



PRAGATI ENGINEERING COLLEGE

(AUTONOMOUS)

#1-378, ADB Road, Surampalem – 533 437, Near Peddapuram, Kakinada Dist., A.P.
(Approved by AICTE, Permanently Affiliated to JNTUK Kakinada & Accredited by NAAC with A+ Grade)
(Recognized by UGC Under Sections 2(f) and 12 (b) of UGC act, 1956)
Ph: 08852 – 252233, 252234, 252235 Fax: 08852 – 252232, website: www.pragati.ac.in

Date: 07-05-2025

Notice

All faculty members are hereby informed that a guest lecture on the topic “*The Power of IPRs: Fueling Innovation*” is scheduled to be held on **09th May 2025** at Conference Hall Pragati Engineering College.

The session will be conducted by eminent experts in the field of Intellectual Property Rights, Mr. Murali Krishna Pattabhi and Mr. Battu Joseph Uday Tej. This lecture aims to enhance understanding of Intellectual Property Rights and their significant role in fostering innovation.

Faculty members are encouraged to attend and motivate their students to participate actively.

Details of the Event:

- **Date:** 09th May 2025
- **Time:** 9.00A.M -4.00P.M
- **Venue:** Conference Hall


IQAC Coordinator

- Copy to: 1) Chairman Sir
2) Director Academics, Vice President & Principal, for kind information
3) All HOD's
4) Staff member concerned
5) Office file



MURALI KRISHNA PATTABHI

Founder & Managing Director of
Novel Patent Services
Novel IPR Academy
Novel Innovation Design Studio

Mr. Murali Krishna Pattabhi is a post graduate in Biomedical Engineering with a graduation in Chemical Engineering. He is a certified green belt six sigma professional and also the co-founder and Director of Novel Patent Services, which is the only established company in the entire state offering unique business solutions in the domain of IPR, with over 18+ years of experience in IPR domain. Overseas the IPR operational vertical for India, US and European based corporations, where he has overall responsibility of executing and supporting the IPR operations of the entire firm. He is also the co-founder and Director of Novel IPR Academy, the only IPR Academy in the Southern India. He brings a variety of experience in cross functional roles across engineering, IP, technology, business analysis and management.

Mr. Murali is an Alumni of GITAM university, Nalsar University and holds certifications in IPR from WIPO Geneva. He is currently consultant for many industrial firms and also is guest faculty IPR at various engineering colleges and have chaired many IPR conferences and have held many IPR workshops and on hands training sessions in IPR especially in the areas of patent search and analytics. He is also a certified professional in TRIZ (Theory of Inventing Problem Solving) and Design For Patentability.



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Guest Lecture Report **The Power of IPRs: Fueling Innovation**

Pragati Engineering College, successfully organized a guest lecture on "*The Power of IPRs: Fueling Innovation*", aimed at fostering awareness and understanding of Intellectual Property Rights (IPRs) and their crucial role in driving technological and business innovation, on **09th May 2025** at Conference Hall, Pragati Engineering College. The event witnessed enthusiastic participation from faculty, and professionals alike.

The event commenced with a warm welcome extended by **Dr.P Krishna Rao**, Chairman of Pragati Engineering College, followed by encouraging words from **Mr. M Satish**, Vice President, **Dr. G. Naresh**, Principal, emphasized the importance of IPR literacy in modern education and innovation ecosystems and introduced the guest speakers.

Brief Profile of Resource Persons

Mr. Murali Krishna Pattabhi

- Postgraduate in Biomedical Engineering and a graduate in Chemical Engineering
- Certified Green Belt Six Sigma Professional
- Co-founder and Director, *Novel Patent Services* – the only established firm in the state offering specialized business solutions in the IPR domain with over 18 years of experience
- Oversees global IPR operations including for Indian, US, and European corporations
- Co-founder and Director of *Novel IPR Academy*, the only dedicated IPR academy in Southern India
- Holds cross-functional expertise in engineering, intellectual property, business strategy, and management

Mr. Battu Joseph Uday Tej

- Holds key positions across multiple firms, including Director and Designated Partner roles
- Director at *Novel Intellectual Property Rights Educational Forum*
- Designated Partner at *Novel Innovation Design Studio LLP*
- Holds a Director Identification Number (DIN) 08283856
- Renowned for his strategic contributions in the fields of education and innovation

The session delved deep into the multifaceted role of IPRs in enabling innovation, protecting creative ideas, and enhancing commercial potential in various sectors. Key points covered included:

- Fundamentals of Intellectual Property Rights: Patents, Trademarks, Copyrights, and Trade Secrets
- Real-world examples of successful IP-driven innovations



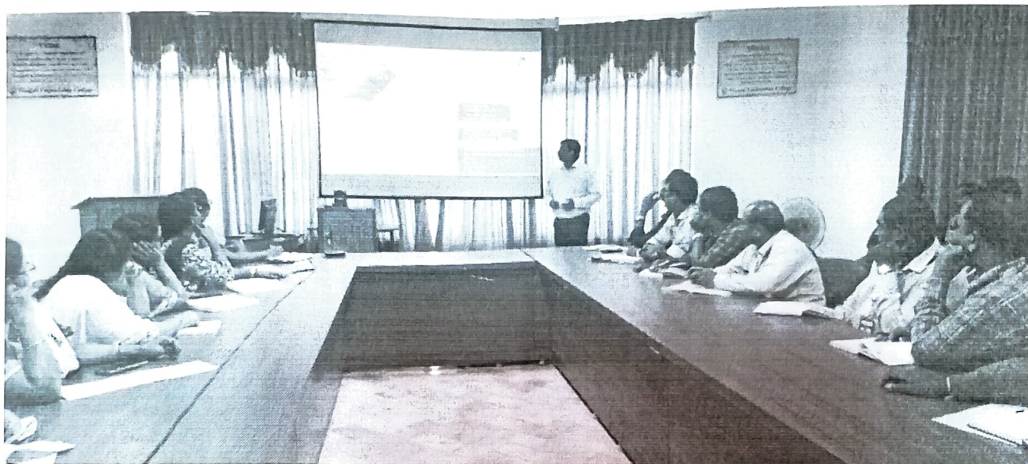
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- The process of patent filing and protection – national and international perspectives
- Importance of IPR awareness among engineering students and startups
- Challenges and opportunities in managing IP portfolios for businesses
- Case studies from Novel Patent Services and international clients

The lecture was interactive and insightful, with numerous questions posed by students and faculty members, which the speakers addressed with practical clarity and real-world relevance.

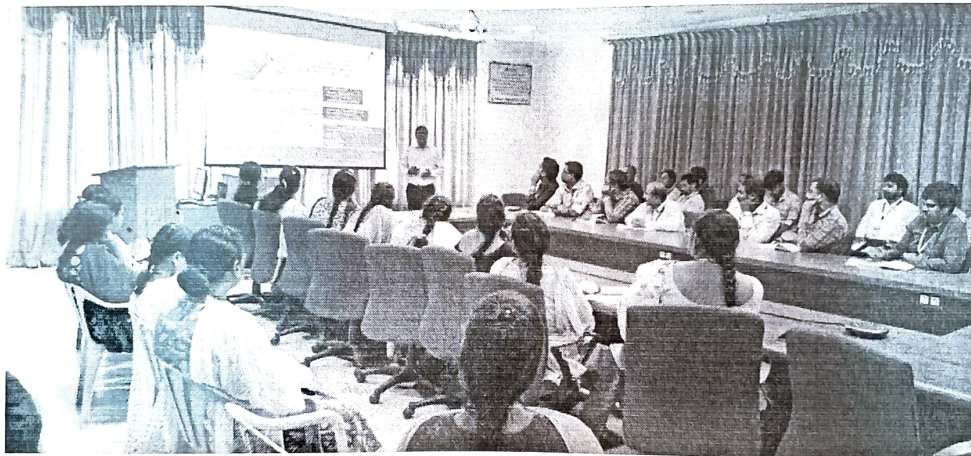
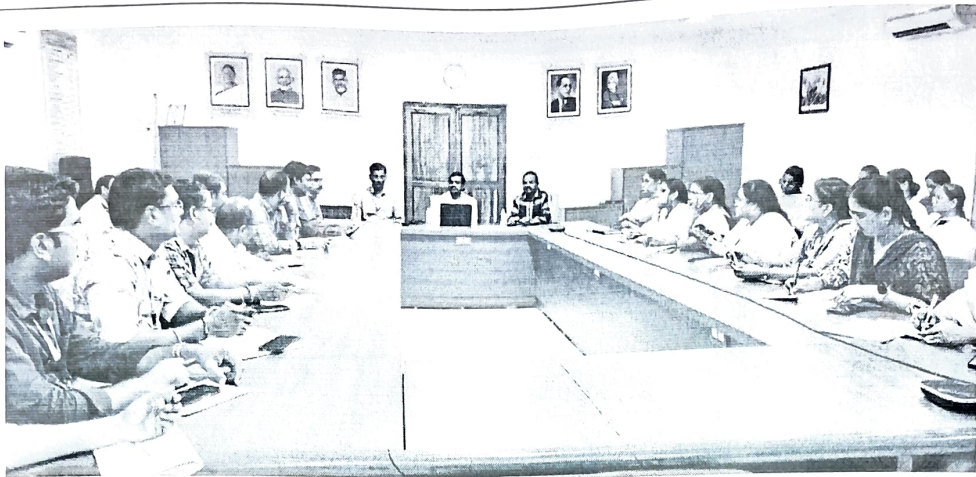




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The session concluded with a formal vote of thanks expressing gratitude to the esteemed speakers for their time and valuable insights. Participants appreciated the opportunity to understand the practical relevance of IPRs in academia and industry.

The lecture proved to be a transformative experience, reinforcing the institution's commitment to bridging the gap between academic knowledge and industry practices.


IQAC Coordinator 09/05/25