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## GNLU PRESS NOTE

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GNLU Organises One day Workshop on 'Intellectual Property Laws for the Traditional and Internet Based Businesses'

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Dear Sir/Madam,

Greetings from GNLU!

The GNLU Centre for Intellectual Property Rights (GCIPR) in collaboration with the US Embassy and Microsoft Chair for IPR at GNLU, organized a one-day workshop on “Intellectual Property Laws for Traditional and Internet Based Businesses” on the 27<sup>th</sup> of July at Gujarat National Law University, Gandhinagar.

The event, which also marked the inauguration of the GCIPR, was inaugurated by GNLU Director Prof. (Dr.) Bimal N. Patel. Dr. Nidhi Buch, Director of GCIPR, introduced the centre and spoke of its aim to incentivize innovative and cutting-edge academic research in the field of IPR laws and to promote awareness.

The workshop comprised of a special lecture delivered by distinguished American IPR attorney and adjunct faculty at Columbia University, Mr. Hillel Parness. Mr. Parness provided the audience with a brief overview of the American system of IPR laws. He spoke about the various legal issues such as copyright, trademarks, trade secrets, etc while using the Internet either as businessmen or laymen. Mr. Parness also took time out to answer questions posed by students, lecture was followed by a panel discussion on “Interface between Intellectual Property Laws and the Internet with Particular Reference to Internet Based Businesses”. The panel consisted of Mr. Kailas Kartikeyan, the Attorney at Microsoft India and Mr. Jatin Trivedi, Partner at YJ Trivedi and Co, which holds the distinction of being the oldest IP law firm in Gujarat and has worked extensively in Government policy. The panel discussion was moderated by Dr. Anjani



# Gujarat National Law University

## Gandhinagar, Gujarat, India

Singh Tomar, Microsoft Chair for IPR at GNLU. The discussion surrounded many issues faced by the intermingling of IPR and IT laws. A few takeaways from the panel discussion would be the role of IPR in e-commerce and social media, the disruption caused by technology to businesses and policies alike alongside the major issues faced by this field of study and practice.

The workshop was well received by more than 100 participants. The lecture by Mr. Hillel Parness touched upon key issues in the field and kept the audience engaged. The panel discussion sprouted healthy dialogue in niche issues in IPR with respect to E-commerce and was a learning experience for all present.

The workshop was a success and was followed by a small valedictory ceremony, where participants were given certificates followed by a group photo.

For any further information you may contact Mr. Shruti Brahmbhatt, Research Associate, Gujcost IPR Chair - +91 81286 50870, Dr. Nidhi Buch, Director, GNLU Centre for IPR- [nbuch@gnlu.ac.in](mailto:nbuch@gnlu.ac.in) or Dr. Anjani Singh Tomar, Microsoft IPR Chair Professor. GNLU- [atomar@gnlu.ac.in](mailto:atomar@gnlu.ac.in).