

## FACULTY DEVELOPMENT PROGRAM on INTELLECTUAL PROPERTY RIGHTS AND ITS APPLICATION IN LAW, MANAGEMENT AND MEDIA

*Teach to Learn & Learn to Teach*

10<sup>th</sup> - 15<sup>th</sup> December, 2019

Venue: Nelson Mandela Auditorium,  
DME Campus, Sector 62, Noida

Faculty Members, PhD Scholars, Post-Graduate Students  
of Law, Media and Management are Eligible to Attend



### ABOUT DME

Delhi Metropolitan Education (DME) is an 'A' grade premier educational institute affiliated to Guru Gobind Singh Indraprastha University (GGSIPU), New Delhi. DME imparts education in the fields of Law, Management and Journalism, with the law courses approved by the Bar Council of India. The institute is located in the IT hub of NCR and is housed in a splendid building laced with modern educational facilities, a sine qua non for enhancing students' creativity and capabilities. The sister institutes of DME include Mayo School, Noida (in collaboration with Mayo College, Ajmer), Delhi World Public School, Greater Noida (West) and Delhi Technical Campus (DTC), Greater Noida.

Its vision is to create an inspirational setting where global standards of learning, ethical professional practices and academic and scholarly deliberations are practiced towards attaining individual growth. Its Research Cell is dedicated to facilitate and aid research and working untiringly towards the development of academic and research skills of faculty members.



### About the program

#### Invited Speakers

- **Hon'ble Justice (Retd.) Manmohan Singh, High Court of Delhi & Former Chairman of Intellectual Property Appellate Board.**
- **Ms. Tusha Malhotra, Senior Partner Anand and Anand**
- **Dr. Alka Chawla, Professor, Faculty of Law, University of Delhi.**
- **Dr. V.K. Ahuja, Professor, Faculty of Law, University of Delhi.**
- **Dr. Lisa P. Lukose, Professor, USLLS, GGSIPU.**
- **Ms. Aishwarya Chaturvedi, Associate, Singh and Singh.**
- **Ms. Jyoti Mor, Artificial Intelligence expert.**
- **Mr. Sushant Singh, IPR Advocate.**
- **Mr. Indreshkhar Singh, Program Director, NSA.**
- **Mr. Abhinav Mishra, Doctoral Fellow, UN University for Peace, Costa Rica**

This program is aimed at acquainting faculties with modalities of intellectual property rights (IPR) by way of focusing on application of IPR in Management, Media and Law. The programme will primarily have these objectives (i) To better understand the economic, legal and practical underpinnings of different degrees and forms of IPR protection (ii) To get trained with the idea of IPR and its application in Law, Media and Management (iii) To investigate challenges, opportunities, and best practices for developing a successful interdisciplinary course.

#### Program content

- IPR and its emerging trends
- The author's place in the future of Copyright.
- Talking about teaching in IPR
- Role of Trademarks in marketing of products
- Understanding Patent and patent policy
- Intellectual Property Rights and their Management in Agriculture
- Intellectual Property Rights in the age of social media
- Intellectual property (IP) and Artificial Intelligence (Ai)
- IP Management and IPM Practices in Academics.

### Dates to Remember

Last date for Payment and Submission of Registration Form	6 <sup>th</sup> December 2019
Date of FDP	10 <sup>th</sup> -14 <sup>th</sup> December 2019
Feedback and Certificate Distribution	15 <sup>th</sup> December 2019

### Registration

Registrations will be done on a First Come First Served basis.

Post Graduate Students/Research Scholars	₹ 1,500/-
Academicians/Other Professionals	₹ 2,000/-

Note: Registration fee includes FDP Kit, Study material, Lunch, 2 Tea breaks. Payment can be made through online mode in the following bank account.

Fee payable through IMPS/NEFT:

**DME Advanced Learning LLP**

**Kotak Bank, Stellar IT Park, Sector-62 Noida**

**Account No: 8012852631 (Current Account)**

**IFSC: KKBK0005032**

After the payment of registration fee, kindly fill and submit the registration form online through "Google Form" in the following link

<https://forms.gle/JnaXYb3mcyrorX2v9>

### Advisors

**Mr. Aman Sahni**

(Vice - Chairman)

**Hon'ble Mr. Justice Bhanwar Singh**

(Former Judge, Allahabad High Court)

(Director General, Delhi Metropolitan Education)

**Prof. (Dr.) Ravikant Swami**

Director, DME Noida

### Organizers

**Dr. Isha Jaswal**

Associate Prof. and  
Head, Research Cell (DME)

**Ms. Upasana Singh**

Assistant Prof. and Member,  
Research Cell (DME)

**Ms. Shambhavi Mishra**

Assistant Prof. and Member,  
Research Cell (DME)

**Mr. Pramod Pandey**

Assistant Prof. and Member,  
Research Cell (DME)

### Participation and Accommodation

Limited entry upto 35 participants will be permissible. The participants will be given a certificate on successful completion of the program. No TA and DA will be provided to the participants.

Accommodation: No accommodation is provided to the participants by the organizers.

For those who wish to stay for the duration of the programme we are providing a list of hotels located near DME Campus. We have not tied up with the hotels and the participants are requested to make advance bookings.

**Hypen Business Hotels**, Supertech Building, C-45, Sector - 62 Noida (UP) Tel.: +91-120-4659400

**Park Ascent**, Plot No. 126, Noida - Khoda Road, Opp. IIM Lucknow-Noida Campus, Sector-62, Noida Tel.: +91 120 6780000, 0120-6780000

**Marks Hotels**, Opp. Infospace (Unitech) Building, Plot No. 2 and 3, Sector 62 Noida Tel.: 0120 2975478

**OYO**, RN-72, Oshy Marg, Rasoolpur Nawada, Industrial Area, Sector 62, Noida, (UP) 201309 Tel.: 070650 67407

**Kataria Residency**, Behind Fortis Hotel, Sector 62

**Living Hub (OYO 11521)**, Block B Sector 62, Industrial Area, Noida

### In case of Inquiry

**Ms. Upasana Singh - 99715 70259**

**Dr. Isha Jaswal - 99904 30355**



Affiliated to GGSIP University, New Delhi  
Approved by Bar Council of India

**Delhi Metropolitan Education**

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