



# SUMATHI REDDY

## INSTITUTE OF TECHNOLOGY FOR WOMEN

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**Affiliated to JNTUH - Approved by AICTE**

Date: 02/01/2021.

To  
The Principal,  
Sumathi Reddy Institute of Technology for Women,  
Warangal, Telangana

**Subject: Approval for conducting One day Workshop on Trademark Protection and branding –7<sup>th</sup> January 2021.**

Respected Madam,

This is to bring to your kind notice that the Department of CSE would like to organize a One day Workshop on Trademark Protection and Branding on 7<sup>th</sup> January 2021. We request you to approve the workshop.

Thank you.

Yours' Sincerely

Dr. E. Sudarshan

HoD, CSE



*Rijan*

**Principal**

**Sumathi Reddy Institute of Technology for Women  
Ananthasagar (V), Hasanparthy (M)  
WARANGAL - 506 371 (TS)**



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### CIRCULAR

No. SRITW/Prin/Workshop/2021/1

Dt: 04/01/2021

All the Students and faculty are hereby informed that, one day workshop on **Trademark Protection and Branding** will be conducted on 07/01/2021, interested students can contact **S. Vishali, Assistant Professor, Dept of CSE** for registration.

**PRINCIPAL**

**Circulate in all the classes.**

Copy to

1. All HOD's (ECE, CSE & H&SC)
2. Administrative Officer
3. In-charge, Exam Branch
4. Library



**Principal**

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Ananthasagar, Hasanparthy, Warangal -506371, Telangana. Website: [www.sritw.org](http://www.sritw.org)

Phone no: 0870-2818302. Email: [principal@sritw.org](mailto:principal@sritw.org).

## ONE DAY WORKSHOP

On  
**Trademark Protection and  
Branding**

7<sup>th</sup> January 2021

### APPLICATION FORM

Name :

Designation :

Address :

Phone/ Mobile No. :

E-mail address :

Date:

Signature of Applicant

### SPONSORSHIP FROM THE HEAD OF THE DEPARTMENT/ORGANISATION

This is to certify that  
Dr./Mr./Ms.

.....  
..... is  
permitted to participate in the one  
day workshop on "Trademark  
Protection and Branding" to be  
held from 7<sup>th</sup> January 2021 at  
SRITW, Warangal.

Date:

Signature of the Authority  
(Designation and Seal)

### About the Workshop

1. To understand the importance of trademarks in protecting intellectual property.
2. To explore the various aspects of branding and its impact on business success.
3. To provide practical knowledge and tips for trademark registration and brand building.

### About Sumathi Reddy Institute of Technology for Women (SRITW)

Sumathi Reddy Institute of Technology for Women (SRITW) was established in the year 2009 by the great educationalist Sri A. Varada Reddy garu with a clear vision to Empower women in the field of Science & Technology and transform them as Innovators, Leaders and Entrepreneurs. Sumathi Reddy Institute of Technology for Women, a comprehensive and student centric college offering undergraduate programs with state of the art infrastructure, sophisticated labs, amphitheater, conference room, seminar sports facilities, smart classrooms, campus connected hostel, green campus, Abutting to National high way.

### Registration Fee Details

No Registration Fee. Only Limited seats are available. Please send the soft copy of the registration form duly signed as per the format to [sritcsedept@gmail.com](mailto:sritcsedept@gmail.com).



## ONE DAY WORKSHOP On Trademark Protection and Branding

7<sup>th</sup> January 2021

Organized by  
Department of Computer  
Science and Engineering

Resource Person  
**Ms. Sreedevi Devireddy**  
CEO, S R Innovation Exchange

Convener  
**Dr. I. Rajasri Reddy**  
Principal  
Sumathi Reddy Institute of  
Technology for Women

Co-ordinator  
**Ms. S. Vishali**  
Assistant  
Professor, CSE  
Sumathi Reddy Institute of  
Technology for Women



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### Report on Trademark Protection and Branding – One Day Workshop

**Date:** 07/01/2021

**Venue:** SRITW

**Duration:** One Day

**Resource Person:** Ms. Sreedevi Devireddy, CEO, S R Innovation Exchange

**Contact No:** 8008028170

**Participants:** 32

Introduction: The one-day workshop on "Trademark Protection and Branding" was organized with the aim of providing participants with valuable insights into the significance of trademark protection and effective branding strategies. The event took place at SRITW, and it featured a diverse range of expert speakers and interactive sessions.

The following topics are delivered in the workshop:

- Introduction to Trademarks and Intellectual Property (IP)
- Trademark Registration Process
- Trademark Infringement and Enforcement.
- Building a Strong Brand
- Online Branding and Digital Marketing

Conclusion: The one-day workshop on Trademark Protection and Branding provided participants with a comprehensive understanding of the vital role trademarks play in securing intellectual property and establishing a strong brand identity. Attendees gained insights into the legal aspects of trademark protection, effective branding strategies, and the ever-evolving landscape of digital marketing. The interactive sessions and practical exercises added a practical dimension to the theoretical knowledge presented.



*Rijan*

**Principal**

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*S. Vishali*

**S. Vishali**

**Coordinator**





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Ms. Sreedevi Reddy Delivering the session in A One Day Workshop on “Trademark Protection and Branding” held on 7/1/2021.



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### Participants List

### Workshop on Trademark Protection and Branding 7th January 2021

S.NO.	NAME OF THE FACULTY	Designation	Department	Name of the Institution
1	Dr. U.Shrinivas Balraj	Associate Professor	CSE	Vaagdevi College of Engineering
2	Dr. S.Venkatesulu	Associate Professor	ME	Vaagdevi College of Engineering
3	Venu Kesireddy	Assistant Professor	MBA	Vaagdevi College of Engineering
4	Mulakala Srinivas	Assistant Professor	MBA	Vaagdevi College of Engineering
5	Mora Murali	Assistant Professor	MBA	Vaagdevi College of Engineering
6	S.Rajendra Prasad	Assistant Professor	MBA	Vaagdevi College of Engineering
7	Dr. Kushini Prasad	Associate Professor	MBA	KITS, Singarur
8	Dr. Lingam Sampath	Associate Professor	MBA	KITS, Singarur
9	Dr.I.Rajasri	Professor	H&Sc	SRITW, Warangal
10	Mr.A.Rajesh	Assistant Professor	H&SC	SRITW, Warangal
11	Mr.N.Sambasiva Rao	Assistant Professor	H&SC	SRITW, Warangal
12	Mr.Ram Prasad	Assistant Professor	ECE	SRITW, Warangal
13	Ms.M.Sruthi	Assistant Professor	CSE	SRITW, Warangal
14	Mr.Sukhaveerji	Assistant Professor	CSE	SRITW, Warangal
15	R.Shashi kumar Reddy	Assistant Professor	EEE	SRITW, Warangal
16	M.S.Teja	Assistant Professor	EEE	SRITW, Warangal
17	M.Radhika	Assistant Professor	EEE	SRITW, Warangal
18	K.Sravan kumar	Assistant Professor	EEE	SRITW, Warangal
19	S.Anitha	Assistant Professor	EEE	SRITW, Warangal
20	J.Suresh	Assistant Professor	EEE	SRITW, Warangal
21	Ravikiran Karre	Assistant Professor	ECE	SRITW, Warangal
22	Raghava Kumari Deevi	Assistant Professor	ECE	SRITW, Warangal
23	Nuneti Govardhan	Assistant Professor	ECE	SRITW, Warangal
24	Chinthireddy Padmaja	Assistant Professor	ECE	SRITW, Warangal
25	Kasanagottu Srinivas	Assistant Professor	ECE	SRITW, Warangal
26	Eelandula Kumaraswamy	Assistant Professor	ECE	SRITW, Warangal
27	Shyam Sunder Merugu	Assistant Professor	ECE	SRITW, Warangal
28	Pritam Singh Bakariya	Assistant Professor	ECE	SRITW, Warangal
29	Anitha Maddhi	Assistant Professor	ECE	SRITW, Warangal
30	Nandikonda Swathi	Assistant Professor	ECE	SRITW, Warangal
31	Gomasi Naresh	Assistant Professor	ECE	SRITW, Warangal
32	Vatte Pranathi	Assistant Professor	CSE	SRITW, Warangal



*Rajan*

**Principal**

*S. Vishali*

**S. Vishali  
COORDINATOR**

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Day wise Attendance:

Workshop on "Trademark Protection and Branding"  
7th January 2021

S.NO.	NAME OF THE PARTICIPANT	FN	AN
1	Dr. U.Shrinivas Balraj	Raj	Raj
2	Dr. S.Venkatesulu	Venka	Venka
3	Venu Kesireddy	Venu	Venu
4	Mulakala Srinivas	Srinivas	Srinivas
5	Mora Murali	Murali	Murali
6	S.Rajendra Prasad	R Prasad	R Prasad
7	Dr. Kuchini Prasad	Kuchini Prasad	Kuchini Prasad
8	Dr. Lingam Sampath	Sampath	Sampath
9	Dr. I.Rajasri	Rajari	Rajari
10	Mr. A.Rajesh	Rajesh	Rajesh
11	Mr. N.Sambasiva Rao	Sam	Sam
12	Mr. Ram Prasad	Ram Prasad	Ram Prasad
13	Ms. M.Sruthi	M. Sruthi	M. Sruthi
14	Mr. Sukhaveerji	Suf	Suf
15	R.Shashi kumar Reddy	Shashi	Shashi
16	M.S.Teja	Teja	Teja



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17	M.Radhika	perx	perx
18	K.Sravan kumar	SravanKuf	SravanKuf
19	S.Anitha	Anitha	Anitha
20	J.Suresh	Sur	Sur
21	Ravikiran Karre	Ravi	Ravi
22	Raghava Kumari Deevi	Ram	Ram
23	Nuneti Govardhan	Gove	Gove
24	Chinthireddy Padmaja	Padmaja	Padmaja
25	Kasanagottu Srinivas	Srinivas	Srinivas
26	Eelandula Kumaraswamy	Kumar	Kumar
27	Shyam Sunder Merugu	Shy	Shy
28	Pritam Singh Bakariya	Pour	Pour
29	Anitha Maddhi	Anitha	Anitha
30	Nandikonda Swathi	Swathi	Swathi
31	Gomasi Naresh	Naresh	Naresh
32	Vatte Pranathi	Pranath	Pranath

*S. Vishali*  
S. Vishali  
COORDINATOR



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**INDUS IT**

## CERTIFICATE

This is to certify that

**Mr . E . KumaraSwamy**

Has successfully completed a one day Workshop on  
**“Trademark Protection and Branding”** held on 07<sup>th</sup>  
January 2021

**S.Vishal**  
Coordinator



**Dr. E. Sudharshan**  
HOD, CSE

  
**Principal**

Sumathi Reddy Institute of Technology for Women  
Ananthasagar (V), Hasanparthy (M)  
WARANGAL - 506 371 (TS)

**Dr. I. Rajasri Reddy**  
Principal