



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

**A ONE-DAY WORKSHOP ON TRADEMARKS AND BRAND PROTECTION
BY MR. SUBRAMANYA BHAT (10-09-2018)**

ANJUMAN ARTS SCIENCE AND COMMERCE COLLEGE, BHATKAL

NOTICE

Ref. No: SWO/221/2018-19/

Date: 08th September, 2018

This is to inform all the students that a **One Day Workshop on TRADEMARK AND BRAND PROTECTION** by Resource Person **Mr. Subrahmanya Bhat** is scheduled on Monday in our college on **10th September, 2018 at 11:00am.**

Therefore, the students of all the streams are informed to attend and learn the tricks of the trade.




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



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PHOTOS



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BIO-DATA OF MR. SUBRAHMANYA BHAT

Entrepreneur | Bhat Associates, Sirsi

B.Com | 7 Years of Experience

Personal Details

- **Full Name: Subrahmanya Bhat**
- **Languages: English, Hindi, Kannada**
- **Interests: Cricket, Games, Music, Biking**

Educational Background

B.Com from Karnatak University, Dharwad/MES College, Sirsi

Professional Experience

Entrepreneur at Bhat Associates, Sirsi

Managing investments

Mentoring startups

Support budding Entrepreneurs

Resource person to Commerce colleges

Skills

Web Technologies

Computer Networks

Investment Guru

- **Achievements**

A popular figure among the masses.



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A ONE-DAY WORKSHOP ON TRADEMARKS AND BRAND PROTECTION
BY MR. SUBRAMANYA BHAT (10-09-2018)
ATTENDANCE SHEET

S/N	NAMES	SIGNATURES
1	Akshata Krishna Korar	
2	Bharat Annappa Naik	
3	Devaraj Laxman Naik	ABSENT
4	Devendra Goyda Gond	
5	Jayashree Ganapati Naik	
6	Kamalaxi Uday Naik	
7	Nagaraj Venktappa Naik	
8	Ganesh Manjunath Naik	
9	Hareesh Manjunatha Gond	ABSENT
10	Manjunath K	
11	Jayanth Manjunath Naik	
12	Samraddha Nagappa Naik	
13	Yashodhar Rama Naik	
14	Akash Timmanna Naik	
15	Anjali	
16	Anusha Mastappa Moger	
17	Gayatri Ganapati Shetty	
18	Gurudeep S. Naik	
19	Sayyan Mohammed Ali Ibbu	
20	Tejesh Madev Naik	
21	Tilak Pundalik Heble	
22	Janardhan Somayya Gond	
23	Mahendra Durgappa Devadiga	
24	Vivek Venktayya Naik	
25	Francis Piya Louis	
26	Ganesh Shankar Naik	
27	Hemant Shreedhar Naik	
28	Sathish J	
29	Vishwanath Manjunath Devadiga	
30	Abdul Aleem	
31	Abdul Barr	
32	Abdul Kadir Shaaf	
33	Khaleel Ahmed	
34	Mohammed Afeef Gangavali	ABSENT
35	Mohammed Ansar Hassan	
36	Mohammed Naheem	
37	Mohammed Shakeel	
38	Mohammed Sheeban	
39	Sharikh Ahmed Champa	



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40	Syed Abul Hassan	<i>[Signature]</i>
41	Ubaidullah Musba	<i>[Signature]</i>
42	Ibrahim Khaleel	<i>[Signature]</i>
43	Ismail Usaid	<i>[Signature]</i>
44	Jalees Ahmed	<i>[Signature]</i>
45	Mamdu Mohammed Mustain	ABSENT
46	Mohammed Anas	<i>[Signature]</i>
47	Mohammed Ateer Husain	<i>[Signature]</i>
48	Mohammed Bilal Kola	<i>[Signature]</i>
49	Mohammed Fusair	<i>[Signature]</i>
50	Mohammed Ihab	<i>[Signature]</i>
51	Noor Aquib	<i>[Signature]</i>
52	Syed Mohammed Saqif	<i>[Signature]</i>
53	Syed Nasir	<i>[Signature]</i>
54	Ubada	<i>[Signature]</i>



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



Report on One Day Workshop: Trademark and Brand Protection

Date: September 10, 2018

Venue: Anjuman Arts, Science and Commerce College, Bhatkal

Resource Person: Mr. Subrahmanya Bhat

Number of Attendees: 51 students

Introduction

On September 10, 2018, Our Anjuman Arts, Science and Commerce College, Bhatkal, conducted a one-day workshop titled 'TRADEMARK AND BRAND PROTECTION'. The workshop was designed to educate students about the importance of trademarks and the strategies for protecting brands. The session was led by Mr. Subrahmanya Bhat, a distinguished expert in intellectual property rights and brand management.

Objectives of the Workshop

1. **Understanding Trademarks:** To provide a comprehensive overview of what trademarks are and their role in business.
2. **Trademark Registration Process:** To guide participants through the process of registering a trademark.
3. **Brand Protection Strategies:** To discuss various methods for protecting a brand from infringement and misuse.
4. **Legal Framework:** To familiarize students with the legal aspects related to trademarks and brand protection.

Workshop Overview

1. Introduction and Welcome

The workshop began with a warm welcome from the college faculty, who introduced Mr. Subrahmanya Bhat and outlined the day's agenda. The objectives of the workshop were explained, highlighting the importance of trademarks and brand protection in the business world.

2. Session 1: Basics of Trademarks

Mr. Bhat initiated the workshop with a detailed explanation of trademarks. He covered:

- **Definition and Types:** What constitutes a trademark and the various types of trademarks (word marks, design marks, etc.).
- **Importance of Trademarks:** The role of trademarks in establishing brand identity and protecting business assets.

3. Session 2: Trademark Registration Process



The second session focused on the procedural aspects of trademark registration. Mr. Bhat elaborated on:

- **Steps for Registration:** Detailed steps involved in registering a trademark, including conducting a trademark search, filing an application, and responding to objections.
- **Documents Required:** Essential documents and information needed for the registration process.

4. Session 3: Brand Protection Strategies

Mr. Bhat discussed various strategies for protecting a brand, including:

- **Monitoring and Enforcement:** Techniques for monitoring potential infringements and taking legal action to protect intellectual property.
- **International Considerations:** Insights into protecting trademarks in international markets, including the Madrid Protocol.

5. Interactive Q&A Session

The workshop included an interactive Q&A session where students could ask questions about trademark registration and brand protection. Mr. Bhat addressed queries related to real-life scenarios, providing practical advice and insights.

6. Case Studies and Examples

To illustrate key concepts, Mr. Bhat presented case studies and examples of well-known trademark disputes and brand protection strategies. These real-world examples helped participants understand the application of theoretical knowledge.

7. Summary and Closing Remarks

The workshop concluded with a summary of the main points covered. Mr. Bhat provided final thoughts on the importance of proactive brand protection and encouraged students to apply the knowledge gained to their entrepreneurial ventures.

Key Takeaways

- **Trademark Fundamentals:** Understanding the definition, types, and importance of trademarks for brand identity and business protection.
- **Registration Process:** Knowledge of the steps and requirements for trademark registration.
- **Protection Strategies:** Effective strategies for monitoring and enforcing trademark rights.



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- **Legal Framework:** Awareness of the legal aspects and international considerations in trademark protection.

Conclusion

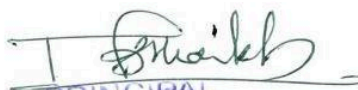
The one-day workshop on "Trademark and Brand Protection" was an enriching experience for the 51 students who attended. Mr. Subrahmanya Bhat's expertise provided valuable insights into the complexities of trademarks and brand management. The workshop successfully met its objectives, equipping students with essential knowledge to protect their intellectual property and manage their brands effectively.

Acknowledgments

We extend our sincere thanks to Mr. Subrahmanya Bhat for his informative and engaging session. We also appreciate the efforts of the college faculty and organizers for coordinating this successful workshop.


IQAC & NAAC CO-ORDINATOR
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