



A.H.M.'s
ANJUMAN ARTS, SCIENCE AND COMMERCE COLLEGE,
ANJUMANABAD, BHATKAL-581320
(AFFILIATED TO THE KARNATAKA UNIVERSITY, DHARWAD)

A SPECIAL SESSION ON THE ROLE OF IPR IN E-COMMERCE BY MR.
PHANIYAPPAYYA HEBBAR (14-11-2022)

ANJUMAN ARTS, SCIENCE COMMERCE COLLEGE, BHATKAL

CIRCULAR

Ref. No.: MoU/MAP/2021-22/

Date: 12th Nov, 2022

This is to inform all the M.Com students that, a special session on **The Role of IPR in e-Commerce by Mr. Phaniyappayya Hebbar** is scheduled to be organized on November 14, 2022 as an activity of functional MoU with our partner SGS College Bhtakal in Hall no. 03.

Therefore, all the students are informed to be present & benefit from this session.




Principal
(Prof. M. K. Shaikh)
Anjuman Arts, Science & Commerce
College, BHATKAL (U K) 581320



A.H.M.'s
ANJUMAN ARTS, SCIENCE AND COMMERCE COLLEGE,
ANJUMANABAD, BHATKAL-581320
(AFFILIATED TO THE KARNATAKA UNIVERSITY, DHARWAD)

PHOTOS



**A SPECIAL SESSION ON THE ROLE OF IPR IN E-COMMERCE BY MR.
PHANIYAPPAYYA HEBBAR (14-11-2022)**





A.H.M.'s
ANJUMAN ARTS, SCIENCE AND COMMERCE COLLEGE,
ANJUMANABAD, BHATKAL-581320
(AFFILIATED TO THE KARNATAKA UNIVERSITY, DHARWAD)



**A SPECIAL SESSION ON THE ROLE OF IPR IN E-COMMERCE BY MR.
PHANIYAPPAYYA HEBBAR (14-11-2022)**





A.H.M.'s
ANJUMAN ARTS, SCIENCE AND COMMERCE COLLEGE,
ANJUMANABAD, BHATKAL-581320
(AFFILIATED TO THE KARNATAKA UNIVERSITY, DHARWAD)



**A SPECIAL SESSION ON THE ROLE OF IPR IN E-COMMERCE BY MR.
PHANIYAPPAYYA HEBBAR (14-11-2022)**





A.H.M.'s
ANJUMAN ARTS, SCIENCE AND COMMERCE COLLEGE,
ANJUMANABAD, BHATKAL-581320
(AFFILIATED TO THE KARNATAKA UNIVERSITY, DHARWAD)



**A SPECIAL SESSION ON THE ROLE OF IPR IN E-COMMERCE BY MR.
PHANIYAPPAYYA HEBBAR (14-11-2022)**



A.H.M.'s
ANJUMAN ARTS, SCIENCE AND COMMERCE COLLEGE,
ANJUMANABAD, BHATKAL-581320
(AFFILIATED TO THE KARNATAKA UNIVERSITY, DHARWAD)

A SPECIAL SESSION ON THE ROLE OF IPR IN E-COMMERCE BY MR.
PHANIYAPPAYYA HEBBAR (14-11-2022)

ATTENDANCE SHEET

SN	NAMES	SIGNATURE
1	Shubha B shetty	Shubha
2	Mahima Prabhu	
3	Shalini Mastappa Naik	Shalini
4	Bhavya I Naik	Bhavya
5	Pragati Narayan Hebbar	Pragati
6	Vinuta Janardhan Moger	Vinuta
7	Ashwini	Ashwini
8	Usha Rama Naik	Usha
9	Daddi Akifa	Daddi Akifa
10	Khoka Farhan	Farhan
11	Neji Mohammed Shabran	Neji
12	Mohammed Yusuf Kola	Yusuf
13	Vaishali M Gond	Vaishali
14	Suma Madev Devadiga	Suma
15	Bodarni Rajin	Rajin
16	Khatib Mohammed Avez	Avez
17	Mohammed Hassan Muallim	Hassan
18	Mohammed Sharique	Sharique
19	Syed Abdur Rahman	Abdur Rahman
20	Manoj Irappa Naik	Manoj
21	Mohamed Yaseen	Yaseen
22	Mohammed Sayyaf	Sayyaf
23	Parvez	Parvez



T. Shakk
PRINCIPAL

Anjuman Arts, Science & Commerce
College, BHATKAL (U K) 581320



A.H.M.'s
ANJUMAN ARTS, SCIENCE AND COMMERCE COLLEGE,
ANJUMANABAD, BHATKAL-581320
(AFFILIATED TO THE KARNATAKA UNIVERSITY, DHARWAD)

A SPECIAL SESSION ON THE ROLE OF IPR IN E-COMMERCE BY MR.
PHANIYAPPAYYA HEBBAR (14-11-2022)

Bio-data of the Resource Person

Curriculum Vitae

FROM:

Phaniyappayya Hebbar

S/O Subray Hebbar

PO: Marukeri

TQ: Bhatkal – 581320

DIST: Uttara Kannada

Mob Number: 9972697347/9448242347



CAREER OBJECTIVE:

To take up challenging assignments which demands responsibilities, innovation and creativity where I can prove myself worth and contribute towards the organization's growth and personal advancement.

PERSONAL DETAILS:

DATE OF BIRTH : 05/05/1985

FATHER'S NAME : Subray Hebbar

MOTHER'S NAME : Leelavati Hebbar

SEX : Male

RELIGION : Hindu

NATIONALITY : Indian

MARITAL STATUS : Married

CORRESPONDENCE ADDRESS : Phaniyappayya Hebbar

S/O Subray Hebbar

PO: Marukeri

TQ: Bhatkal – 581320

DIST: Uttara Kannada

Mob Number: 9972697347/9448242347

LANGUAGE KNOWN : Kannada and English



A.H.M.'s
ANJUMAN ARTS, SCIENCE AND COMMERCE COLLEGE,
ANJUMANABAD, BHATKAL-581320
(AFFILIATED TO THE KARNATAKA UNIVERSITY, DHARWAD)

EDUCATION QUALIFICATION:

Examination Passed	Name of the Institution	Board/University	Year of Passing	Percentage/Grade
S.S.L.C.	S.P.H.S.School Marukeri	KSEEB	2002	60
P.U.C.	The N.E.P.U.College Bhatkal	KSPUB	2004	72
B.Com.	S.G.S. College Bhatkal	KUD	2007	59
M.Com.	Jnana Sahyadri Shankarghatta	Kuvempu University	2009	64.91/"A"

COMPUTER KNOWLEDGE: Basic and Tally.

PG DIPLOMA: In Human Resource Management.

PROJECT WORK: Performance Evaluation of SBI Equity Mutual Fund.

PAPER PRESENTATION: “Current Practices And Emerging Trends In Management –
A Study With Special Reference To Indian Banking Sector.”
At The National Conference organised by KLS Gogte Institute of
Technology, Department of MBA.

“Effects of Non-Performing Assets on Economic Development of
India and Measures.” At One Day National Conference organised
by Srinivas Univeersity Mangalore.

Problems of Indian Farmers And Innovative Practices to sort out
the Issues.” At One Day National Conference organised
by Srinivas Univeersity Mangalore.

WORK EXPERIENCE: I worked for one year (i.e., 2009-10 to 2010-11) as a lecturer in MES
Commerce College Sirsi.

I have been working as a lecturer in Shree Guru Sudhindra College,
Bhatkal since 2010.

I had been elevated as Vice-Principal of B.Com Department two years
Back.

HOBBIES: Reading books, watching news and watching and playing cricket.



A.H.M.'s
ANJUMAN ARTS, SCIENCE AND COMMERCE COLLEGE,
ANJUMANABAD, BHATKAL-581320
(AFFILIATED TO THE KARNATAKA UNIVERSITY, DHARWAD)

DECLARATION

I hereby declare that all the statements made in the resume are true and correct to the best of my knowledge.

Place: Bhatkal

Date: 07/11/2021

SIGNATURE OF THE CANDIDATE

(PHANIYAPPAYYA HEBBAR)



Report on the Session: “The Role of IPR in E-Commerce”

Date: 14th November 2022

Venue: Hall No. 03

Resource Person: Mr. Phaniyappayya Hebbar, Lecturer, Shree Guru Sudhindra Degree College (MoU Partner)

Number of Students Participated: 21

Introduction

On 14th November 2022, our college organized an insightful session for M.Com students focusing on “The Role of Intellectual Property Rights (IPR) in E-Commerce.” The session was held in Hall No. 03 and was conducted by Mr. Phaniyappayya Hebbar, a distinguished lecturer from Shree Guru Sudhindra Degree College, our esteemed MoU partner.

Objective

The primary objective of this session was to enhance students' understanding of how intellectual property rights influence and shape the e-commerce industry. Given the rapid growth of online businesses, understanding IPR is crucial for students who aim to engage with or manage e-commerce ventures.

Key Highlights

1. **Introduction to IPR:** Mr. Hebbar commenced the session with a comprehensive overview of intellectual property rights, explaining various forms of IPR including copyrights, trademarks, patents, and trade secrets. He emphasized the importance of these rights in protecting innovative and creative works.
2. **IPR in E-Commerce:** The resource person elaborated on how IPR plays a significant role in e-commerce. Key points discussed included:
 - **Brand Protection:** The role of trademarks in safeguarding brand identity and preventing counterfeit products.
 - **Content Protection:** How copyrights protect digital content, including text, images, and videos, from unauthorized use.
 - **Innovation Protection:** The impact of patents on protecting technological innovations and ensuring that creators receive credit and financial benefits from their inventions.
3. **Case Studies and Practical Insights:** Mr. Hebbar presented various case studies demonstrating real-world applications and challenges related to IPR in the



A.H.M.'s
ANJUMAN ARTS, SCIENCE AND COMMERCE COLLEGE,
ANJUMANABAD, BHATKAL-581320
(AFFILIATED TO THE KARNATAKA UNIVERSITY, DHARWAD)

e-commerce sector. These examples highlighted issues such as copyright infringement, trademark disputes, and the enforcement of IPR across different jurisdictions.

4. **Legal Framework and Compliance:** The session covered the legal frameworks governing IPR in e-commerce, including international treaties and local regulations. Mr. Hebbar stressed the importance of compliance with IPR laws to avoid legal conflicts and ensure ethical business practices.
5. **Interactive Discussion:** An engaging Q&A session followed the presentation, allowing students to clarify doubts and discuss specific scenarios related to IPR in e-commerce. Mr. Hebbar provided valuable insights and practical advice based on his expertise.

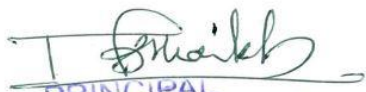
Conclusion

The session provided M.Com students with a deeper understanding of the integral role of intellectual property rights in e-commerce. Mr. Hebbar's expert presentation and subsequent discussion equipped students with knowledge that will be beneficial for their future careers in business and commerce.

We appreciate Mr. Hebbar for sharing his valuable insights and contributing to the academic growth of our students. The event was well-received, and the participation of 21 students underscored the relevance and interest in this critical area of study.


IQAC & NAAC CO-ORDINATOR
Anjuman Arts, Science,
Commerce College & P.G. Centre
Bhatkal




PRINCIPAL
Anjuman Arts, Science & Commerce College
& P.G. Centre
BHATKAL-581 320