



KESHAV MEMORIAL INSTITUTE OF MANAGEMENT

(Approved by AICTE and Affiliated to Osmania University)

A Unit of Keshav Memorial Educational Society

3-5-1026, Narayanaguda, Hyderabad - 500029 Cell : 8331029974

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Session Details

Title of the session: “Intellectual Property Rights” – An introduction to protecting your ideas.

Date: 28th November 2025

Duration: 11.00am to 1.00 pm

Activity Category: IIC Calendar activity

Thrust Area: - Inspiration, Motivation and Ideation.

Expert/Speaker Details:

Name: Dr. Renuka Bacharaju

Designation: Associate Professor

Organization: Keshav Memorial Institute of Management.

Brief about Expert/Speaker:

Outcome of the activity:

The session on “**Intellectual Property Rights: An Introduction to Protecting Your Ideas**” provided participants with a strong foundational understanding of the importance of safeguarding creative and innovative work. The resource person effectively explained key concepts such as patents, trademarks, copyrights, and trade secrets, helping students recognize how intellectual property supports innovation, ownership, and competitive advantage.

Participants gained valuable insights into the processes involved in identifying, creating, and legally protecting original ideas. The session also clarified common misconceptions and

highlighted real-world examples, making the topic practical and relevant for aspiring entrepreneurs, researchers, and creators.

Overall, the event enhanced awareness about the critical role of IPR in today's knowledge-driven economy and empowered attendees to approach their projects and innovations with greater responsibility, clarity, and confidence

Participant details:

Total no. of Student participation:

Total no. of Staff (Teaching/Non-teaching) participation:

Glimpses of the event

Flyer for the event



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Narayanaguda, Hyderabad - 500029



THE MEDHA CLUB IN ASSOCIATION WITH IIC PRESENTS

"Intellectual Property Rights"

An Introduction to 'Protecting your Ideas'

Student coordinators

Aishwarya kulkarni
Nandini Upadhyay
B.Shruthi
Himavarsha
Namitha.CH
vaishnavi Yadav
M.Durga Prasad
Manish Kumar
Sakshi
Jayanth
Varshini
Yashaswi



11:00 AM



28th NOV 2025



MBA-SEMINAR HALL
IV FLOOR



Dr.RENUKA BACHARAJU
ASSOCIATE PROFESSOR,KMIM
Resource Person

Faculty coordinators
Mr.Aditya.K

Convenor, IIC
Dr.V.Sai Poorna

HOD
Dr.V.N.Santhisree

Principal
Mrs.V.Santhi



Hyderabad, Telangana, India

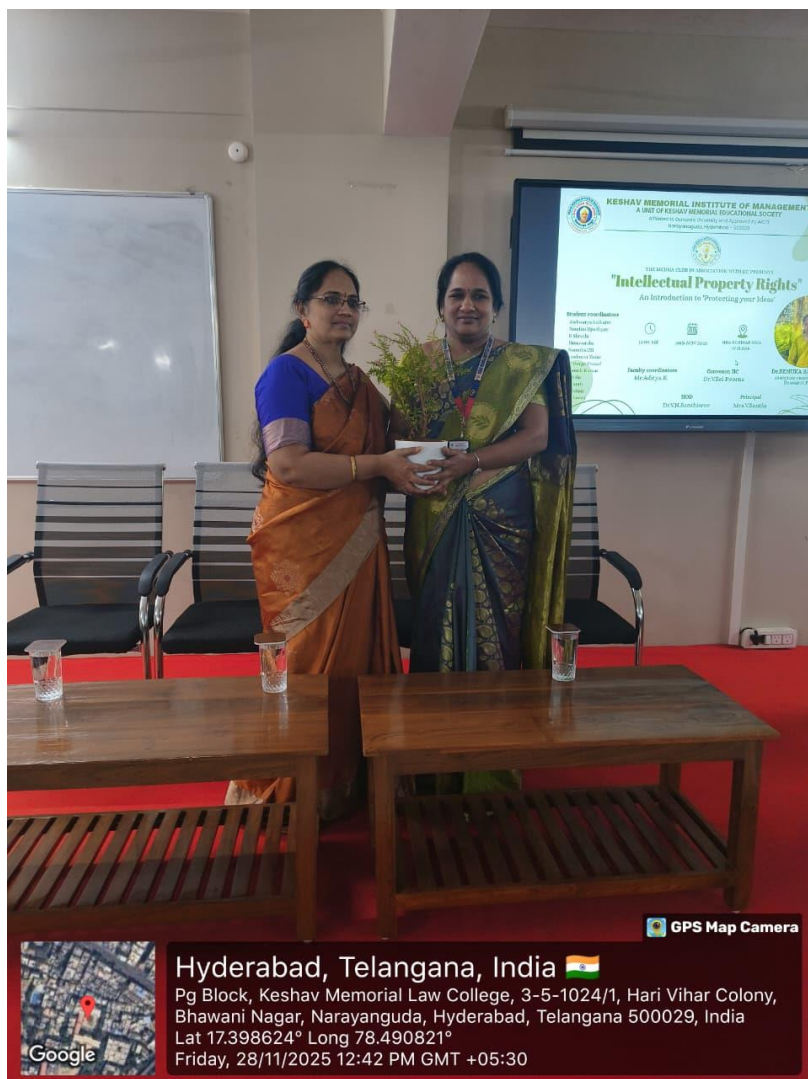
Pg Block, Keshav Memorial Law College, 3-5-1024/1, Hari Vihar Colony,
Bhawani Nagar, Narayanguda, Hyderabad, Telangana 500029, India
Lat 17.398728° Long 78.490877°
Friday, 28/11/2025 11:37 AM GMT +05:30



GPS Map Camera



Hyderabad, Telangana, India 
Pg Block, Keshav Memorial Law College, 3-5-1024/1, Hari Vihar Colony,
Bhawani Nagar, Narayanguda, Hyderabad, Telangana 500029, India
Lat 17.398666° Long 78.490831°
Friday, 28/11/2025 12:49 PM GMT +05:30







Hyderabad, Telangana, India 🇮🇳

3-5-1017, Street No. 5, Hari Vihar Colony, Bhawani Nagar,
Narayanguda, Hyderabad, Telangana 500029, India

Lat 17.398727° Long 78.490796°

Friday, 28/11/2025 11:40 AM GMT +05:30

Google

GPS Map Camera

Attendance details