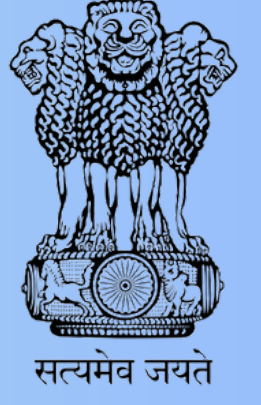




**ANDHRA UNIVERSITY**

**ఆంధ్ర విశ్వకళా పరిషత్**



Accredited by NAAC with A++ Grade & Score : 3.74

Department of Commerce  
Ministry of Commerce and Industry  
Government of India

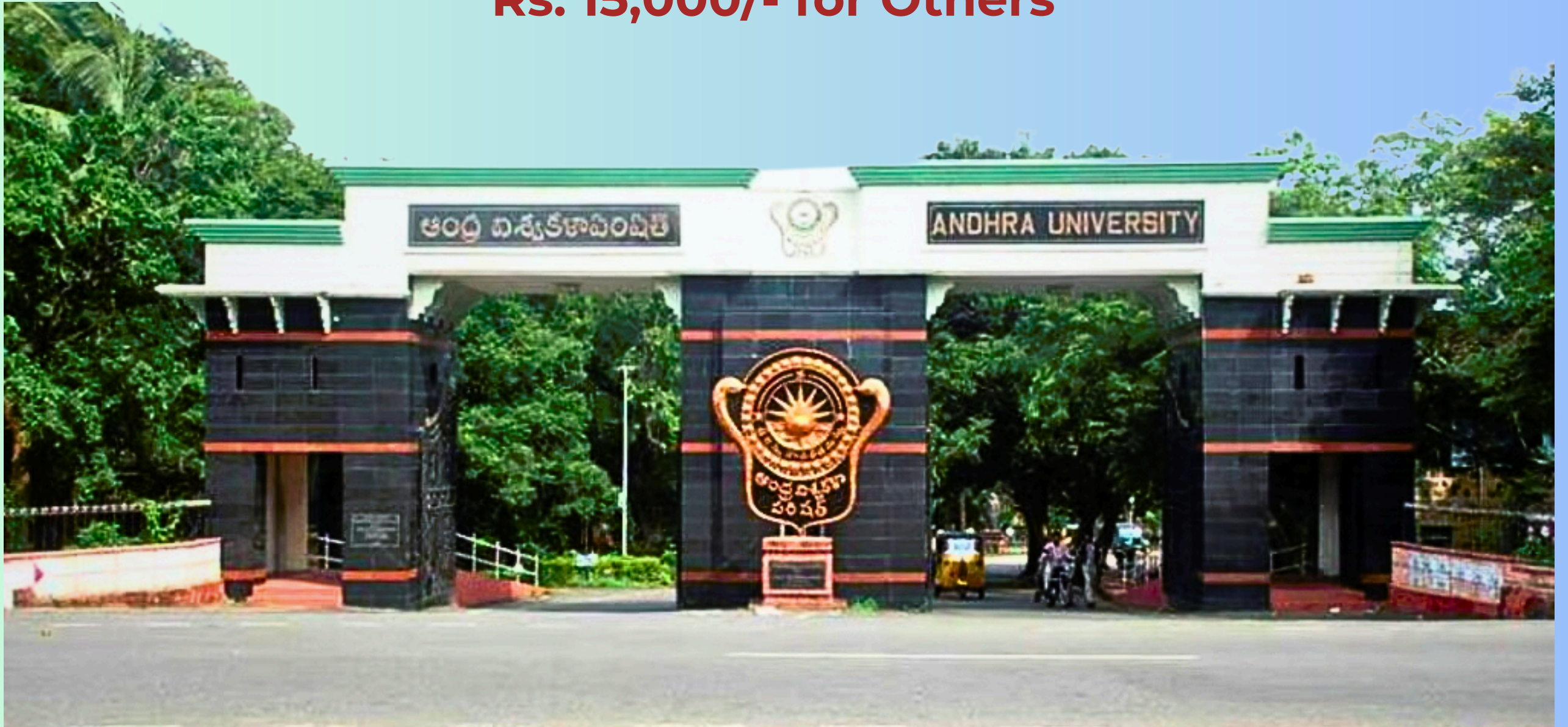
## INTRODUCES

### One Year Post-Graduate Diploma in INTELLECTUAL PROPERTY RIGHTS For Academic year 2024-2025

**Mode: Hybrid (Online + Offline)**

**Eligibility: Graduate in any stream(Final  
Year UG Students can also apply)**

**Fees: Rs. 10,000/- for Full-Time students  
Rs. 15,000/- for Others**



#### **COURSE DIRECTOR**

**Prof. H. Purushotham,  
DPIIT-IPR Chair,  
Centre for Intellectual  
Property Rights (CIPR),  
Andhra University.**

#### **COURSE CO-ORDINATORS**

**Dr. Y. Rambabu ,  
Research officer  
  
Ms. S.Kiran Kumari,  
Research Associate  
CIPR, Andhra University**

**Last Date to Apply: 20th July 2024**

# BACKGROUND

In the dynamic landscape of India's burgeoning economy, renowned for its extensive scientific and technical talent pool, the need for robust Innovation and Intellectual Property Rights (IPR) infrastructure is paramount. Despite standing among the top five nations globally, India grapples with a stark disparity in generating Intellectual Property Rights and establishing a significant global footprint in cutting-edge technology development and brand recognition. This deficiency is glaringly reflected in our low standing on the Global Innovation Index (GII), Patent Filings and their Commercialization. The primary impediments to India's success in the realm of IPR stem from a lack of awareness, a shortage of proficient IP professionals, and a dearth of facilities offering high-quality education and training in this critical domain.

Intellectual property, with its intricate structure and myriad challenges, necessitates a nuanced understanding. This course seeks to address these challenges by contextualizing intellectual property law within the broader realms of law, legal practice, and business. Throughout the program, students will delve into mastering the intricacies of this discipline, gaining expertise that extends beyond the academic realm to encompass practical applications in the professional landscape. The curriculum is meticulously designed to align with the contemporary demands of intellectual property law and practice, affording students the opportunity to specialize in specific niches within the industry.

With the rich experience of the DPIIT-IPR Chair, Centre for IPR, Andhra University in the area of IP education and Training, the Post Graduate Diploma in Intellectual Property Rights offered, comprehensively covers all substantive intellectual property regimes. To ensure the utmost relevance and excellence, the course is crafted and delivered through a collaborative effort between distinguished academics and seasoned practitioners. Emphasizing a holistic approach, this program aims to equip students with the knowledge and skills necessary to navigate the complexities of intellectual property in the ever-evolving global landscape.

## **COURSE OBJECTIVES**

- To Provide high-quality education and hands-on training encompassing all aspects of intellectual property rights, including patents, industrial designs, trademarks, copyrights, and geographical indications.
- Cultivate the skills to analyse technical-legal decisions in intellectual property through effective oral and written communication, presentation of legal discussions, and professional training.
- Develop the ability to file different types of intellectual properties and offer insightful advice to clients.
- Impart advanced and comprehensive knowledge in intellectual property rights, enabling successful graduates to confidently pursue careers as IP experts, educators, executives, consultants, or researchers.

## **DURATION OF THE COURSE**

- The duration of the course will be one year after Graduation. It is intended to begin the course in July 2024.
- The proposed course is non-residential type Post-Graduate Diploma Program in Intellectual Property Rights involving blended learning.
- The course shall comprise of 2 Semesters with 9 courses (including one Research Project) with each paper holding 4 credits including reading, assignments, Q&A, evaluation, and project work. Each semester duration would be 15 weeks.

## **ELIGIBILITY CRITERIA**

- Bachelor's Degree or an equivalent Degree in any discipline from any recognized University; or
- Candidates appearing for the final year examination of Graduation are also eligible to apply, or
- Candidates who completed three years of their 5-year integrated LL.B. Degree programme in Law are also eligible to apply.
- The course will be open for all persons from anywhere in India or abroad, having the above qualification, and may include students, professionals from various public and private industry sectors, academic personnel, legal professionals, Government officials, persons from the R & D sector, media personnel, etc.

## **INDUSTRY COLLABORATION**

The course would be offered in collaboration with M/S Novel Patent Service Private Limited, Visakhapatnam.

# COURSE STRUCTURE

The Course structure and paper-wise distribution of curriculum shall be as under:  
Each course carries 4 Credits. Total number of credits for the program is 36.

## EXAMINATION PATTERN:

The learning outcomes are evaluated for continuous learning of internal assessments and assignments having 30% weightage and through final exam having 70% weightage. The overall pass mark for each subject is 35% .

COURSE CODE		COURSE NAME	CREDITS	Hours per Week
S E M E S T E R  1	DIPR 01	Overview of Intellectual Property Rights	4	4
	DIPR 02	Research Methodology	4	4
	DIPR 03	International IPR Regime	4	4
	DIPR 04	Patents	4	4
	DIPR 05	Copyright & Trademark	4	4
S E M E S T E R  2	DIPR 06	Design, Semi Conductor Integrated Layout Design	4	4
	DIPR 07	Geographical Indication , Plant Variety Protection, Biodiversity and Trade Secret	4	4
	DIPR 08	Intellectual Property Management	4	4
	DIPR 09	Project Work	4	4
<b>TOTAL</b>			<b>36</b>	

Every week will have 1 hour of class room teaching (physically/virtually) for each course and about 3 hours of interactive sessions comprising of discussions, case studies and analysis, group tasks, quiz, assignments question & answer sessions, and industry visit.

## OTHER DETAILS

**No. of Seats: 60**

**Medium of instruction: English.**

## BANK DETAILS

Interested candidates may pay the prescribed fee as per the details given below through RTGS/NEFT/UPI.

**Account Name: IPR Chair Professor SPRIHA**

**Account No.: 39962935680**

**Bank Name: State Bank of India**

**Branch: Andhra University, South Campus, Visakhapatnam**

**IFSC Code: SBIN0000772**

**Fee Particulars:**

**₹ 10,000/- for full-time students**

**₹ 15,000/- for others**

**(Convocation fee will be charged separately as per the University Rules)**

**DEADLINE TO SUBMIT THE APPLICATION: 20.07.2024**

**[Registration Link:](https://forms.gle/ryavbjsvf6hqSJpr6)**

**<https://forms.gle/ryavbjsvf6hqSJpr6>**

## **PATRON**

**Prof .P.V.G.D Prasad Reddy**  
Vice-Chancellor, AU

## **CO-PATRON**

**PROF. JAMES STEPHEN**  
Registrar, AU

## **COURSE DIRECTOR**

**PROF. H. PURUSHOTHAM**  
DPIIT-IPR Chair Professor, AU

## **COURSE CO-ORDINATORS**

**Dr. Y. Rambabu,**  
Research officer

**Ms. S.Kiran Kumari,**  
Research Associate  
Centre for IPR, AU

## **CURATED BY**



सत्यमेव जयते

Department of Commerce  
Ministry of Commerce and Industry  
Government of India



## **CONTACT FOR FURTHER DEATILS**

**DPIIT-IPR CHAIR, Centre for Intellectual Property Rights**

**Andhra University South campus**

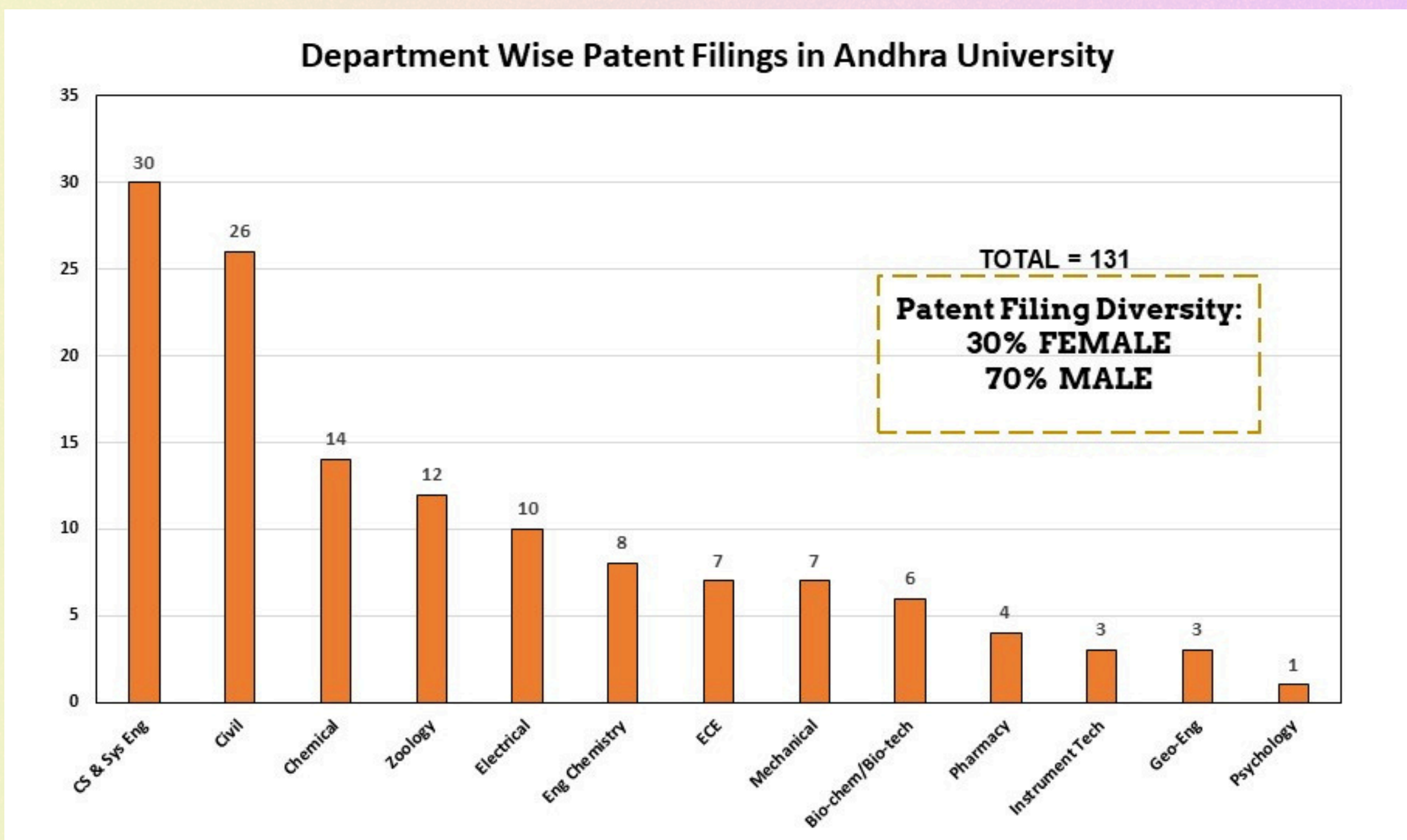
**Andhra University, Visakhapatnam, 53003, INDIA**

**Email us at: [iprchair@andhrauniversity.edu.in](mailto:iprchair@andhrauniversity.edu.in)**

## Releasing of AU IPR Policy by Prof K. Hemachandra Reddy, Chairman APSICHE



## Patent Filing Trend of Andhra University as on 31/3/2024.



## Significant Achievements



**Prof H. Purushotham receiving ASSOCHAM IP Excellence Award from Justice Anish Dayal, Delhi, High Court.**

**Prof H. Purushotham receiving IPTSE-FICCI IP Excellence Award in Academia from Dr.G.Raghavendhra,Joint Secretary, Department of Law, Govt of India.**

## Core Team of DPIIT-IPR Chair, Centre for IPR, Andhra University

