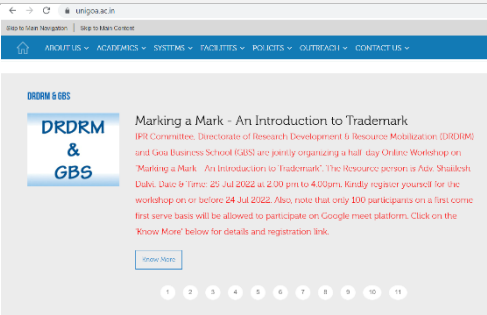


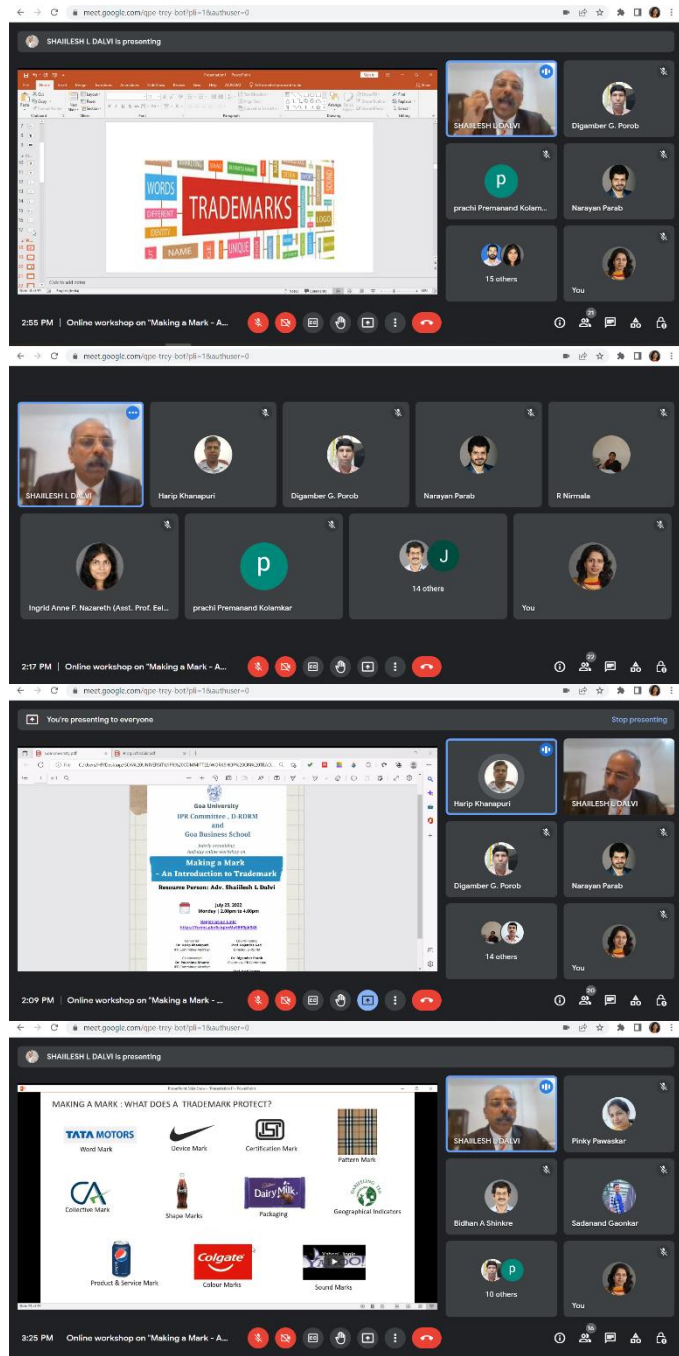
## REPORT ON TRADEMARKS WEBINAR

(Seminar / Webinar / Expert talk / Workshop / Visit to Incubators on the themes pertaining to Innovation/Entrepreneurship/Intellectual property)

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|--|--|
| <b>Title of the event</b>  | Making a Mark – An Introduction to Trademark   |
| <b>Date and time</b>   | 25 <sup>th</sup> July 2022, 2.00pm to 4.00pm   |
| <b>Mode</b>  | Online mode via Google meet platform   |
| <b>Department/School/Directorate</b>                                     | RDRM and IPR Cell, Goa University and Goa Business School, Goa University  |
| <b>Participants</b>  | 25 participants  |
| <b>Resource Person</b>   | Advocate Shaiilesh Dalvi   |
| <b>Faculty attended</b>  | 25 faculty participants  |
| <b>Students attended</b>   | Nil  |
| <b>No of external participants</b>                                       | Nil  |
| <b>The objectives/description of the activity (50 words)</b>             | The half-day online workshop on Trademarks was conducted with the aim to create awareness of ‘Trademarks’ among the faculty members of Goa University. The workshop aimed to discuss the concept of trademark, its origin, and evolution, the difference between trademark and brand, types of trademarks, the value of trademarks, and how to create and commercialize trademark. |
| <b>Copy of Flyer of the event uploaded on the Goa University Website</b> |    |
| <b>URL of the event</b>  | -  |
| <b>Social Media posts and links:</b>                                     |  |
| <b>Instagram post</b>  | -  |
| <b>Instagram link</b>  | -  |
| <b>Facebook post</b>   | -  |
| <b>Facebook link</b>   | -  |
| <b>Youtube post</b>  | -  |

**Youtube link**

**Photos (4)**



**Benefit/Key outcome of the event in terms of learning/skills/knowledge**

The webinar created awareness about IP – Trademarks among the faculty members of Goa University. The workshop discussed the concept of trademark, its origin, and evolution, the difference between trademark and brand, types of trademarks, the value of trademarks, and how to create and commercialize trademark. The outcome of this webinar is that the faculties and students would be able to create and commercialize trademarks.

