

# An Awareness Regarding Intellectual Property Rights Among Ug Students with Reference to Chittoor

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**Abstract-Intellectual Property Rights are rights given by the law to protect their inventions, Creativities for specific period. It includes patents, copy rights, trademarks designs etc. Today's all productions sales are related to IPRs. Without Patents, trademarks products are not enter in to market place for selling and using the products.**

**Intellectual property rights are monopoly rights that give their owners temporal advantages to exclusively exploit the earning rights from creative works and inventions. Given that a society must have sound reasons for granting such benefits to some of its members, supporters of these rights offer us three generally acknowledged reasons why today's inter-global intellectual property rights should be protected.**

**IPR is a powerful weapon for protecting the inventor's or artist's investment of time, money, and effort since it grants the inventor or creator an exclusive right to use its invention or creation for a specific amount of time. IPR influences a nation's economic development by fostering healthy competition, fostering industrial expansion, and stimulating economic growth. This article highlights the IPRs and Its awareness to students in their studies.**

**Keywords: Copy rights, Trademarks, TRIPs**

## 1 INTRODUCTION

A patent is a recognition for an invention that satisfies the criteria of global innovation, and industrial application. IPR is essential for better identification, planning, commercialization, rendering, and thus the preservation of inventions or creativity. Each industry should develop its speciality based on its IPR policies, management style, strategies, and so on. Currently, the pharmaceutical industry has an emerging IPR strategy, which needs better focus and outlook in the coming era.

Different types of IPRs

A. Copyrights

Copyright law deals with the protection and exploitation of the expression of ideas in a tangible

form. Copyright has evolved over many centuries with respect to changing ideas about creativity and new means of communication and media. In the modern world, the law of copyright provides not only a legal framework for the protection of the traditional beneficiaries of copyright, the individual writer, composer or artist, but also the publication required for the creation of work by major cultural industries, film; Broadcast and recording industry; And computer and software industries.

B. Patent

Patent law recognizes the exclusive right of a patent holder to derive commercial benefits from his invention. A patent is a special right granted to the owner of an invention to the manufacture, use, and market the invention, provided that the invention meets certain conditions laid down in law. Exclusive right means that no person can manufacture, use, or market an invention without the consent of the patent holder. This exclusive right to patent is for a limited time only.

C. Trademark

A trademark is a badge of origin. It is a specific sign used to make the source of goods and services public in relation to goods and services and to distinguish goods and services from other entities. This establishes a link between the proprietor and the product. It portrays the nature and quality of a product. The essential function of a trademark is to indicate the origin of the goods to which it is attached or in relation to which it is used. It identifies the product, guarantees quality and helps advertise the product. The trademark is also the objective symbol of goodwill that a business has created.

D. Geographical indication

It is a name or sign used on certain products which corresponds to a geographic location or origin of the product, the use of geographical location may act as a certification that the product possesses certain qualities as per the traditional method. Darjeeling tea

and basmati rice are a common example of geographical indication. The relationship between objects and place becomes so well known that any reference to that place is reminiscent of goods originating there and vice versa.

#### E. Industrial design

It is one of the forms of IPR that protects the visual design of the object which is not purely utilized. It consists of the creation of features of shape, configuration, pattern, ornamentation or composition of lines or colours applied to any article in two or three-dimensional form or combination of one or more features. Design protection deals with the outer appearance of an article, including decoration, lines, colours, shape, texture and materials.

IP can generate income for your business through licensing, selling or commercializing protected products or services. This, in turn, can improve your stock market or increase your profit. In the case of a sale, merger or acquisition, registered and protected IP assets can increase the value of your business. IP can help to convert creative ideas into commercially successful products and services. For example, licensing your patent or copyright can result in a steady stream of royalties and additional income that can result in profitable assets.

### 2.NATIONAL IPR POLICY

In May 2016, the National Intellectual Property Rights (IPR) Policy 2016 was approved as a vision statement to direct the country's future IPR growth. "Creative India; Innovative India" is its rallying cry. Incorporating all IPRs and bringing them together on a single platform while taking into consideration their interconnections, it strives to foster and take advantage of synergies between all types of intellectual property (IP), relevant statutes, and government organisations. It establishes a formal system for implementation, oversight, and evaluation. It tries to absorb and modify best practises from around the world for the Indian context. IPRs in India are being implemented and will continue to develop under the direction of the Department of Industrial Policy & Promotion (DIPP), Ministry of Commerce, Government of India.

### 3.THE BENEFITS OF IP RIGHTS IN CURRENT TIMES

Intellectual property also increases a company's productivity in the international market. An owner of

an IP property may use these trademarks or designs to market goods and services abroad, as well as to export their own products or to enter into a franchise agreement with an international company. There will always be some who want to profit from copying original concepts, ideas, or developments. Therefore, it is essential to safeguard IP properties from unauthorised third-party infringement. IP security can be established for businesses of all shapes and sizes.

Therefore, a person should decide which Intellectual Property Rights (trademark, copyright, or patent registration) should be utilised to cover various sections of its IP after examining the market needs and scenarios. Enterprises, especially small-scale businesses, must protect their unique products or services against competitors who can steal their market share in order to ensure growth and profitability. Long-term risks to an enterprise's health might result from losing market share during the early stages of the business cycle.

IP can assist in turning innovative ideas into successfully marketed goods and services. For instance, licencing your patent or copyright may generate a consistent flow of royalties and other income, which may result in valuable assets. IP is required to develop an image for your company, such as a brand, logo, or product design. Therefore, it will aid in differentiating the goods and aid in marketing and customer promotion. Expand the company's export potential. IP has the potential to make export markets more competitive. When looking for international companies to enter into franchise agreements with or when trying to export your patented items, one can leverage their brands and designs to promote foreign goods.

### 4.NEED FOR THE STUDY

A creative concept is Ideas on their own are worthless to very little. IP offers a lot of untapped potential for making innovations into marketable products and services. Copyright and patent registration will produce a steady stream of fees and higher income, which will improve the market's overall performance. Having enforceable and robust intellectual property rights safeguarding families and consumers. Strong IP protections enable customers to make informed decisions regarding the security, dependability, and efficiency of their transactions.

5. OBJECTIVES OF THE STUDY

- a) To know the awareness about the IPRs.
- b) To identify the importance of IPRs among the students, and
- c) To analyze the factors of IPRs in various reasons.

6. HYPOTHESES

- 1. “There is no significant difference between Class and Awareness of IPRs”.
- 2. “There is no significant difference between Age and to know the awareness of IPRs”.

7. RESEARCH METHODOLOGY

a. SOURCE OF DATA

Basically in this research, Primary data used. Primary data relating to the background of respondents and their perception were collected with the help of a structured schedule.

b. SAMPLE DESIGN

Purpose sampling was used to study the problem. It has been determined the sample size for the present research study is 200 respondents.

c. TOOLS OF ANALYSIS

Data collected from Google sheet by structured schedule. Primary data is processed systematically and applied classification, tabulation and Chi square test analysis in appropriate place.

8. RESULT AND DISCUSSIONS

Table-1 Respondents opinion on Copyrights

Class	Yes	No	Total
B.Com	76	21	97
B.SC	68	23	91
BA	6	6	12
Total	150	50	200

Source : Primary data

Table 1 shows the respondents opinion on copyrights. Out of 200 respondents, 150 respondents said that we know about copyrights and 50 respondents said we donot know the copyrights. Majority of the respondents know about the intellectual copyrights in this study.

Table-2 Respondents opinion on Sources of IPRs

Sources	B.Com	B.SC	BA	Total
Google	28	30	5	63
Internet	22	14	2	38
Library	1	1	0	2
Madam or sir prepare materials	0	1	0	1

Notice working	1	0	0	1
Textbook	0	1		1
Typed Material	145	44	5	94
Total	97	91	12	200

Source : Primary data

Table 2 indicates respondents opinion on Sources of IPRs. Out of 200 respondents 94 respondents gather the information from typed material, 63 respondents from Google, 32 respondents from Internet, 2 respondents from Library books and each one from Material Text books and Notice board.

Table3 Respondents opinion on Lessons on IPRs

Class	Yes	No	Total
B.Com	52	45	97
B.SC	25	66	91
BA	5	7	12
Grand Total	82	118	200

Source : Primary data

Table 3 depicts of respondents opinion on lessons on IPRs in Curriculum of their syllabus. Out of 200 respondents, 118 respondents opinioned that there is no curriculum of IPRs in their syllabus, 82 respondents opinioned that there is little syllabus in their curriculum of Intellectual Property Rights. So Most of the students saith that there is no information about IPRs in their Syllabus.

Table-4 Class wise Respondents Opinion on Plagiarism

Class	Yes	No	Total
B.Com	47	50	97
B.SC	21	70	91
BA	4	8	12
Total	72	128	200

Source : Primary data

Table- 4 shows that Class wise respondents opinion on Plagiarism. Out of 200 respondents ,128 respondents said that we do not know about Plagiarism but 72 respondents said that we have little knowledge about Plagiarism.

Table-5 Place of key word learned by the Respondents

Class/	Googl e	Clas s	Lesso n	Semin ar	Worksh op
B.Com	30		43	18	6
B.SC	31	2	31	20	7
BA	3	1	2	6	0
Total	64	3	76	44	13

Source : Primary data

Table 5 indicates place of key word learned by the respondents. Out of 200 respondents, 76 respondents learned the key words from lessons , 64 respondents from google , 44 respondents from Seminar , 13

respondents from Workshop and 3 respondents from Class only. Most of respondents learned the keywords from google , seminar and Workshop.

Table-6 Respondents Opinion on IPRs Curriculum in Institution

Class	Yes	No	Total
B.Com	62	35	97
B.SC	44	47	91
BA	7	5	12
Total	113	87	200

Source : Primary data

Table 6 shows respondents opinion on IPRs Curriculum in Institution. Out of 200 Respondents 113 respondents said that intellectual Property Rights is Included in Institution Curriculum but 87 respondents said that IPRs is not included in Institution Curriculum.

9.Hypothesis :1

1. “There is no significant difference between Class and Awareness of IPRs”.

Table-7 Class Wise Respondents Awareness on IPRs

Class/Awareness	Yes	No	Total
B.Com	73	24	97
B.SC	48	43	91
BA	10	2	12
Total	131	69	200

Source : Primary data

In this Calculation, chi square Test value is 12.325 and Table Value is 5.991. So Chi square Value is greater than the Table value. So We reject the Hypothesis. So there is a difference between class and awareness on IPRs among the students.

Hypothesis :2

2. “There is no significant difference between Age and awareness on IPRs

Table-8 Age wise Respondents awareness on IPRs

Age/Awareness	Yes	No	Total
16-18 Years	24	19	43
19-20 Years	79	37	116
21-22 Years	28	13	41
Total	131	69	200

Source : Primary data

In this Calculation, Chi square test value is 2.2746 and Table Value is 5.59911. So Chi square Test value is less than the table value. So We accept the Hypothesis.

So There is no difference between age and awareness on IPRs.

10.CONCLUSION

Intellectual Property Rights is required to develop an image, such as a brand, logo, or product design. Therefore, it will aid in differentiating the goods and aid in marketing and customer promotion. IP rights support the peace of mind and confidence that customers and markets expect. It is crucial to remember that the onus of protecting one's intellectual property against infringement rests solely with the owner because no one else will make an effort to alert you to someone else violating your IP rights.

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