



# SUMATHI REDDY

## INSTITUTE OF TECHNOLOGY FOR WOMEN

*L e a r n i n g a t i t s b e s t*

**Affiliated to JNTUH - Approved by AICTE**

Date: 05/11/2018.

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

**Subject: Approval for conducting One Week Workshop on Strategic IPR Management –  
12<sup>th</sup> November to 17<sup>th</sup> November 2018.**

Respected Madam,

This is to bring to your kind notice that the Department of ECE would like to organize a One Workshop on Strategic IPR Management – 12<sup>th</sup> November to 17<sup>th</sup> November 2018. We request you to approve the workshop.

Thank you.

Yours' Sincerely

Dr. K. Mahendar

HoD, ECE



*Rijan*

**Principal**

Sumathi Reddy Institute of Technology for Women

Ananthasagar (V), Hasanparthy (M)

**WARANGAL - 506 371 (TS)**

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).



# SUMATHI REDDY

## INSTITUTE OF TECHNOLOGY FOR WOMEN

*L e a r n i n g a t i t s b e s t*

Affiliated to JNTUH - Approved by AICTE

### CIRCULAR

No. SRITW/Prin/Workshop/2018/3

Dt: 08/11/2018

All the Students and faculty are hereby informed that, one week workshop on **Strategic IPR Management** will be conducted from 12/11/2018 to 17/11/2018, interested students can contact **K. Ravikiran, Assistant Professor, Dept of ECE** 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**

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

## ONE WEEK WORKSHOP

On

Strategic Intellectual Property Rights  
(IPR) Management

12<sup>th</sup> Nov -17<sup>th</sup> Nov 2018

### 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  
week workshop on "Strategic Intellectual  
Property Rights (IPR) Management)" to  
be held from 12-17 November 2018 at  
SRITW, Warangal.

Date:

Signature of the Authority

### About the Workshop

The workshop aimed to providing participants with insights into effective strategies for managing and leveraging intellectual property rights. Intellectual property is a critical asset for businesses and organizations, and understanding how to strategically manage it can lead to competitive advantage and innovation.

### 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, standard sports facilities, smart classrooms ,campus connected hostel, green campus, Abutting to National high way.



*Principal*

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



**SUMATHI REDDY**  
INSTITUTE OF TECHNOLOGY FOR WOMEN  
*Learning at its best*

## ONE WEEK WORKSHOP

On

Strategic Intellectual Property Rights  
(IPR) Management

12<sup>th</sup> Nov -17<sup>th</sup> Nov 2018

### Organized by

Department of Electronics and  
Communication Engineering

### Resource Person

Ms. T. Anusha

Manager, S R Innovation Exchange

### Convener

Dr. I. Rajasri Reddy  
Principal

Sumathi Reddy Institute of Technology for  
Women

### Co-ordinator

Mr. K. Ravikiran

Associate Professor, ECE  
Sumathi Reddy Institute of Technology for  
Women



# SUMATHI REDDY

## INSTITUTE OF TECHNOLOGY FOR WOMEN

*L e a r n i n g a t i t s b e s t*

**Affiliated to JNTUH - Approved by AICTE**

### Report on Strategic Intellectual Property Rights (IPR) Management – One Week Workshop

**Date:** 12/11/2018-17/11/2018

**Location:** SRITW

**Resource Person:** Ms. T. Anusha, Manager, S R Innovation Exchange

**Contact No:** 7799036041

**Participants:** 34

The workshop on Strategic Intellectual Property Rights (IPR) Management was conducted with the aim of providing participants with insights into effective strategies for managing and leveraging intellectual property rights. Intellectual property is a critical asset for businesses and organizations, and understanding how to strategically manage it can lead to competitive advantage and innovation.

Date	Session 1 (10:00 AM to 12:30 PM)	Lunch	Session 2 (1:30 PM to 4:00 PM)
28/01/2019	Opening Keynote Address		Introduction to Intellectual Property Rights
29/01/2019	Importance of Strategic IPR Management		IPR Lifecycle
30/01/2019	Identifying and Prioritizing IP Assets		IP Valuation and Monetization
31/01/2019	IPR Protection Strategies		IPR Protection Strategies
01/02/2019	International IPR Challenges		International IPR Challenges
02/02/2019	Enforcement and Litigation		Valedictory

#### Key Takeaways:

- Intellectual property rights are valuable assets that require strategic management to maximize their potential.
- Businesses should integrate IPR management into their overall business strategies for sustained competitive advantage.
- Prioritizing and valuing intellectual property assets are essential steps in effective IPR management.
- A proactive approach to IPR protection and enforcement can prevent infringements and safeguard business interests.





# SUMATHI REDDY

## INSTITUTE OF TECHNOLOGY FOR WOMEN

*L e a r n i n g a t i t s b e s t*

**Affiliated to JNTUH - Approved by AICTE**

---

- Global businesses must be aware of international IPR challenges and adapt their strategies accordingly.
- IPR can play a pivotal role in driving innovation through collaborations and technology transfer.

Conclusion: The workshop on Strategic Intellectual Property Rights Management provided participants with a comprehensive understanding of the importance of IPR in today's competitive business landscape. By equipping participants with the knowledge and strategies to effectively manage intellectual property rights, the workshop aimed to empower them to make informed decisions that can contribute to their organizations' success and innovation.

**K. Ravikiran**

**Coordinator**



**Principal**

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



# SUMATHI REDDY

## INSTITUTE OF TECHNOLOGY FOR WOMEN

*Learning at its best*

**Affiliated to JNTUH - Approved by AICTE**



Ms. T. Anusha Delivering the session in A One Week Workshop on “Strategic Management” during  
12/11/2018-17/11/2018



*Rijan*

**Principal**

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



# SUMATHI REDDY

## INSTITUTE OF TECHNOLOGY FOR WOMEN

*Learning at its best*

**Affiliated to JNTUH - Approved by AICTE**

### Participants List

#### **Workshop on Strategic IPR Management 12th November - 17th November 2018**

S.NO.	NAME OF THE FACULTY	Designation	Department	Name of the Institution
1	Dr. B.Sumanth Kumar	Associate Professor	CIVIL	KITS, Warangal
2	Dr. G.Shraavan Kumar	Assistant Professor	CIVIL	KITS, Warangal
3	Dr. D.Venu	Assistant Professor	ECE	KITS, Warangal
4	Dr. R. Srikanth	Assistant Professor	ECE	KITS, Warangal
5	Smt. S.Sarika	Assistant Professor	MBA	KITS, Warangal
6	Sri. Katukam Jaipal	Assistant Professor	MBA	KITS, Warangal
7	Rajitha Vanam	Assistant Professor	ECE	Vaagdevi College of Engineering
8	Kommabatla Mahender	Assistant Professor	ECE	SRITW, Warangal
9	Maisagalla Gopal	Assistant Professor	ECE	SRITW, Warangal
10	Dr. Pritam Singh Bakariya	Assistant Professor	ECE	SRITW, Warangal
11	Shyam Sunder Merugu	Assistant Professor	ECE	SRITW, Warangal
12	Talapelli Chandra Prakash	Assistant Professor	ECE	SRITW, Warangal
13	Ravikiran Karre	Assistant Professor	ECE	SRITW, Warangal
14	Raghava Kumari Deevi	Assistant Professor	ECE	SRITW, Warangal
15	Eelandula Kumaraswamy	Assistant Professor	ECE	SRITW, Warangal
16	Chinthireddy Padmaja	Assistant Professor	ECE	SRITW, Warangal
17	Kasanagottu Srinivas	Assistant Professor	ECE	SRITW, Warangal
18	Anitha Maddhi	Assistant Professor	ECE	SRITW, Warangal
19	Nandikonda Swathi	Assistant Professor	ECE	SRITW, Warangal
20	Nuneti Govardhan	Assistant Professor	ECE	SRITW, Warangal
21	Dr. Erukala Sudarshan	Professor	CSE	SRITW, Warangal
22	Ranadheer Reddy Goli	Assistant Professor	CSE	SRITW, Warangal
23	Ranganath Kanakam	Assistant Professor	CSE	SRITW, Warangal
24	Ranjith Kumar Marrikukkala	Assistant Professor	CSE	SRITW, Warangal
25	Mahesh Akarapu	Assistant Professor	CSE	SRITW, Warangal



# SUMATHI REDDY

## INSTITUTE OF TECHNOLOGY FOR WOMEN

*Learning at its best*

**Affiliated to JNTUH - Approved by AICTE**

26	Ms.K.Divya	Assistant Professor	CSE	SRITW, Warangal
27	Shwetha Sirikonda	Assistant Professor	CSE	SRITW, Warangal
28	Shabana Mohammed	Assistant Professor	CSE	SRITW, Warangal
29	Thota Sruthi	Assistant Professor	CSE	SRITW, Warangal
30	Valpadasu Hema	Assistant Professor	CSE	SRITW, Warangal
31	Sravanthi Thota	Assistant Professor	CSE	SRITW, Warangal
32	Akula Ramakrishna	Assistant Professor	CSE	SRITW, Warangal
33	Bonthala Prabhanjan Yadav	Assistant Professor	CSE	SRITW, Warangal
34	Nethravathi Rippika	Assistant Professor	CSE	SRITW, Warangal

**K. Ravikiran  
Coordinator**



**Principal**

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



# SUMATHI REDDY

## INSTITUTE OF TECHNOLOGY FOR WOMEN

*L e a r n i n g a t i t s b e s t*

**Affiliated to JNTUH - Approved by AICTE**

Day wise Attendance:

Workshop on Strategic IPR Management"

12th November - 17th November 2018

S.NO.	NAME OF THE PARTICIPANT	12/11/2018	13/11/2018	14/11/2018	15/11/2018	16/11/2018	17/11/2018
1	Dr. B.Sumanth Kumar	Sumanth Kumar	Sumanth Kumar	Sumanth Kumar	Sumanth Kumar	Sumanth Kumar	Sumanth Kumar
2	Dr. G.Shraavan Kumar	Kumar	Kumar	Kumar	Kumar	Kumar	Kumar
3	Dr. D.Venu	Venu	Venu	Venu	Venu	Venu	Venu
4	Dr. R. Srikanth	Srikanth	Srikanth	Srikanth	Srikanth	Srikanth	Srikanth
5	Smt. S.Sarika	Sarika	Sarika	Sarika	Sarika	Sarika	Sarika
6	Sri, Katukam Jaipal	Kat	Kat	Kat	Kat	Kat	Kat
7	Rajitha Vanam	Rajitha	Rajitha	Rajitha	Rajitha	Rajitha	Rajitha
8	Kommabatta Mahender	Mahender	Mahender	Mahender	Mahender	Mahender	Mahender
9	Maisagalla Gopal	Gopal	Gopal	Gopal	Gopal	Gopal	Gopal
10	Dr. Pritam Singh Bakariya	Pritam	Pritam	Pritam	Pritam	Pritam	Pritam
11	Shyam Sunder Merugu	Shyam	Shyam	Shyam	Shyam	Shyam	Shyam
12	Talapelli Chandra Prakash	Chandra	Chandra	Chandra	Chandra	Chandra	Chandra





# SUMATHI REDDY

## INSTITUTE OF TECHNOLOGY FOR WOMEN

*L e a r n i n g a t i t s b e s t*

**Affiliated to JNTUH - Approved by AICTE**

13	Ravikiran Karre	Ravi	Ravi	Ravi	Ravi	Ravi	Ravi
14	Raghava Kumari Deevi	Raghava Kumari Deevi	Raghava Kumari Deevi	Raghava Kumari Deevi	Raghava Kumari Deevi	Raghava Kumari Deevi	Raghava Kumari Deevi
15	Eelandula Kumaraswamy	Kot	Kot	Kot	Kot	Kot	Kot
16	Chinthireddy Padmaja	Padmaja	Padmaja	Padmaja	Padmaja	Padmaja	Padmaja
17	Kasanagottu Srinivas	K	K	K	K	K	K
18	Anitha Maddhi	Anitha	Anitha	Anitha	Anitha	Anitha	Anitha
19	Nandikonda Swathi	K	K	K	K	K	K
20	Nuneti Govardhan	Govar	Govar	Govar	Govar	Govar	Govar
21	Dr. Erukala Sudareshan	38	38	38	38	38	38
22	Ranadheer Reddy Goli	Ranadheer	Ranadheer	Ranadheer	Ranadheer	Ranadheer	Ranadheer
23	Ranganath Kanakam	K	K	K	K	K	K
24	Ranjith Kumar Marrikukkala	R	R	R	R	R	R
25	Mahesh Akarapu	Mahesh	Mahesh	Mahesh	Mahesh	Mahesh	Mahesh
26	Ms.K.Divya	Divya	Divya	Divya	Divya	Divya	Divya



# SUMATHI REDDY

## INSTITUTE OF TECHNOLOGY FOR WOMEN

*L e a r n i n g a t i t s b e s t*

**Affiliated to JNTUH - Approved by AICTE**

27	Shwetha Sirikonda	Shwetha	Shwetha	Shwetha	Shwetha	Shwetha	Shwetha
28	Shahana Mohammed	Shahana Mohammed	Shahana Mohammed	Shahana Mohammed	Shahana Mohammed	Shahana Mohammed	Shahana Mohammed
29	Thota Sruthi	Sruthi	Sruthi	Sruthi	Sruthi	Sruthi	Sruthi
30	Valpadisu Hema	Hema	Hema	Hema	Hema	Hema	Hema
31	Sravanthi Thota	Sravanthi	Sravanthi	Sravanthi	Sravanthi	Sravanthi	Sravanthi
32	Akula Ramakrishna	AR	AR	AR	AR	AR	AR
33	Bonthala Prabhanjan Yadav	Prabhanjan	Prabhanjan	Prabhanjan	Prabhanjan	Prabhanjan	Prabhanjan
34	Nethravathi Rippika	Nethravathi	Nethravathi	Nethravathi	Nethravathi	Nethravathi	Nethravathi

  
K. Ravikiran  
Coordinator



*Rijan*

**Principal**

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



**SUMATHI REDDY**

**INSTITUTE OF TECHNOLOGY FOR WOMEN**

*Learning at its best*

Affiliated to JNTUH - Approved by AICTE - Accredited by NBA



## CERTIFICATE

THIS IS TO CERTIFY THAT

**Anitha Maddhi**

Has successfully completed Workshop on

**“Strategic IPR Management”**

Held from 12<sup>th</sup> to 17<sup>th</sup> November 2018

At

**Sumathi Reddy Institute of Technology for Women, Warangal**

**M. Ranjith Kumar**  
Coordinator

**Dr. E. Sudharshan**  
HOD CSE

**Dr. I. Rajasri Reddy**  
Principal



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