



**Sri Guru Teg Bahadur Khalsa College  
Sri Anandpur Sahib, Punjab,**



Institutions Innovation Council (IIC)

**MIC Driven Activity: IP UTSAVA**

Date: 24<sup>th</sup> April 2025

The faculty members of Institutions Innovation Council (IIC), Sri Guru Teg Bahadur Khalsa College, Sri Anandpur Sahib, Punjab, Dr. Gurpreet Kaur, Dr. Gagandeep Kaur, Dr. Parampreet Singh, Dr. Mandeep Kaur, Dr. Hardeep Kaur and students attended the fourth day (24 April 2025) of the online Week-long IP UTSAVA under the guidance and leadership of the Principal, Dr. Jasvir Singh. The event is being organised by the Ministry of Education's Innovation Cell (MIC) and AICTE from 21st to 26th April 2025 to celebrate the World Intellectual Property Day to raise awareness about the crucial role of Intellectual Property Rights (IPR) in fostering innovation and creativity among students, educators, and innovators in HEIs across the country. The fourth day included the session Mark the Spot: Trademarks Talk: Masterclass on Trademarks and Geographical Indications by Dr. Rahul Taneja scientist patent information Centre Department of Science and Technology. The session focused on the significance, legal framework, and practical applications of trademarks and geographical indications (GIs) in today's innovation-driven economy. Dr. Taneja began by explaining the concept of trademarks—unique signs, logos, or expressions that distinguish products or services. The discussion then moved to geographical indications, which identify products originating from a specific place, possessing qualities or a reputation due to that origin. The lecture also covered recent trends and case studies, shedding light on challenges and the importance of awareness at institutional and individual levels.

**Objectives:** To raise the awareness about trademarks and geographical indications.

**Benefits:** Enhancing practical skills about trademarks and geographical Indications.

**No. of Participating Students:** 45

**No. of Faculty Participants:** 5

**Instagram Link:**

<https://www.instagram.com/p/DI1k113Ssi-/?igsh=MTh4ajJ2YzEwa2F1Ng==>

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