



Wainganga Bahu-Uddeshiya Vikas Sanstha, Nagpur's
BAJIRAOJI KARANJEKAR COLLEGE OF PHARMACY

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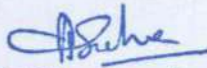
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ACTIVITY REPORT

Name of the Activity	Guest lecture on Aspects of Intellectual Property Rights	
Type of Activity	Co-curricular	
Date and Time of Activity	27/03/2022	11:00 AM to 12.30PM
Details of Participants	26 Participants	
Coordinator	Mr. A. D. Wanjari	
Organizing Dept./Support System	IPR-Cell	
Details of Resource Persons (if any)	Adv. Mrs. Megha G. Brahmanekar Intellectual Property Right Expert	
Description	<p>In the case of pharmaceutical trademarks, the brand name or drug name is generally derived based on the treatment performed by the drug, salt composition of the drug, or any other related medical term, because of which it does not have an inherent distinctive character; however 'distinctiveness' is a requisite, for a mark to qualify as a trademark. During procurement of pharmaceutical products or drugs, the customers should be able to easily differentiate between the products according to the brand name or drug name and trade dress, to avoid or reduce errors. Hence, the process of protection of the brand name or drug name becomes challenging and evidence with regards to the secondary meaning or gained distinctive character is the factor to decide on distinctiveness.</p>	
Photos		




Officiating Principal
Bajiraoji Karanjekar
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