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MOE'S INNOVATION CELL
INSTITUTION'S INNOVATION COUNCIL

SDP COLLEGE FOR WOMEN, LUDHIANA, LUDHIANA
(IC202430842)

**MARK THE SPOT: TRADEMARKS TALK: MASTERCLASS ON TRADEMARKS AND
GEOGRAPHICAL INDICATIONS**

OVERVIEW

Objective:

Understand, protect, and leverage trademarks and geographical indications for branding.

Benefit in terms of learning/Skill/Knowledge obtained:

Students and Faculty Learnt how trademarks and geographical indications protect brand identity, origin, and value in business through this 1 hour 30 m

Academic Year:

2024-25

Program driven by:

MIC driven Activity

Month:

Program /Activity Name:

Mark the Spot: Trademarks Talk: Masterclass on Trademarks and Geographical Indications

Program Type:

Level 1 - Mentoring Session

Other:

NA

Program Theme:

IPR & Technology Transfer

Other:

NA

Date & Duration (Days):

04/24/2025-04/24/2025-0

External Participants, If any:

0

Student Participants:

101

Faculty Participants:

14

Expenditure Amount, If any:

0

Remark:

NA

ATTACHMENTS

Video:

https://youtu.be/a_YkzObz6Tc?si=FvoV4V9uEuGgu-Ta

Photograph1:



Photograph2:



Session plan, If any:

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