IN DIGITAL ERA:
ISSUES AND CHALLENGES”**

25th November 2023



Date :
25th November 2023

Venue :
Sri. P.M. Chikkaboraiah Hall

ABOUT THE INSTITUTION

Vidyavardhaka Sangha (R.) was established by great visionaries and Philanthropists namely Late Sri.Sahukhar Chennaiah & Late Sri.K.Puttaswamy (Former minister of Karnataka), to impart unparalleled education to all sections of society. The Vision of Vidyavardhaka Sangha is to provide excellent education to the people of all Caste, Creed and Religion. Vidyavardhaka Sangha located in the heart of the city of Mysore stands as a synonym for quality education. There are Ten educational institutions starting from Nursery to Engineering college under the aegis of VVS. At present, VV Sangha is under the able guidance and leadership of Sri. Gundappa Gowda, Hon. President and Er.P.Vishwanath, Hon. Secretary.

ABOUT THE COLLEGE

Starting from one Commerce teacher with a scratch of 37 students in 1978 it has now grown in to a huge & reputed institution offering B.Com, B.B.A, B.A and B.C.A courses with more than 1200 students and 50 faculty members. The college is regularly bagging number of distinctions, gold medal and cash prizes in all the courses.

The college is affiliated to University of Mysore and also covers under Sec 12(B) & Sec 2(F) of UGC & is recognized by the Government of Karnataka. VVFGC PG center was started in the year 2011 with M.Com course and affiliated to University Of Mysore and is housed in Vidyavardhaka First Grade college campus. The department is attached to Vidyavardhaka Research Foundation which is facilitating research work leading to Ph.D. degrees in Commerce and Management.

ABOUT MYSURU

Mysore is the second largest city of Karnataka. It is known the world over for its exotic sandalwood and rich silks. Its grand and imposing palaces, majestic temples, gardens leave an ever-lasting impression on the visitor. Situated 770m above sea level, Mysore has a warm and cool climate throughout the year. Mysore is also bestowed with the 6th oldest University in India by name University of Mysore which is also the oldest in the state of Karnataka. The Mysore city is also recognized as Heritage City by the Government of India because of its Heritage culture, Heritage Buildings and important tourist destinations like Mysore Palace, Chamaraja Urs Zoological Gardens, KRS dam, Chamundi Hills , Ranganathittu Birds Sanctuary, etc.,

HOW TO REACH

The VVFGC is situated in the heart of the Mysore city, next to Railway Station and very near to the Private Bus stand, and also one kilometer away from City Bus stand and Suburban Bus stand.



THEME OF THE CONFERENCE

In the present era of technology, the existing intellectual property regime has witnessed a significant paradigm shift with the change in time. Intellectual property protection act as an important business tool in the hands of innovators, researchers, start-ups, industries and companies. With the ease of coping and sharing digital content, innovations need to protect the ideas and inventions from being misused. Thus IPR awareness is the key to understand TRIP's flexibilities and dispute settlement in the emerging knowledge based economy and to provide an insight on the momentum created by the Atmanirbhar Bharat and Make in India on the intellectual property regime. The advent of new innovations with newer forms of protection give rise to effective competition in the market but at the same time leads to various debatable issues at the heart of the existing form of protection. In this juncture to discuss the importance of IPR in digital era and its impact , the college is organising A National Level Conference On The Theme "Intellectual Property Rights In Digital Era: Issues and Challenges".

OBJECTIVES OF THE CONFERENCE

The objective of this conference is to provide a platform to academicians, professionals, researchers, students and industry experts to discuss and provide solution to various key issues and operational challenges raised by changing dimensions of existing intellectual property regime. The conference will provide a valuable insight on the various challenges faced by authors, innovators and proprietors of intellectual property assets during different stages of the lifecycle of an IP asset including development, protection, management, enforcement and to accelerate collaboration of all Stakeholders under the Intellectual Property System.

SUB THEMES

- IP assets in the era of digitalization and E-commerce
- Artificial Intelligence, blockchain and IPR
- Make in India, Atamnirbhar Bharat and IPR regime
- Challenges and Opportunities of the IP System in the Current World
- Data protection, IPR and internet intermediaries' liabilities in the fourth industrial revolution
- Domain Name and Trademark issues
- Disputes settlement and WTO
- Biotechnological Patents and Green Patents
- Patent and Business Innovations
- TRIPS Flexibilities: Monopoly Right Vs Public Interest
- Technological innovation and protection
- Regulatory Exceptions for Business research and innovations
- IPR in cyber space
- IP protection and privacy issues
- Copyrights over Applications and software
- Design protections & functionality issues
- Intellectual property and sustainability development

NOTE: These sub themes are indicative and authors can select any topic related to the main theme.

GUIDELINES FOR PAPER SUBMISSION

Original empirical research work, survey, case studies or conceptual papers are invited. The papers should have an abstract of about 250 words along with the key words.

Paper contributors are expected to send the abstract to the given email id and only after the communication of acceptance, registration form is to be submitted along with final manuscript. The manuscript should be submitted in MS-Word format. Time New Roman, 12 PT with single spacing, APA Method of referencing must be followed. Submitted manuscript should not have been published, presented or accepted for publication in any other journal, seminar or conference. Abstract and full paper should be submitted to **vvfgconf2023@vvfgc.ac.in**

PUBLICATION

Paper/articles submitted for presentation will be reviewed in terms of relevance, originality, suitability and its contents. All the presented papers will be published in ISBN and only selected papers will be published in ISSN Indexed Journals. The ISSN publication cost must be borne by the respective authors and will be intimated after the acceptance of the paper

REGISTRATION DETAILS

Participants should send the duly filled in registration form along with the registration fees through online transfer and requested to upload the receipt in the registration link. Separate registration fee should be paid for each of the papers by individual authors (excluding publication cost). For registration: <https://forms.gle/iTSgkvSYvHLSJkyb6>



THE REGISTRATION FEES

Academicians and Research Scholars	: Rs.500/- (Inclusion of GST)
Academicians and Research Scholars (only Participation)	: Rs. 350/- (Inclusion of GST)
Students	: Rs.150/- (Inclusion of GST)
Others	: Rs.600/- (Inclusion of GST)

The registration fees can be paid either through NEFT/Bank Transfer or through GPay. The details are given below:

Account type	: Savings Bank
Account Number	: 74220100001673
Account Name	: Vidyavardhaka FGC Seminar/Workshop
IFSC Code	: BARB0VJSAYY (Fifth character is Zero)
Name of the Bank	: Bank of Baroda, Sayyaji Rao Road Branch, Mysuru

Registration fees include conference kit, lunch and certificate, OOD facilities are provided. No TA/DA will be paid for the participants, out stations participants have to make their own arrangements for travel and accommodations.

Note: Certificate will be issued to the participants who attend all the sessions.

IMPORTANT DATES:

Last date for submission of abstract	: 06/11/2023
Communication of acceptance	: 08/11/2023
Last date for full paper submission	: 20/11/2023
Register before	: 25/11/2023 at 10:00 AM

ORGANISING COMMITTEE CHIEF PATRONS

Sri. Gundappa Gowda Hon. President VV Sangha(R), Mysuru	Er. P. Vishwanath Hon. Secretary VV Sangha(R), Mysuru	Sri. Srishailaramannavar Hon. Treasurer VV Sangha(R), Mysuru
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CMC Vidyavardhaka
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