



St. Xavier's College Jaipur

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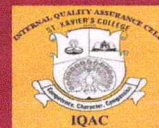
3.2.1

INNOVATION ECOSYSTEM

ACTIVITIES OUTCOMES RELATED TO
INTELLECTUAL PROPERTY RIGHTS

Principal

St. Xavier's College Jaipur
Nevta-Mahapura Road, Jaipur



3.2.1 List of activities Related to Intellectual Property Rights

S. No.	Name of the Activity	Name of Organizing Unit	Date	Beneficiaries	Outcome
1	IPR Filing Support Drive	IPR Cell	11.01.2023-12.01.2023	12	Students gained insights about patent filling procedure
2	Orientation Program	Innovation & Incubation Cell (IIC), IPR Cell & Research and Project Committee (RPC)	06.10.2022	90	Expanded students' learning on diverse aspects of startups, intellectual property and Research & Development
3	Workshop on How to apply for Patent	IIC and IPR Cell	06.01.2022-07.01.2022	94	Enhanced learning on patent framework, application process, grant procedures, post-filing processes, and IPR management.
4	IIC & IPR Cell Orientation Program	IIC & IPR	17.09.2021	103	To orient students about incubations and entrepreneurship
5	An Expert Session on General Awareness on IPR	IPR Cell	11.10.2021	66	Developed understanding for the fundamentals of IPR procedures and their importance
6	Orientation Program of Innovation & Incubation Cell & E-Cell	Innovation & Incubation Cell & E-Cell	16.10.2020	103	Instilled learning in the field of innovation and entrepreneurship
7	Workshop on Intellectual Property Rights	Department of Computer Science, IIC Cell, IPR Cell	26.11.2020-28.11.2020	107	Provided valuable knowledge and understanding of different aspects of intellectual property (IP)
8.	Intellectual Property Rights Awareness Session	IPR Cell	25-03-2019	78	Students have gained a deeper understanding of the process, leading to a growing enthusiasm for the subject.



3.2.1 List of Outcomes Related to IPR: List of Patents Granted/ Published by the Staff Members

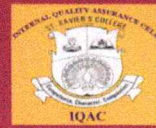
S. No.	Name	Certificate/ Patent details	Year of Publication	Granted/ Published
1	St. Xavier's College Jaipur	Certificates of Appreciation for actively participating in National Intellectual Property Rights Awareness	2023	NA
2	St. Xavier's College Jaipur	Certificates of Appreciation for actively participating in National Intellectual Property Rights Awareness	2023	NA
3	Dr. Madhu Sharma Assistant professor Department of Computer science	A Method to Secure Online Transaction	2023	Granted
4	Dr. Dharamveer Yadav Assistant Professor Department of Computer Science	Data Processing Equipment as Well as Peripheral Apparatus and Devices	2023	Granted
5	Dr. Dharamveer Yadav Assistant Professor Department of Computer Science	Automated Contactless Fluid Dispenser	2022	Granted
6	Dr. Pradeep Soni Assistant Professor Department of Business Administration	Handheld Wireless Token Dispenser for Queue Management	2022	Granted
7	Dr. Madhu Sharma Assistant professor Department of Computer science	System and Method for Real-Time Performance Tracking of Students During an Online Class	2021	Granted
8	Dr. Madhu Sharma Assistant professor Department of Computer science	IASS- IOT Based ATM Security System and A Method Thereof	2021	Granted
9	Dr. Gurneet Kaur Suri Assistant Professor Department of Business Administration and Dr. Renu Jadon Assistant Professor Department of Business Administration	Analysing How E Commerce Festival Offers Gives Massive Retail Sales in India	2023	Published

(Signature)
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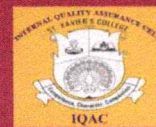
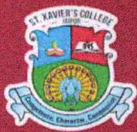


10	Dr. Gurneet Kaur Suri Assistant Professor Department of Business Administration and Ms. Mrinalini Faujdar Assistant Professor Department of Arts	Impact Of Policy Framework on Indian Tourism with Special Focus on Kanyakumari District	2023	Published
11	Ms. Akansha Arora Assistant Professor Department of Commerce	A Novel Technique for Digital Marketing Using AI, Blockchain and IOT	2023	Published
12	Dr. Happy Agarwal Assistant Professor Department of Business Administration	Credit Management System for Providing Credit Management Service and Method Thereof	2022	Published
13	Dr. Mahua Majumdar Bose and Assistant Professor Department of Commerce Dr. Leena Sharma Assistant Professor Department of Business Administration	A System for Evaluating Parallel and Serial Mediating Role of Ethics in Selling and Internal Marketing	2022	Published
14	Dr. Mahua Majumdar Bose and Assistant Professor Department of Commerce Dr. Leena Sharma Assistant Professor Department of Business Administration	Portfolio Management and Investments in Interconnected Stock Exchange of India Ltd.	2022	Published
15	Ms. Anjali Pareek Assistant Professor Department of Business Administration	Deep Learning Based Analysis to Identify the Impact of Various Social Media Platforms on Academic Performance of the Students	2022	Published
16	Dr. Salim khan Assistant Professor Department of Business Administration And Dr. Ekta Assistant Professor Department of Commerce	Impact of Digital Marketing Towards Customer Buying Perception and Behavior in E-Commerce	2022	Published
17	Dr. Nitasha Khatri	Packaging Container	2015	Granted


Principal

St. Xavier's College Jaipur

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1. Title of the Event: IPR Filing Support Drive

Brief Description

Date: 11.01.2023-12.01.2023

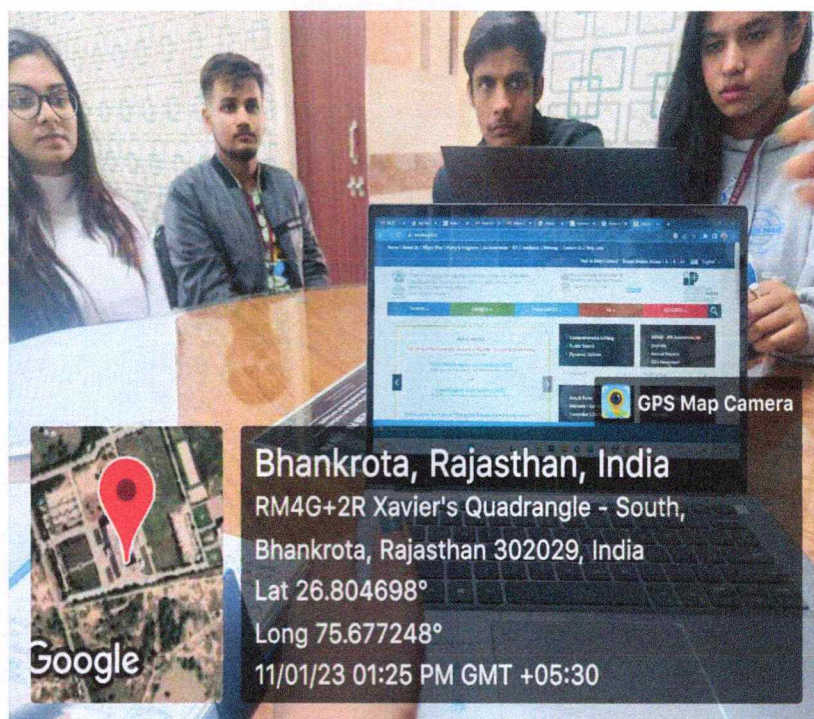
Total Number of Participants: 12

Resource Person: Dr Madhu Sharma, IPR Coordinator, St. Xavier's College Jaipur

Organized by: Intellectual Property Right Cell

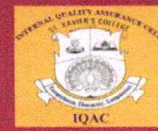
Objective: The cell organized an IPR Filing Guidance and Support Drive for the students and faculty members on 11-12 January 2023 to facilitate patent filing procedure. The resource person of this drive was Dr Madhu Sharma, IPR Coordinator, St. Xavier's College Jaipur

Outcome: Participants gained the comprehensive overview of patent filing and related intellectual property topics.



Criteria 3/IPR/IPR Filing Support Drive/Dr Madhu Sharma IPR Coordinator,
St. Xavier's College Jaipur/11th January to 12th January 2023


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2. Title of the Event: Innovation & Incubation Cell (IIC), IPR Cell & Research and Project Committee (RPC) - Orientation Program

Brief Description

Date: 06.10.2022

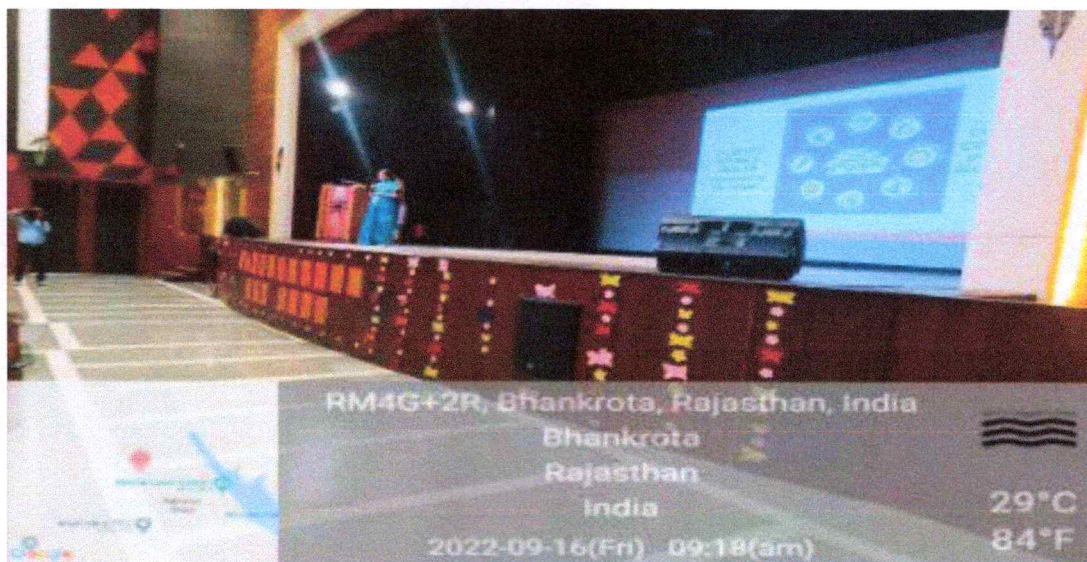
Total Number of Participants: 90

Organized by: Innovation Incubation Cell (IIC), Intellectual Property Rights Cell (IPR), Research Project Committee (RPC)

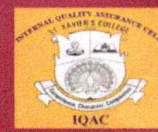
Resource Persons: Dr Shikha Bakshi, IIC coordinator, Dr. Vaishali Singh, XRPC Coordinator & Dr. Madhu Sharma IPR Coordinator, St. Xavier's College Jaipur

Objective: An Orientation Session cum An Expert Talk on "Start-ups, Innovations, Patents and Research" was organized on 6th October 2022 to orient newly admitted students regarding theoretical aspects of Intellectual property rights, and the resource persons for the session were Dr Shikha Bakshi, IIC coordinator, Dr. Vaishali Singh, XRPC Coordinator & Dr. Madhu Sharma IPR Coordinator.

Outcome: Students gained valuable insights into the world of startups, intellectual property, and research & development through the session. Broadened understanding: The event successfully expanded students' learning by covering diverse aspects of startups, IP, and R&D.



Criteria 3/IIC, IPR Cell & Research and Project Committee (RPC) - Orientation Program/Dr Shikha Bakshi, IIC coordinator, Dr. Vaishali Singh, Coordinator RPC & Dr. Madhu Sharma IPR Coordinator, St. Xavier's College Jaipur/6th October 2022



3. Title of the Event: Workshop on How to apply for Patent (Online)

Brief Description

Date: 06.01.2022-07.01.2022

Total Number of Participants: 94

Resource Person: Dr Jitendra Sharma, Assistant Controller, Patents and Adv (Dr.) Rohit Jain, Patent and Trademark Attorney, LEXIPR, and Dr Pankaj Kumar IPR Attorney, IIS University.

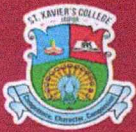
Organized by: IIC and IPR Cell

Objective: The Intellectual Property Rights Committee and Innovation & Incubation Cell organized a two-day workshop on "How to apply for a Patent" on January 6 and 7, 2022. The main aim of the workshop was to make students aware of basic laws for Patenting, and filing of Patents and to encourage students to get engrossed in Research and Ideation. The speakers for Day 1 were Dr Jitendra Sharma, Assistant Controller, Patents and Adv (Dr.) Rohit Jain, Patent and Trademark Attorney, LEXIPR, and for Day 2 Dr Pankaj Kumar IPR Attorney, IIS University. The Workshop covered the general framework of Patents, the Process of applying for patents, and getting grants for the same.

Outcome: The theme is highly relevant for students interested in research and entrepreneurship. The workshop covered key aspects like patent framework, application process, grant procedures, post-filing processes, and intellectual property rights management. The workshop also helped participants understand handling Patent applications and post post-filing process. Participants were amazed to know how a product is protected by so many rights. Eminent speakers of the workshop illuminated the process of getting patents in a very convenient and manageable way. The entire workshop was very informative and enriching as participants kept on raising their queries and requesting to have more sessions in the future.

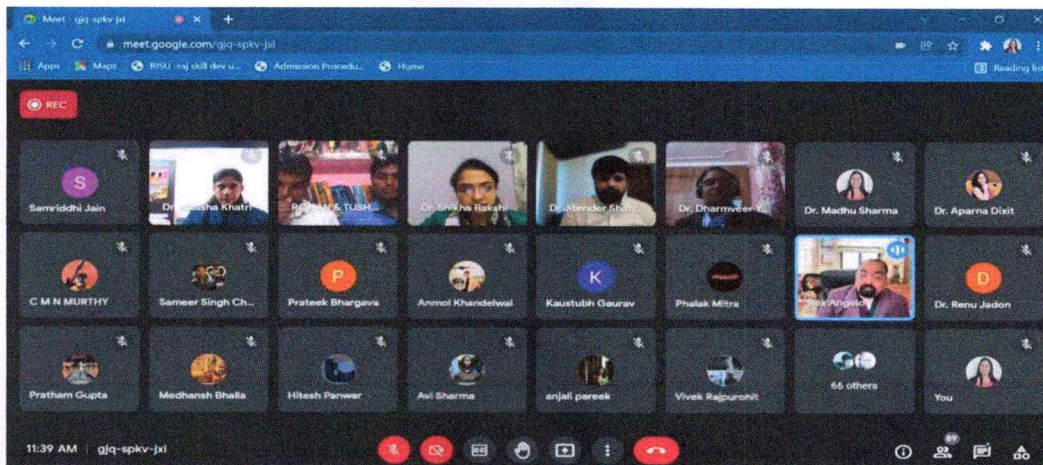
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Criteria 3/IIC & IPR Cell/Workshop on How to apply for Patent/Dr Jitendra Sharma, Assistant Controller, Patents and Adv (Dr.) Rohit Jain, Patent and Trademark Attorney, LEXIPR, Dr Pankaj Kumar IPR Attorney, IIS University/06th January to 07th January 2022

4. Title of the Event: Innovation Incubation Cell & Intellectual Property Rights Cell Orientation Program (Online)

Brief Description

Date: 17.09.2021

Total Number of Participants: 103

Resource person: Mr Chintan Bakshi, CEO Startup Oasis.

Organized by: Innovation and Incubation Cell (IIC), Intellectual Property Right Cell (IPR)

Objectives: St. Xavier's College, Jaipur organized an orientation session for Staff and Students on "Start-ups, Innovations and Patent" on Sep 17, 2021. The speaker for the session was Mr Chintan Bakshi, CEO Startup Oasis. Session aimed to create passion about one's area of interest to lay a strong foundation for the start-ups. The event aimed to create an understanding on various stages of start-ups. Ideation, Prototype, FBP and Breakeven.

Outcome: Participants found the session to be both interesting and interactive. They actively engaged in learning about ideation, commercialization, and the key aspects of starting a startup, including intellectual rights and procedures.

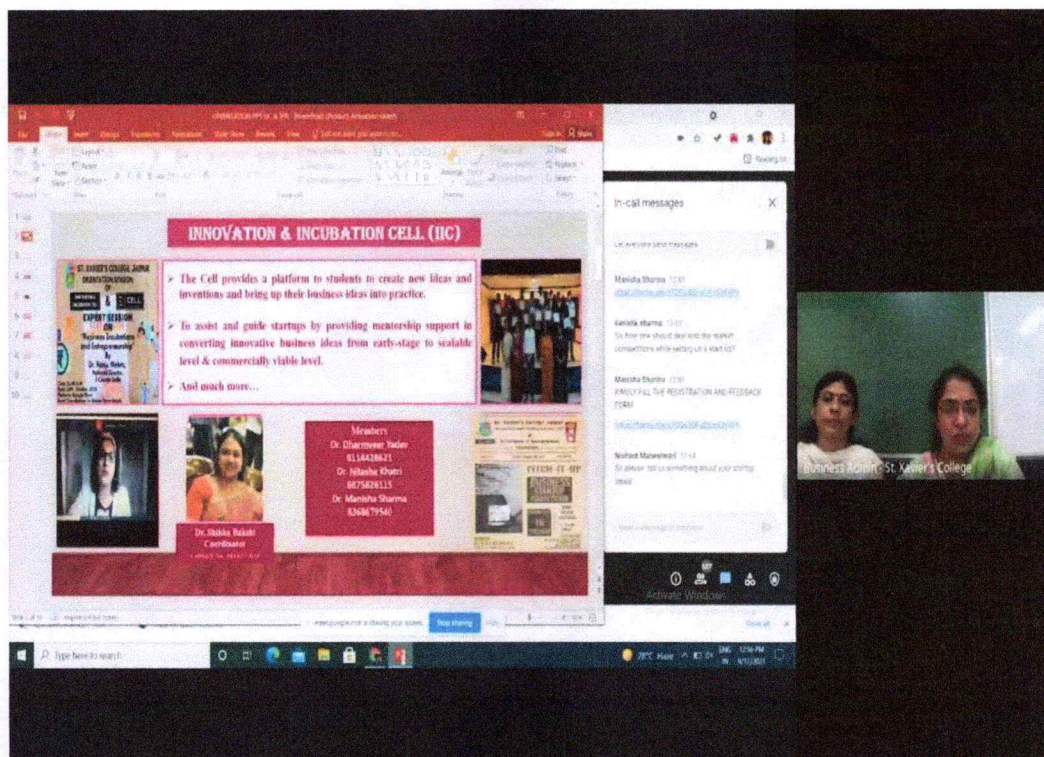
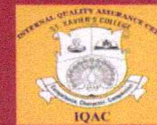
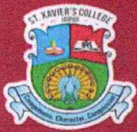

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Criteria 3/IIC, IPR Cell/IIC & IPR Cell Orientation Program/ Mr Chintan Bakshi, CEO startup, Oasis/13th March to 17th September 2021

5. Title of the Event: An Expert Session on General Awareness on IPR (Online)

Brief Description

Date: 11.10.2021

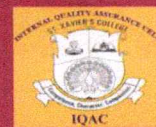
Total Number of Participants: 66

Organized by: IPR Cell

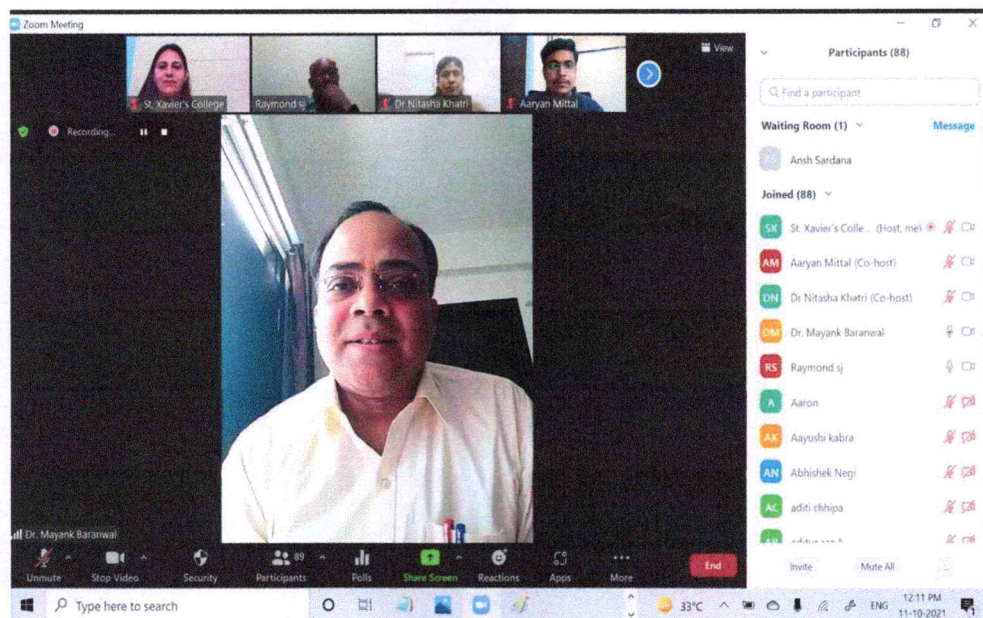
Resource Person: Dr. Mayank Baranwal, Assistant Professor, Department of Law, and University of Rajasthan

Objective: To enhance and inculcate Innovative Entrepreneurship skills among students Intellectual Property Right cell (IPR) at St. Xavier's College, Jaipur organized a session on "General awareness on IPR" on Oct 11, 2021.

Outcome: The speaker for the session was Dr. Mayank Baranwal, Assistant Professor, Department of Law, and University of Rajasthan with a specialization in Intellectual Property Rights. The speaker kicked off the session with basic concepts of ownership and possession. The



session intensified on concepts of property rights, benefits of legally protecting an IPR, various legislations governing Intellectual Property laws in India, The Patents Act, 1970, and so on. The session equipped participants with valuable knowledge in the area of Intellectual Property Rights (IPR). Understanding the fundamentals of IPR procedures and their importance emerged as a key takeaway for participants.



Criteria 3/IPR Cell/An Expert Session on General Awareness on IPR/Dr. Mayank Baranwal, Assistant Professor, Department of Law, and University of Rajasthan/11th October 2021

6. Title of the Event: Orientation Program of Innovation & Incubation Cell & E-Cell (Online)

Brief Description

Date: 16.10.2020

Total Number of Participants: 103

Resource person: Dr. Ranju Mehta, National Director, I Create India.

Organized by: Innovation & Incubation Cell & E- Cell

Objectives: Orientation Program of Innovation & Incubation Cell & E- Cell on October 16th 2020 was organized to enrich the learning in the area of "Business Incubations and Entrepreneurship" an expert session by Dr. Ranju Mehta, National Director, I Create India.

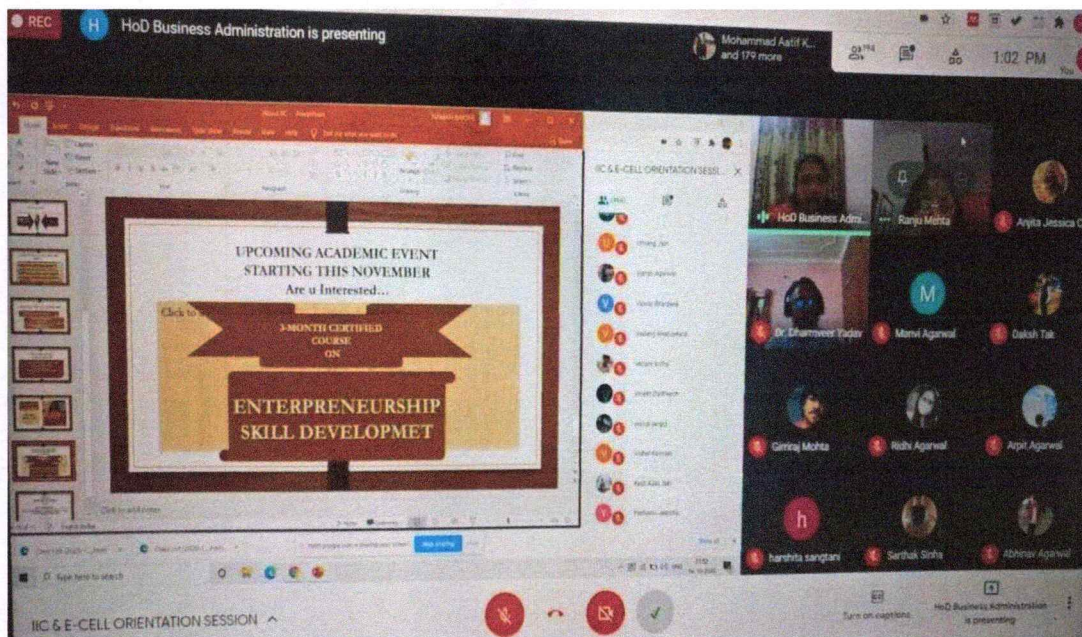


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Outcome: The Orientation Program successfully introduced students to the world of business incubations and entrepreneurship. The chosen topic aligned perfectly with the goals of the organizing cells, attracting students across different streams. Participation of 103 participants demonstrate considerable student interest in entrepreneurship, suggesting the event met a need. Students shared positive feedback about the speaker's effectiveness, content relevance, and engagement level would enrich the report and looking forward for the follow-up activities or further mentorship opportunities.



Criteria 3/Innovation & Incubation Cell & E- Cell/Orientation Program of Innovation & Incubation Cell & E- Cell/Dr. Ranju Mehta, National Director, I Create India/16th October 2020

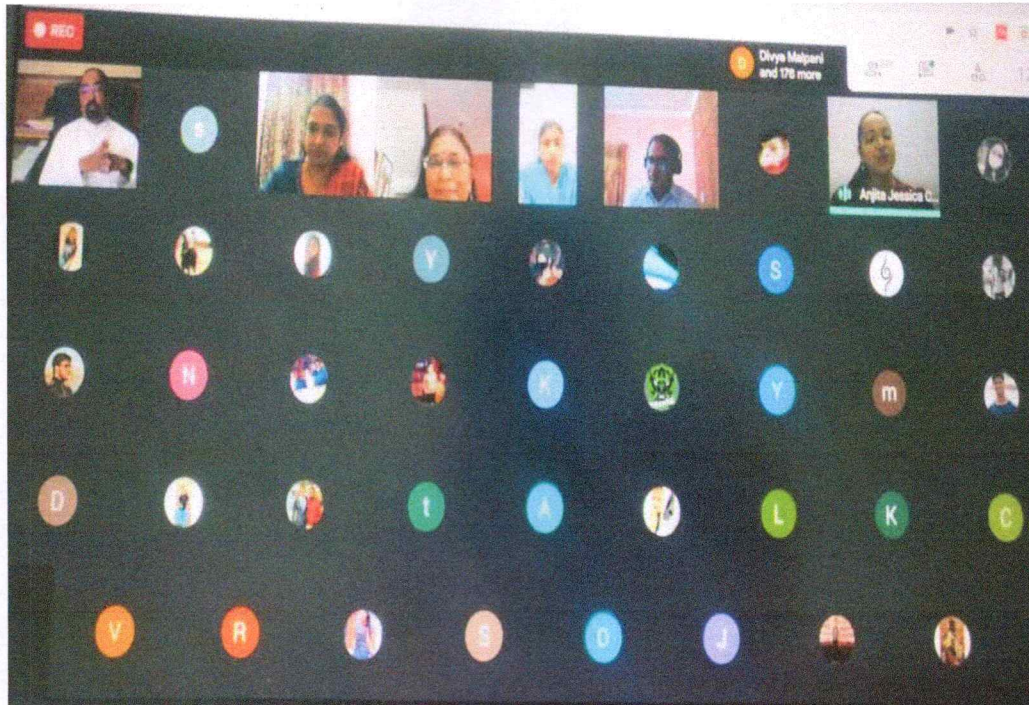

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St. Xavier's College Jaipur

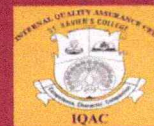
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Criteria 3/Innovation & Incubation Cell & E- Cell/Orientation Program of Innovation & Incubation Cell & E- Cell/Dr. Ranju Mehta, National Director, I Create India/16th October 2020


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7. Title of the Event: Workshop on Intellectual Property Rights (Online)

Brief Description

Date: 26.11.2020-28.11.2020

Total Number of Participants: 107

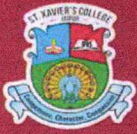
Resource Person: Dr. Bharat N Suryawanshi, Assistant Controller of Patents & Design, Rajiv Gandhi National Institute of Intellectual Property Management, Nagpur, Mr. Nakul J. Sharedalal, founder NS Legal, Mentor at KCCI, Honorary Global Advisor at AACCI and CIAC, Prof (Dr.) Vijay Singh Rathore, Professor CS and Director International IIS University, Jaipur and Mr. Vikas Asawat, Patent Attorney and Registered with Patent.

Organized by: Department of Computer Science, IIC Cell, IPR Cell

Objectives: Three-day National workshop entitled intellectual property rights for innovative entrepreneurship organized by the Department of Computer Science in collaboration with IPR cell and IIC cell of St. Xavier's College, Jaipur with an aim to familiarize students with the denotation of intellectual property right and all the terms related to it.

Outcome: The Three-Day National Workshop on Intellectual Property Rights for Innovative Entrepreneurship successfully provided participants with valuable knowledge and understanding of different aspects of intellectual property (IP). The Resource persons for the workshop were: Dr. Bharat N Suryawanshi, Assistant Controller of Patents & Design, Rajiv Gandhi National Institute of Intellectual Property Management, Nagpur, Mr. Nakul J. Sharedalal, founder NS Legal, Mentor at KCCI, Honorary Global Advisor at AACCI and CIAC, Prof (Dr.) Vijay Singh Rathore, Professor CS and Director International IIS University, Jaipur and Mr. Vikas Asawat, Patent Attorney and Registered with Patent. The Workshop was attended by Students from all Streams. The Learning Outcome of the Workshop was: Dr. Bharat N Suryawanshi started the session with Students understood the factual meaning of Patents, trademarks, designs and copyrights. Mr. Nakul J. Sharedalal described meaning of Intellectual property and modes of protection of IP. He shared detailed presentation on the process of patent, trademark, GI, Copyrights etc and clarified the minute difference between these. Prof (Dr.) Vijay Singh Rathore thoroughly explained various benefits of IPRs and gave real example to understand the importance of Patent and Copyright. He also explained the importance of economic analysis and its application to trademark, copyrights, patents. Mr. Vikas Asawat explained various rules of copyright and trademark. Various symbols to indicate trademark were explained in- depth. He shared a presentation on the geographical indication and gave latest data on the status of GI in India. Students and faculty members were made aware from benefits and process of registrations of trademark.

The diverse expertise of the resource persons and the workshop's structure catering to various IP areas created a comprehensive learning experience. The chosen theme aligned perfectly with the growing focus on innovation and entrepreneurship, catering to students across all streams. The workshop benefitted from the expertise of individuals with diverse backgrounds in IP, ensuring well-rounded coverage of the topic. The breakdown of sessions covering key IP areas

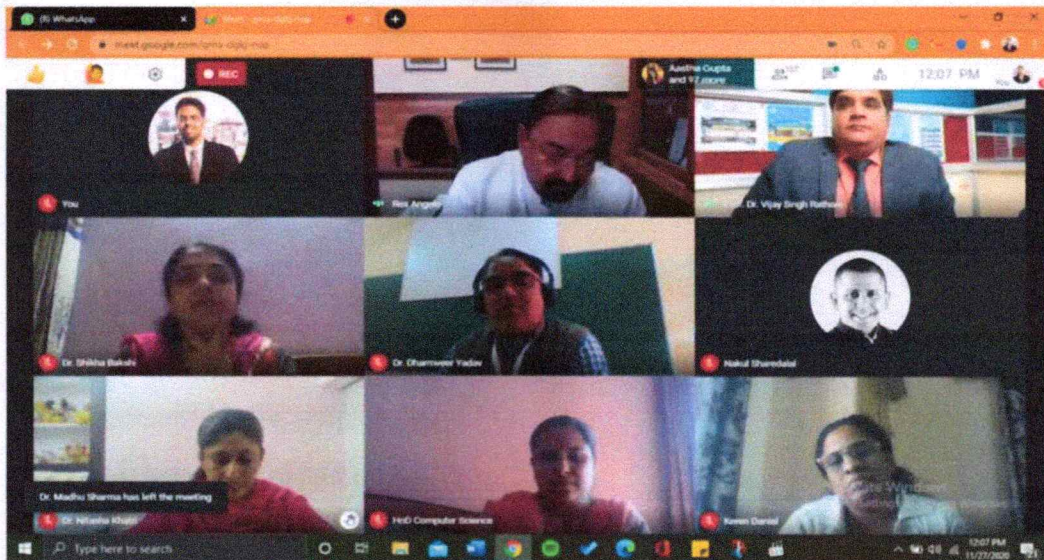


St. Xavier's College Jaipur

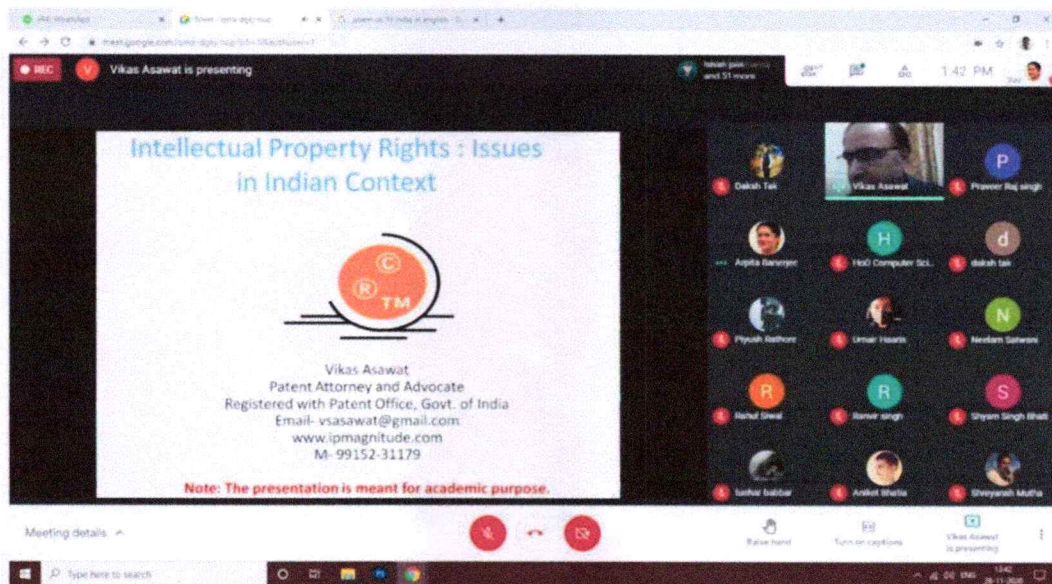
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like patents, trademarks, copyrights, and geographical indications suggests a focused learning experience. Incorporating real-life examples and economic analysis by Prof. Rathore could have enhanced the practical relevance of the learning.



Criteria 3/Department of Computer Science, IIC Cell, IPR Cell/Workshop on Intellectual Property Rights/26th November to 28th November 2020



Criteria 3/Department of Computer Science, IIC Cell, IPR Cell/Workshop on Intellectual Property Rights/26th November to 28th November 2020



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*Dr. Bharat N Suryawanshi, Assistant Controller of Patents & Designs
Rajiv Gandhi National Institute of Intellectual Property Management, Nagpur.*

*Session on Intellectual Property Rights (IPR) & Patent process
26-11-2020, 11.30 a.m. – 12.30 p.m.*



*Mr. Nakul J. Sharedalal
Founder NS Legal, Mentor at KCCI, Honorary Global Advisor at AACCI and
CIAC*

*Session on Intellectual Property Rights in India & Trends
27-11-2020, 12.00 noon – 1.00 p.m.*



*Prof. (Dr.) Vijay Singh Rathore
Professor- CS & Director – International IIS University, Jaipur*

*Session on Innovative Entrepreneurship
27-11-2020, 11.30 a.m. – 12.00 p.m.*



*Mr. Vikas Asawat,
Patent Attorney and Registered with Patent*

*Session on Various area/s of Intellectual Property (IP)
28-11-2020, 1.30 p.m. – 2.30 p.m.*



*Orzanizer: Rev Fr Dr A Rex Anjelo SJ
Principal, St. Xavier's College Jaipur*

Program Coordinators

Ms. Arpita Banerjee and Ms. Vaishali Singh,

Dr. Nitasha Khatri (IPR Coordinator) and Dr. Shikha Bakshi (IIC Coordinator)

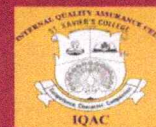
Registration Form:
<https://forms.gle/PBYwDMvLTazG1fox5>

Google Meet Link: -
<https://meet.google.com/qma-dgkj-nup>

Criteria 3/Department of Computer Science, IIC Cell, IPR Cell/Workshop on Intellectual Property Rights/Brochure/26th November to 28th November 2020

Principal

St. Xavier's College Jaipur
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8. Title of the Event: Intellectual Property Rights Awareness Session

Brief Description

Date: 25.03.2019

Total Number of Participants: 78

Organized by: IPR Cell

Resource Person: Mr. Pankaj Kumar, IPR Facilitator and Trainer

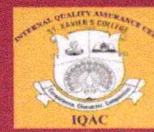
Objectives: To create awareness of Intellectual Property Rights among staff and the student community, the IPR cell of the college organized a session on 25 March 2019 in the college auditorium. The IPR facilitator and trainer, Mr. Pankaj Kumar talked about property rights through patents, copyrights and trademarks. He explained how these property rights allow the holder to exercise a monopoly on the use of the term for a specified period.

Outcome: Participants appreciated the comprehensive coverage of IPR concepts, highlighting its applicability to their fields of study and work. Mr. Kumar's engaging presentation style and interactive approach were commended for facilitating understanding and encouraging questions. Some participants suggested offering follow-up workshops or consultations to delve deeper into specific aspects of IPR, like patent filing procedures



Criteria 3/IPR Cell/Intellectual Property Rights Awareness Session/Mr. Pankaj Kumar, IPR Facilitator and Trainer/25th March 2019

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Outcomes

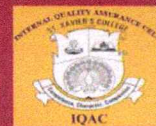
2. List of Patents Granted/ Published by The Staff Members

S. No	Name	Certificate/ Patent details	Year of Publication	Granted/ Published
1.	St. Xavier's College Jaipur	Certificates of Appreciation for actively participating in National Intellectual Property Rights Awareness	2023	NA
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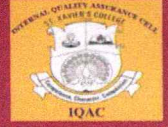


	Department of Business Administration			
7	Dr. Madhu Sharma Assistant professor Department of Computer science	System and Method for Real-Time Performance Tracking of Students During an Online Class	2021	Granted
8	Dr. Madhu Sharma Assistant professor Department of Computer science	IASS- IOT Based ATM Security System and A Method Thereof	2021	Granted
9	Dr. Gurneet Kaur Suri Assistant Professor Department of Business Administration and Dr. Renu Jadon Assistant Professor Department of Business Administration	Analysing How E Commerce Festival Offers Gives Massive Retail Sales in India	2023	Published
10	Dr. Gurneet Kaur Suri Assistant Professor Department of Business Administration and Ms. Mrinalini Faujdar Assistant Professor Department of	Impact Of Policy Framework on Indian Tourism with Special Focus on Kanyakumari District	2023	Published



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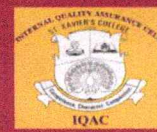


	Arts			
11	Ms. Akansha Arora Assistant Professor Department of Commerce	A Novel Technique for Digital Marketing Using AI, Blockchain and IOT	2023	Published
12	Dr. Happy Agarwal Assistant Professor Department of Business Administration	Credit Management System for Providing Credit Management Service and Method Thereof	2022	Published
13	Dr. Mahua Majumdar Bose and Assistant Professor Department of Commerce Dr. Leena Sharma Assistant Professor Department of Business Administration	A System for Evaluating Parallel and Serial Mediating Role of Ethics in Selling and Internal Marketing	2022	Published
14	Dr. Mahua Majumdar Bose and Assistant Professor Department of Commerce Dr. Leena Sharma Assistant Professor Department of Business Administration	Portfolio Management and Investments in Interconnected Stock Exchange of India Ltd.	2022	Published
15	Ms. Anjali Pareek	Deep Learning Based Analysis to Identify the	2022	Published



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	Assistant Professor Department of Business Administration	Impact of Various Social Media Platforms on Academic Performance of the Students		
16	Dr. Salim khan Assistant Professor Department of Business Administration And Dr. Ekta Assistant Professor Department of Commerce	Impact of Digital Marketing Towards Customer Buying Perception and Behavior in E-Commerce	2022	Published
17	Dr. Nitasha Khatri	Packaging Container	2015	Granted


Principal

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Nevta-Mahapura Road, Jaipur



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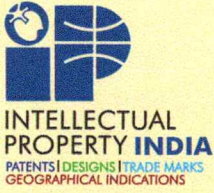
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A Christian Minority Educational Institution under Section 2(g) of NCMEI Act, 2004



OUTCOME I



Unnat P. Pandit
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Government of India
Ministry of Commerce and Industry
Department for Promotion of Industry and Internal Trade
Office of the Controller General of Patents, Designs and Trade Marks

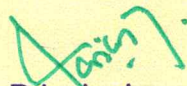
CERTIFICATE OF APPRECIATION

Presented to

ST XAVIER'S COLLEGE, JAIPUR

In recognition of active participation in the **National Intellectual Property Awareness Mission (NIPAM)** launched by the Government of India on the occasion of the 75th anniversary of independence under the banner "Azadi Ka Amrit Mahotsav" to create widespread awareness on Intellectual Property Rights (IPR). The exceptional contribution in successfully organizing the awareness programme on **January 19, 2023** in association with **Intellectual Property Office, Delhi** by providing your valuable time and support is highly appreciated.

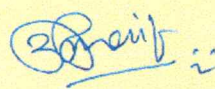
Solicit your continued support for outreach of IPR far and wide.


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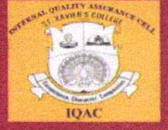
Date: February 15, 2023


(Prof. (Dr) Unnat P. Pandit)
CONTROLLER GENERAL OF
PATENTS, DESIGNS & TRADE MARKS

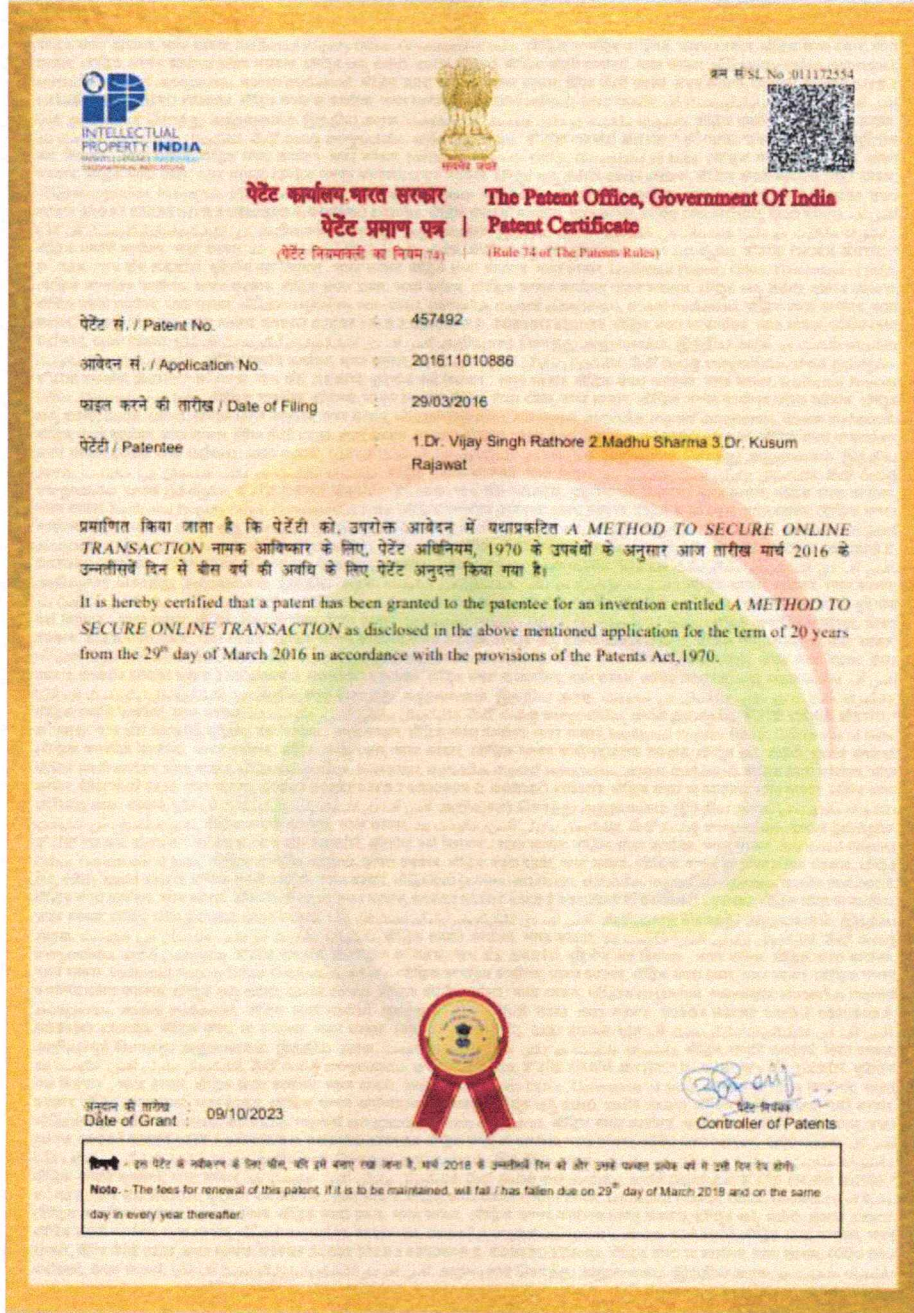


St. Xavier's College Jaipur

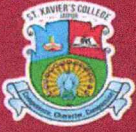
Affiliated to the University of Rajasthan Approved under Section 2(f) and 12(B) of UGC Act, 1956
A Christian Minority Educational Institution under Section 2(g) of NCMEI Act, 2004



Outcome 3



Criteria 3/ Govt. of India Patent Office / Dr. Madhu Sharma/ A Method to Secure Online Transaction /Patent Certificate/ 09.10.23



Outcome 4

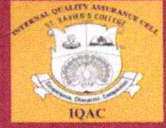


Criteria 3/ certificate of Registration for UK design/ Dr Dharamveer Yadav/ Data Processing Equipment as Well as Peripheral Apparatus and Devices Patent Certificate/ 16.02.23



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Outcome 5



Criteria 3/ Govt. of India, Patent Office /Dharmveer Yadav/ Automated Contactless Fluid Dispense/ Patent Certificate/ 1.10.22



ORIGINAL

No. 117335

भारत सरकार
GOVERNMENT OF INDIA
पेटेंट कार्यालय
THE PATENT OFFICE

CERTIFICATE OF REGISTRATION OF DESIGN

Design No. 362788-001
Date 19/04/2022 17:38:28
Reciprocity Date*
Country

Certified that the design of which a copy is annexed hereto has been registered as of the number and date given above in class 14-03 in respect of the application of such design to HANDHELD WIRELESS TOKEN DISPENSER FOR QUEUE MANAGEMENT in the name of 1.DR. PRADEEP SONI, ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE ST. XAVIER'S COLLEGE, JAIPUR RAJASTHAN INDIA 2. DR. MANISH SHRIMALI, ASSOCIATE PROFESSOR, DEPARTMENT OF COMPUTER SCIENCE AND INFORMATION TECHNOLOGY, JANARDAN RAI NAGAR RAJASTHAN VIDYAPEETH (DEEMED-TO-BE-UNIVERSITY), PRATAPNAGAR UDAIPUR RAJASTHAN INDIA 313001 3. SANJEEV KUMAR SHUKLA, ASSOCIATE PROFESSOR & HOD, AXIS BUSINESS SCHOOL, KANPUR, UP- 208001 4. DR. RASHMI SONI, ASSOCIATE PROFESSOR, K J SOMAIYA INSTITUTE OF MANAGEMENT SOMAIYA VIDHYAVIHAR UNIVESITY, MUMBAI INDIA , ET AL.

in pursuance of and subject to the provisions of the Designs Act, 2000 and the Designs Rules, 2001.

INTELLECTUAL

Controller General of Patents, Designs and Trade Marks

*The reciprocity date (if any) which has been allowed and the name of the country.

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This Certificate is not for use in legal proceedings or for obtaining registration abroad

SAURABH KUMAR JAIN,
SENANIP, F-440, DELTA-1, GREATER NOIDA, UP
201310 INDIA

Date of Issue 30/09/2022 14:36:39

Principal

St. Xavier's College Jaipur
Nevta-Mahapura Road, Jaipur



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PATENTS | DESIGNS | TRADE MARKS
GEOGRAPHICAL INDICATIONS



सत्यमेव जयते

भारत सरकार
GOVERNMENT OF INDIA
पेटेंट कार्यालय
THE PATENT OFFICE
पेटेंट प्रमाणपत्र
PATENT CERTIFICATE
(Rule 74 of The Patents Rules)

क्रमांक : 011146325
SL No :



पेटेंट सं. / Patent No. : 396286
आवेदन सं. / Application No. : 202111043737
फाइल करने की तारीख / Date of Filing : 27/09/2021
पेटेंटी / Patentee : Dr. Madhu Sharma

प्रमाणित किया जाता है कि पेटेंटी को, उपरोक्त आवेदन में यथाप्रकटित SYSTEM AND METHOD FOR REAL-TIME PERFORMANCE TRACKING OF STUDENTS DURING AN ONLINE CLASS नामक आविष्कार के लिए, पेटेंट अधिनियम, 1970 के उपबंधों के अनुसार आज तारीख सितम्बर 2021 के सत्ताईसवें दिन से बीस वर्ष की अवधि के लिए पेटेंट अनुदत्त किया गया है।

It is hereby certified that a patent has been granted to the patentee for an invention entitled SYSTEM AND METHOD FOR REAL-TIME PERFORMANCE TRACKING OF STUDENTS DURING AN ONLINE CLASS as disclosed in the above mentioned application for the term of 20 years from the 27th day of September 2021 in accordance with the provisions of the Patents Act, 1970.



अनुदान की तारीख : 06/05/2022
Date of Grant :

Principal

St. Xavier's College Jaipur
Nevta-Mahapura Road, Jaipur

पेटेंट नियंत्रक
Controller of Patent

टिप्पणी - इस पेटेंट के नवीकरण के लिए फीस, यदि इसे बनाए रखा जाना है, सितम्बर 2023 के सत्ताईसवें दिन को और उसके पश्चात प्रत्येक वर्ष में उसी दिन देय होगी।

Note. - The fees for renewal of this patent, if it is to be maintained will fall / has fallen due on 27th day of September 2023 and on the same day in every year thereafter.



Australian Government

IP Australia

OUTCOME 8

CERTIFICATE OF GRANT INNOVATION PATENT

Patent number: 2021104947

The Commissioner of Patents has granted the above patent on 30 March 2022, and certifies that the below particulars have been registered in the Register of Patents.

Name and address of patentee(s):

Madhu Sharma of Assistant Professor, St. Xavier's College, Jaipur Nevtā-Mahapura Road Jaipur, (Rajasthan) 302029 India

Vijay Singh Rathore of Professor, Dept. of Computer Science And IT, IIS (Deemed to be University), Gurukul Marg SFS, Mansarovar Jaipur, (Rajasthan) 302020 India

Manoj Kumar Sharma of Associate Professor, CCE, SCIT Manipal University, Manipal University Jaipur, Dehmi Kalan, . Off Jaipur-Ajmer Expressway Jaipur (Rajasthan) 303007 India

Title of invention:

IASS- IOT BASED ATM SECURITY SYSTEM AND A METHOD THEREOF

Name of inventor(s):

Sharma, Madhu; Rathore, Vijay Singh and Kumar Sharma, Manoj

Term of Patent:

Eight years from 4 August 2021

NOTE: This Innovation Patent cannot be enforced unless and until it has been examined by the Commissioner of Patents and a Certificate of Examination has been issued. See sections 120(1A) and 129A of the Patents Act 1990, set out on the reverse of this document.



Principal
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Nevta-Mahapura Road, Jaipur

Dated this 30th day of March 2022

Commissioner of Patents

28

PATENTS ACT 1990

The Australian Patents Register is the official record and should be referred to for the full details pertaining to this IP Right.

OUTCOME 9

(12) PATENT APPLICATION PUBLICATION

(21) Application No.202341078374 A

(19) INDIA

(22) Date of filing of Application :17/11/2023

(43) Publication Date : 29/12/2023

(54) Title of the invention : ANALYSING OF HOW E-COMMERCE FESTIVAL OFFER GIVES MASSIVE RETAIL SALES IN INDIA

<p>(51) International classification :G06Q0030020000, G06Q0020360000, G06Q0030060000, G06Q0040020000, A61K0036740000</p> <p>(86) International Application No :NA Filing Date :NA</p> <p>(87) International Publication No : NA</p> <p>(61) Patent of Addition to Application Number :NA Filing Date :NA</p> <p>(62) Divisional to Application Number :NA Filing Date :NA</p>	<p>(71)Name of Applicant : 1)Dr. GUNA SANKAR DOGUPARTHY Address of Applicant :PROFESSOR, DEPT. OF MANAGEMENT , COLLEGE OF BUSINESS & ECONOMICS,DEBRE BERHAN UNIVERSITY , DEBRE BERHAN ETHIOPIA, ----- 2)Dr.JERUSHA IRENE CHITRA D 3)PROF.(DR) P.K. AGARWAL 4)Dr. VIVEK SHARMA 5)Mrs. MONALISA PATTANAYAK 6)Dr. GURNEET KAUR SURI 7)Dr. LILA SIMON 8)Dr. DEVADUTTA INDORIA 9)Mrs.S.SARATHAMANI 10)MR.J LOGESHWARAN 11)Dr. MAMTA PATHAK 12)Dr. RENU JADON Name of Applicant : NA Address of Applicant : NA</p> <p>(72)Name of Inventor : 1)Dr. GUNA SANKAR DOGUPARTHY Address of Applicant :PROFESSOR, DEPT. OF MANAGEMENT , COLLEGE OF BUSINESS & ECONOMICS,DEBRE BERHAN UNIVERSITY , DEBRE BERHAN ETHIOPIA, ----- 2)Dr.JERUSHA IRENE CHITRA D Address of Applicant :ASSISTANT PROFESSOR , COMMERCE , LOYOLA COLLEGE , CHENNAI, TAMIL NADU-600034 Chennai ----- 3)PROF.(DR) P.K. AGARWAL Address of Applicant :DEAN, FACULTY OF COMMERCE & BUSINESS STUDIES, MOTHERHOOD UNIVERSITY, ROORKEE, UTTARAKHAND- 247661 Roorkee ----- 4)Dr. VIVEK SHARMA Address of Applicant :ASSISTANT PROFESSOR, FACULTY OF COMMERCE & BUSINESS STUDIES, MOTHERHOOD UNIVERSITY, ROORKEE, UTTARAKHAND- 247661 Roorkee ----- 5)Mrs. MONALISA PATTANAYAK Address of Applicant :ASSISTANT PROFESSOR, DEPARTMENT OF BASIC SCIENCE AND HUMANITIES , MAJHIGHARIANI INSTITUTE OF TECHNOLOGY AND SCIENCE (MITS), RAYAGADA, ODISHA- 765017, INDIA Rayagada ----- 6)Dr. GURNEET KAUR SURI Address of Applicant :ASSISTANT PROFESSOR, DEPARTMENT OF BUSINESS ADMINISTRATION, ST. XAVIER'S COLLEGE, JAIPUR., RAJASTHAN-302029 Jaipur ----- 7)Dr. LILA SIMON Address of Applicant :PROFESSOR, MANAGEMENT, THE BHOPAL SCHOOL OF SOCIAL SCIENCES, BHEL,HABIBGANJ P.O , BHOPAL, MADHYA PRADESH-462024,INDIA Bhopal ----- 8)Dr. DEVADUTTA INDORIA Address of Applicant :ASSISTANT PROFESSOR IN COMMERCE , COMMERCE, VIKRAM DEV UNIVERSITY, JEYPORE, ODISHA Jeypore ----- 9)Mrs.S.SARATHAMANI Address of Applicant :ASSISTANT PROFESSOR , DEPARTMENT OF COMMERCE, DR.SNS RAJALAKSHMI COLLEGE OF ARTS AND SCIENCE, COIMBATORE , TAMILNADU -641035, INDIA Coimbatore ----- 10)MR.J LOGESHWARAN Address of Applicant :RESEARCH SCHOLAR, DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING, SRI ESHWAR COLLEGE OF ENGINEERING, COIMBATORE-TAMIL NADU Coimbatore ----- 11)Dr. MAMTA PATHAK Address of Applicant :ASSISTANT PROFESSOR, MANAGEMENT, IIMT COLLEGE OF MANAGEMENT, GREATER NOIDA, GAUTAM BHUDH NAGAR, GREATER NOIDA-201310, INDIA Greater Noida ----- 12)Dr. RENU JADON Address of Applicant :ASSISTANT PROFESSOR, DEPARTMENT OF BUSINESS ADMINISTRATION ,ST. XAVIER'S COLLEGE, JAIPUR, RAJASTHAN-302029 Jaipur -----</p>
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(57) Abstract :
ABSTRACT ANALYSING OF HOW E-COMMERCE FESTIVAL OFFER GIVES MASSIVE RETAIL SALES IN INDIA The success of e-commerce festivals in India has seen an increase in retail sales in recent years. This phenomenon can be attributed to several factors such as convenient access to a wide range of products across different categories, discounts, and 24/7 availability. Additionally, the higher levels of web literacy among consumers in India, along with the rise of digital wallet platforms and cash-on-delivery options, have contributed to the growth of e-commerce festivals. Data analysis of customer behaviour during e-commerce festivals in India shows that customers respond positively to discounts, attractive deals, and promotional offers. It also indicates that customers prefer to shop on e-commerce platforms around holiday seasons and festivals, such as Diwali and Christmas. Furthermore, the analysis of the purchase data also reveals that customers show a preference for products such as electronic gadgets, lifestyle products, and travel packages during these festivals. E-commerce festivals have led to an increased level of competition between major e-commerce players in India. This has resulted in price cuts and other promotional offers such as free shipping and free returns. These strategies help to create an environment that is attractive for customers, leading to increased sales. The success of e-commerce festivals in India is also largely due to its connected ecosystem. This includes availability of payment options such as credit/debit card, internet banking, and UPI-enabled digital wallets. Additionally, the delivery of products to customers' doorsteps, along with a smooth returns process helps to enhance customer satisfaction and brand loyalty. Overall, e-commerce festivals have helped to drive retail sales in India due to the ease of access and convenience it provides for customers. Moreover, the increasing popularity of e-commerce platforms in India as well as strategies such as discounts, attractive deals, and promotional offers have contributed to the success of these festivals.

No. of Pages : 13 No. of Claims : 6

(Signature)
Principal
St. Xavier's College Jaipur
Nevta-Mahapura Road, Jaipur

OUTCOME 10

(12) PATENT APPLICATION PUBLICATION

(21) Application No.202311011063 A

(19) INDIA

(22) Date of filing of Application :18/02/2023

(43) Publication Date : 17/03/2023

(54) Title of the invention : IMPACT OF POLICY FRAMEWORK ON INDIAN TOURISM WITH SPECIAL FOCUS ON KANYAKUMARI DISTRICT

<p>(51) International classification :A23F 031400, A61K 367300, F24D 100000, G06Q 501400, H04L 410893</p> <p>(86) International Application No :NA Filing Date :NA</p> <p>(87) International Publication No : NA</p> <p>(61) Patent of Addition to Application Number :NA Filing Date :NA</p> <p>(62) Divisional to Application Number :NA Filing Date :NA</p>	<p>(71)Name of Applicant :</p> <p>1)Dr. Sunil Kabia Address of Applicant :Professor Director IQAC, Tourism & Hotel Management, Institute of Tourism and Hotel Management, Bundelkhand University, Jhansi-284128 -----</p> <p>2)Ms. Mrinalini Faujdar</p> <p>3)Dr. Gurneet Kaur Suri</p> <p>4)Dr. Nuzhat Sadriwala</p> <p>5)Dr. Kaneez Fatima Sadriwala</p> <p>Name of Applicant : NA Address of Applicant : NA</p> <p>(72)Name of Inventor :</p> <p>1)Dr. Sunil Kabia Address of Applicant :Professor Director IQAC, Tourism & Hotel Management, Institute of Tourism and Hotel Management, Bundelkhand University, Jhansi-284128 -----</p> <p>2)Ms. Mrinalini Faujdar Address of Applicant :Assistant Professor & HOD, Department of Arts, St. Xaviers College, Nevta-Mahapura, Jaipur -----</p> <p>3)Dr. Gurneet Kaur Suri Address of Applicant :Assistant Professor, Department of Business Management, St. Xaviers College, Nevta-Mahapura, Jaipur -----</p> <p>4)Dr. Nuzhat Sadriwala Address of Applicant :Assistant Professor, Manikyalal Verma Shramjeevi PG College, Janardan Rai Nagar Rajasthan Vidyapeeth (Deemed-to-be) University, Udaipur -----</p> <p>5)Dr. Kaneez Fatima Sadriwala Address of Applicant :Associate Professor, College of Economics Management and Information Systems, University of Nizwa, Po Box 33, Pc 6161, Birkatul Mouz, Dakhliia, Oman -----</p>
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(57) Abstract :

The aim of the present study is to examine the impact and importance of tourism promotion in Tamil Nadu, with special reference to the Kanyakumari district. The specific objectives are to conduct an assessment of the effectiveness of existing campaigns at the national level and their impact in Tamil Nadu and the Kanyakumari district, examine the various campaigns against the available spectrum, evaluate the impact of various measures taken through centralized campaigns in collaboration with the state government, evaluate the relative importance and effectiveness of the different means of communication used in the campaigns, analyze data and results and, in light of the analysis, make recommendations on corrective measures to be taken to make campaigns more effective with target segments (general public, service providers, and tourists) at the district level, examine the disturbances that trigger the successful promotion of tourism in the study area, and prepare suitable suggestions and action plans to systematically improve the effectiveness of promotional activities.

No. of Pages : 29 No. of Claims : 7

OUTCOME 11

(12) PATENT APPLICATION PUBLICATION
 (19) INDIA
 (22) Date of filing of Application :13/02/2023


(21) Application No.202311009251 A
 (43) Publication Date : 03/03/2023

(54) Title of the invention : A NOVEL TECHNIQUE FOR DIGITAL MARKETING USING AI, BLOCKCHAIN, AND IOT

<p>(51) International classification :G06Q0030020000, G06N0020000000, H04L0009320000, H04L0009060000, G06F0015160000</p> <p>(86) International Application No :NA Filing Date :NA</p> <p>(87) International Publication No :NA</p> <p>(61) Patent of Addition to Application Number :NA Filing Date :NA</p> <p>(62) Divisional to Application Number :NA Filing Date :NA</p>	<p>(71)Name of Applicant : 1)Dr. Mukesh Kumar Verma Address of Applicant :Department of ABST, University of Rajasthan Jaipur, TR-13, Rajasthan University Campus, Jaipur, 302004 Jaipur -----</p> <p>2)Dr. Amit Verma 3)Akansha Arora 4)Dr. Bajrang Lal 5)Dr. Priyanka Ranawat 6)Dr. Preeti Yadav 7)Dr. Reena Rani 8)Dr. Abhineet Saxena 9)Dr. Ashutosh Kumar Name of Applicant : NA Address of Applicant : NA</p> <p>(72)Name of Inventor : 1)Dr. Mukesh Kumar Verma Address of Applicant :Department of ABST, University of Rajasthan Jaipur, TR-13, Rajasthan University Campus, Jaipur, 302004 Jaipur -----</p> <p>2)Dr. Amit Verma Address of Applicant :Assistant Professor (Senior Scale), Journalism and Mass Communication, Directorate of Online Education, Manipal University Jaipur, Jaipur-Ajmer Express Highway, Dehmi Kalan, Near GVK Toll Plaza, Jaipur, Rajasthan 303007 Jaipur -----</p> <p>3)Akansha Arora Address of Applicant :Assistant Professor, St. Xavier's College, Nevta - Mahapura Road, Jaipur-302029 Jaipur -----</p> <p>4)Dr. Bajrang Lal Address of Applicant :NIMS Institute of Management and Commerce, NIMS University, Jaipur, VPO Kohrana Teh Behror, Dist. Alwar, Pin- 301713 Alwar -----</p> <p>5)Dr. Priyanka Ranawat Address of Applicant :Assistant Professor, Department of Management and Commerce, NIMS Institute of Management and Commerce, NIMS University, 94, Ramnathpuri behind Regenta Hotel Kalwar Road, Jaipur (Raj.) Jaipur -----</p> <p>6)Dr. Preeti Yadav Address of Applicant :Professor, Amity Business School, University: Amity University Rajasthan, Jaipur (India), 303002 Jaipur -----</p> <p>7)Dr. Reena Rani Address of Applicant :UITHM, Chandigarh University, National Highway, Kharar Ludhiana Road, Gharuan, Mohali, Pincode- 140413 Mohali -----</p> <p>8)Dr. Abhineet Saxena Address of Applicant :Assistant Professor, Coordinator YSBC, Amity Business School, Amity University Rajasthan, Jaipur, India, SP-1 Kant Kalwar, NH11C, RIICO Industrial Area, Jaipur, Rajasthan, India, Pin- 303002 Jaipur -----</p> <p>9)Dr. Ashutosh Kumar Address of Applicant :Professor, Amity Business School, Amity University Rajasthan, Jaipur, India, SP-1 Kant Kalwar, NH11C, RIICO Industrial Area, Jaipur, Rajasthan, India, Pin- 303002 Jaipur -----</p>
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(57) Abstract :
 The current invention pertains to digital marketing that is based on artificial intelligence and the internet of things. We designed the present invention to be an IoT (Internet of Things) based highway advertisement digital board in which a person can advertise their product from their smart phone without even travelling and coordinating across billboard owners across several districts or states. This was accomplished through the use of our invention. As a consequence of this, there is an immediate need for more study in this field given the quick pace at which both the technology based on roadside billboards and the customer's perception of the same is evolving.

No. of Pages : 11 No. of Claims : 7


 Principal
 St. Xavier's College Jaipur
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Department of Industrial Policy & Promotion,
Ministry of Commerce & Industry,
Government of India

(<http://ipindia.nic.in/index.htm>)



(<http://ipindia.nic.in/index.htm>)

Application Details

APPLICATION NUMBER	202211056062
APPLICATION TYPE	ORDINARY APPLICATION
DATE OF FILING	29/09/2022
APPLICANT NAME	1 . Dr. Monu Bhargava 2 . Dr. Kavita Tak 3 . Dr. Sarita Agrawal 4 . Dr. Happy Agrawal 5 . Dr. Reenu Lulla 6 . Dr. Abhineet Saxena
TITLE OF INVENTION	A CREDIT MANAGEMENT SYSTEM FOR PROVIDING CREDIT MANAGEMENT SERVICE AND METHOD THEREOF
FIELD OF INVENTION	COMPUTER SCIENCE
E-MAIL (As Per Record)	drmonubhargava@gmail.com
ADDITIONAL-EMAIL (As Per Record)	Sudhakar3686@gmail.com
E-MAIL (UPDATED Online)	
PRIORITY DATE	
REQUEST FOR EXAMINATION DATE	--
PUBLICATION DATE (U/S 11A)	14/10/2022

Principal

St. Xavier's College Jaipur
Nevta-Mahapura Road, Jaipur

Application Status

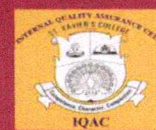
APPLICATION STATUS

Awaiting Request for Examination



St. Xavier's College Jaipur

Affiliated to the University of Rajasthan Approved under Section 2(f) and 12(B) of UGC Act, 1956
A Christian Minority Educational Institution under Section 2(g) of NCMEI Act, 2004



Outcome 13



Office of the Controller General of Patents, Designs & Trade Marks
Department of Industrial Policy & Promotion,
Ministry of Commerce & Industry,
Government of India

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(<http://ipindia.nic.in/index.htm>)

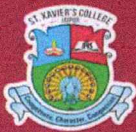
Application Details

APPLICATION NUMBER	202211057388
APPLICATION TYPE	ORDINARY APPLICATION
DATE OF FILING	07/10/2022
APPLICANT NAME	1. Dr. Sanjay Gour 2. Dr. R. S. Rai 3. Dr. Lavika Jharoli 4. Dr. Leena Sharma 5. Dr. Mahua Bose 6. Dr. Mairaj Salim 7. Dr. Asma Zaheer
TITLE OF INVENTION	A SYSTEM FOR EVALUATING PARALLEL AND SERIAL MEDIATING ROLE OF ETHICS IN SELLING AND INTERNAL MARKETING
FIELD OF INVENTION	COMPUTER SCIENCE
E-MAIL (As Per Record)	sanjay.since@gmail.com
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PRIORITY DATE	
REQUEST FOR EXAMINATION DATE	
PUBLICATION DATE (U/S 11A)	21/10/2022

Principal

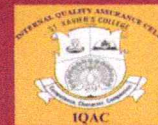
St. Xavier's College Jaipur
Nevta-Mahapura Road, Jaipur

Criteria 3/ Ministry of Commerce and Industry Govt. of India / Dr Leena Sharma,
Dr Mahua Bose / A System for Evaluating Parallel and Serial Mediating Role of
Ethics in Selling and Internal Marketing/ Patent certificate/ 21.10.22



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A Christian Minority Educational Institution under Section 2(g) of NCMEI Act, 2004



Outcome 14



Department of Industrial Property & Innovations
Ministry of Commerce & Industry,
Government of India

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Application Details

APPLICATION NUMBER	202241001297
APPLICATION TYPE	ORDINARY APPLICATION
DATE OF FILING	10/01/2022
APPLICANT NAME	1 . Dr.R.Annadurai 2 . Dr.L.Sumathy 3 . Dr. Mahua Majumdar Bose 4 . Dr. Leena Sharma 5 . Dr. W. Saranya 6 . Dr Padmaja DV 7 . Dr. Syed Shakir 8 . Mr. Kumar 9 . Dr.S.NAGASUNDARAM 10 . Dr.D .D.Paul Dhinakam
TITLE OF INVENTION	PORTFOLIO MANAGEMENT AND INVESTMENTS IN INTERCONNECTED STOCK EXCHANGE OF INDIA LTD
FIELD OF INVENTION	COMPUTER SCIENCE
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PRIORITY DATE	
REQUEST FOR EXAMINATION DATE	-
PUBLICATION DATE (LWS 11A)	28/01/2022

Principal

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Criteria 3/ Ministry of Commerce and Industry Govt. of India / Dr Mahua Bose Dr Leena Sharma/ Portfolio Management and Investments in Interconnected Stock Exchange of India Ltd / Patent Certificate/ 28.01.22

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(21) Application No.202211053623 A

(19) INDIA

(22) Date of filing of Application :20/09/2022

(43) Publication Date : 07/10/2022

(54) Title of the invention : DEEP LEARNING BASED ANALYSIS TO IDENTIFY THE IMPACT OF VARIOUS SOCIAL MEDIA PLATFORMS ON ACADEMIC PERFORMANCE OF STUDENTS

(51) International classification :G06Q0050000000, G06K0009620000, G06K0009000000, G06N0003040000, H04N0019910000
 (86) International Application No :NA
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 (61) Patent of Addition to Application Number :NA
 Filing Date :NA
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 Filing Date :NA

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(57) Abstract :
 Deep Learning based analysis to Identify the Impact of Various Social Media Platforms on Academic Performance of Students is the proposed invention. The proposed invention focuses on analyzing the framework of deep learning for studying the impact of social media on students. Both positive and negative aspects are taken in to consideration. The invention aims at analyzing the effects of social media platform on academic performance of students.

No. of Pages : 13 No. of Claims : 6

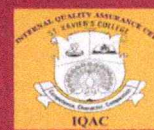

 Principal

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Outcome 16

11/25/22, 9:46 AM Intellectual Property India

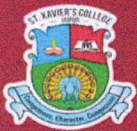
Office of the Controller General of Patents, Designs & Trade Marks
Department of Industrial Policy & Promotion,
Ministry of Commerce & Industry,
Government of India

(<http://ipindia.nic.in/index.htm>)

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Application Details	
APPLICATION NUMBER	202241066205
APPLICATION TYPE	ORDINARY APPLICATION
DATE OF FILING	18/11/2022
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TITLE OF INVENTION	IMPACT OF DIGITAL MARKETING TOWARDS CUSTOMER BUYING PERCEPTION AND BEHAVIOR IN E- COMMERCE
FIELD OF INVENTION	COMPUTER SCIENCE
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Criteria 3/ Ministry of Commerce and Industry Govt. of India/ Dr Salim Khan, Dr Ekta / Impa
Digital Marketing Towards Customer Buying Perception and Behavior in E-Commerce Pat
Certificate/ 25.11.22



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Outcome 17

ORIGINAL
No. 41550

THE PATENT OFFICE
KOLKATA - 700 011

GOVERNMENT OF INDIA
THE PATENT OFFICE
CERTIFICATE OF REGISTRATION OF DESIGN

Design No. 269882
Date 26/02/2015
Reciprocity Date*
Country

Certified that the design of which a copy is annexed hereto has been registered as of the number and date given above in class 09-03 in respect of the application of such design to PACKAGING CONTAINER in the name of DR. SWATI MISHRA, NATIONALITY: INDIAN, ADDRESS: DEPARTMENT OF ISBM, SURESH GYAN VIHAR UNIVERSITY, MAHAL, JAGATPURA, JAIPUR (RAJASTHAN) AND DR NITASHA KHATRI, NATIONALITY: INDIAN, ADDRESS: DEPARTMENT OF COMMERCE, ST. XAVIER'S COLLEGE, HATHORI FORT ROAD, JAIPUR (RAJASTHAN)

in pursuance of and subject to the provisions of the Designs Act, 2000 and the Designs Rules, 2001.

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PATENTS / DESIGNS / TRADEMARKS
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FIRST FLOOR, 71/209, MANSAROVAR, JAIPUR-
302020, RAJASTHAN

Date of Issue: 27/08/2015 12:41:24

Criteria 3/ Govt. of India Patent Office/ Dr Nitasha Khatri/ Patent Certificate/ 27.08.201