



Awareness Of Intellectual Property Rights Among Undergraduate Students- A Study With Special Reference To Jagtial And Karimnagar

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ABSTRACT

The Intellectual property is fostering Innovation and hence has become a buzz word in all academic disciplines. It is used as legal right. IP includes copyright, patents, designs, and trademarks which are protected. They are protected so as to maximize its commercial worth. It is useful to everyone such as lawyers, judges, law students, engineers, scientists, artists, technicians, farmers, and researchers. The nation's wealth depends on intellectual property as it boosts the economy. The main objective of this study is to assess and comprehend the knowledge of intellectual property rights (IPR) among undergraduate students. The data is collected using convenient sampling with the help of a questionnaire.

Keywords: IPR, Patents, Copyrights, Trade Secrets, TradeMarks

Introduction

The intangible creations of the human intellect are collectively referred to as intellectual property. There are various types of intellectual property. The legal right is given to the creator in varying degrees of legal protection in many different jurisdictions. To name a few are trade secrets, patents, copyrights, and trademarks. Though the modern idea of intellectual property can be found in England in 17th and 18th centuries, it is popularized in the 19th century. The "intellectual property rights" (IPR) given to an author or creator for the duration of their work are the legal protections that give their work its value. The creator, inventor, or the person to whom he has assigned his rights will enjoy exclusive use of the creation for a predetermined amount of time. This helps them to protect their ideas and put a stop to piracy. This also helps them to earn from the information and intellectual products they created and developed. The protection of intellectual property rights is beneficial to an economy because it fosters competitiveness, industrial advancement, and economic growth.

Types of IPR

Patents, trademarks, and industrial designs are the types of Intellectual Property. They were previously considered as "industrial property. Now that, the definition of "intellectual property" has expanded significantly. Technology is advanced by IPR in the following ways:

- a. It provides a process for handling unauthorized use, piracy, and infringement.
- b. With the exception of trade secrets, all forms of IP are released, providing the public with access to a wealth of knowledge.
- i. The Copyrights Act, 1957 ("Copyright Act")

"Copyright preserves the manner in which an idea is expressed rather than the idea itself. In accordance with Section 13 of the Copyright Act, "original literary, dramatic, musical, and artistic works; cinematograph films; and sound recordings" are protected by copyright. It's intriguing to notice that computer programmes can also be copyright protected. An "exclusive right" to use or allow to be used in connection with a work that is protected by a copyright is known as a copyright. For example, the owner (or any person the owner designates) is authorized to perform the work, translate the work, amend the work, etc."

- ii. The Trade Marks Act, 1999 ("Trademarks Act")

"Section 2(zb) of the Trade Marks Act states that a "trade mark" is "a mark that can be represented graphically and that may be used to distinguish the goods or services of one person from those of others, and may include the shape of the items, their packaging, and combination of colors..." "Simply said, a trademark protects any symbols, including phrases, images, colours, and shapes, that identify and are associated with a good or service"

- iii. The Patents Act, 1970 ("Patents Act")

"Any new invention is protected by an intellectual property right known as a "patent." It is an exclusive privilege that safeguards the inventor's rights and prevents unlawful use and theft of the registered patent by third parties. After the application filing date, a patent is valid for 20 (twenty) years. It is crucial to keep in mind that an invention is only eligible for a patent if it is "novel" and "original," which means that it has not previously been published in the public domain in India or anywhere else; "capable of industrial application," which refers to the invention's ability to be used in an industry; and "inventive steps," which are defined as "a feature of an invention that involves technical knowledge."

- iv. The Design Act, 2000 ("Design Act")

"A "design" is defined as "only the features of shape, configuration, pattern, ornaments, or composition of lines or colors, applied to any article whether in two-dimensional or threedimensional form, or in both forms, by any industrial process or means, whether manual, mechanical or chemical, separate or combined, and which in the finished article appeal to and are judged solely by the eye" under the Designs Act [section 2(d)]"

Aim and Objectives

AIM: To spread awareness among undergraduates about Intellectual property rights.

OBJECTIVES

- To know the degree of IPR awareness among undergraduates of Karimnagar and Jagtial.
- To draw conclusions and offer suggestions.

Methodology

In order to gather the most accurate data, the current study will be an empirical investigation that is finished in a very short amount of time. Among U.G. students from Karimnagar and Jagtial, a survey was conducted to increase understanding of intellectual property rights. Surveys based on Google Forms-distributed questions were used to gather the data. For this, replies from respondents were gathered via a questionnaire. This study's main objective is to find out how much information undergraduate students know about intellectual property

rights. For clear and logical understanding, the replies from the respondents have been organized and formatted in the form of a questionnaire. An analysis of each question was made along with the question. A decision has finally been made. This study involved 95 students from different colleges of Karimnagar and Jagtial who were majoring in range of disciplines- Commerce, Arts and Science.

Review of Literature

Sulekha & Sukhbir Singh (2018) stated that “large number of respondents are no aware of intellectual property rights. However some of research scholars have little knowledge of intellectual property rights. It was also seeing that the researcher have very few knowledge of patent and copyright in their research.”.

Apurva Prashant Deshpande, Anil V Ankola, Roopali Sankeshwari, Sagar Jalihal, Laxmi Kabra, Deepika V Bhat, and Abhra Roy Choudhury (2022) stated that “both faculty and postgraduate students from health-care profession have less knowledge and awareness regarding IPRs. However, both knowledge and awareness were more among the faculty participants when compared to the postgraduate students. It is the need of the hour that IPRs are incorporated into basic education system at institutional level to improve its awareness.”.

Hway-Boon Ong, Yih-Jian Yoong, Bahma Sivasubramaniam (2012) stated that “university students perceived plagiarism and piracy as infringement of IPR.”.

Limitations of the Study

1. The study is confined to Karimnagar and Jagtial only
2. The Sample Size is 95 only.
3. The Inferences may not be generalized.
4. Convenient Sampling Method is used.

Data Analysis and Interpretation

The data is analyzed using SPSS Version 26 package. Frequencies and Pie charts are drawn to interpret.

Table Showing the Courses of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	B.Com	33	34.7	34.7	34.7
	B.Sc	30	31.6	31.6	66.3
	BA	32	33.7	33.7	100.0
	Total	95	100.0	100.0	

Source:Questionnaire

The above table shows that the students of commerce are more i.e. 34.7 percent, followed by Arts i.e. 33.7 percent and lastly Science i.e. 31.6 percent respectively. It can be concluded that students are pursuing undergraduate study in Commerce.

Table Showing the District of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Karimnagar	54	56.8	56.8	56.8
	Jagtial	41	43.2	43.2	100.0
	Total	95	100.0	100.0	

Source:Questionnaire

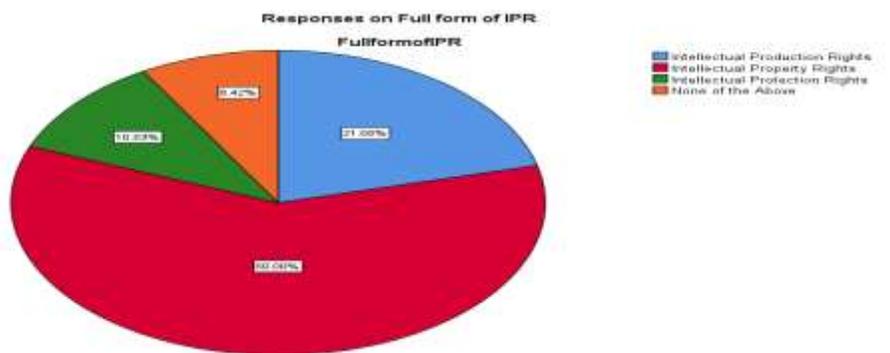
The above table shows that the respondents from Karimnagar are more i.e. 56.8 percent, followed by Jagtial i.e. 43.2 percent respectively. It can be concluded that respondents are more from Karimnagar.

Table showing the response on full form of IPR

Full form of IPR

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Intellectual Production Rights	20	21.1	21.1	21.1
	Intellectual Property Rights	57	60.0	60.0	81.1
	Intellectual Protection Rights	10	10.5	10.5	91.6
	None of the Above	8	8.4	8.4	100.0
	Total	95	100.0	100.0	

Source:Questionnaire



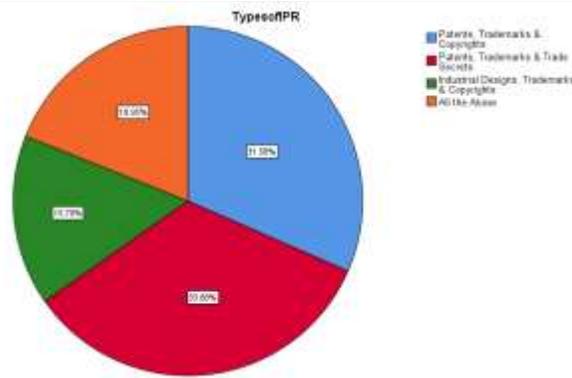
The above table and pie chart shows that majority of the respondents know the full form of IPR i.e. 60 percent. It can be concluded that 40 percent does not know the full form of IPR.

Table showing the response on Types of IPR

Types of IPR

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Patents, Trademarks & Copyrights	30	31.6	31.6	31.6
	Patents, Trademarks & Trade Secrets	32	33.7	33.7	65.3
	Industrial Designs, Trademarks & Copyrights	15	15.8	15.8	81.1
	All the Above	18	18.9	18.9	100.0
	Total	95	100.0	100.0	

Source:Questionnaire



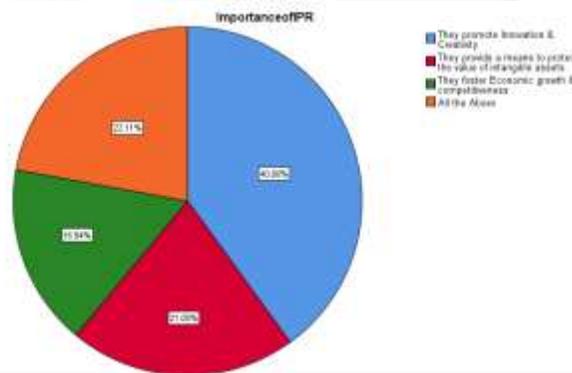
The above table shows that majority of the respondents do not know various types of IPR. It is noted that only 18.9 percent knows various types of IPR. Majority of the respondents i.e. 33.7 percent know only Patents, Trademarks & Trade Secrets as types of IPR. Only 18.9 percent know types of IPR.

Table showing the response on Importance of IPR

Importance of IPR

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid They promote Innovation & Creativity	38	40.0	40.0	40.0
They provide a means to protect the value of intangible assets	20	21.1	21.1	61.1
They foster Economic growth & competitiveness	16	16.8	16.8	77.9
All the Above	21	22.1	22.1	100.0
Total	95	100.0	100.0	

Source: Questionnaire



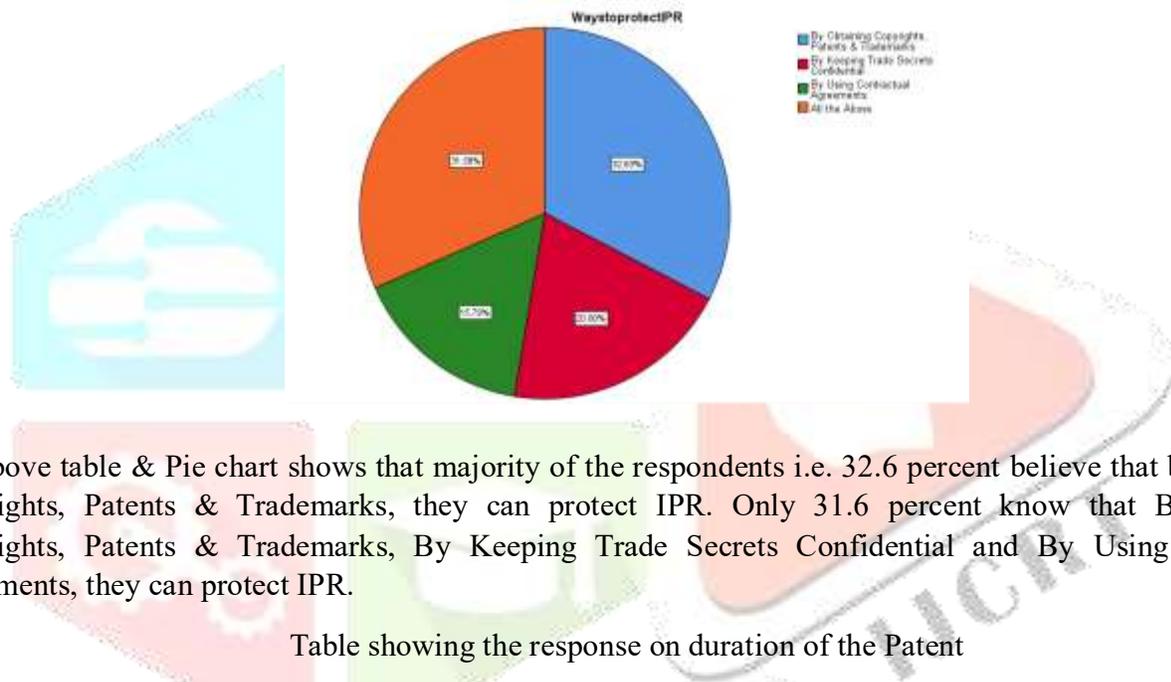
The above table & Pie Chart shows that the majority of the respondents i.e. 40 percent believe that IPR promote Innovation and Creativity. Only 22.1 percent respondents know that IPR promote Innovation and Creativity, provide a means to protect the value of intangible assets and foster Economic growth & competitiveness.

Table showing the response on ways to protect IPR

Ways to protect IPR

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid By Obtaining Copyrights, Patents & Trademarks	31	32.6	32.6	32.6
By Keeping Trade Secrets Confidential	19	20.0	20.0	52.6
By Using Contractual Agreements	15	15.8	15.8	68.4
All the Above	30	31.6	31.6	100.0
Total	95	100.0	100.0	

Source: Questionnaire



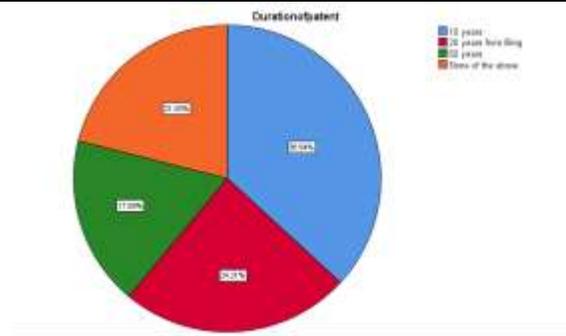
The above table & Pie chart shows that majority of the respondents i.e. 32.6 percent believe that by Obtaining Copyrights, Patents & Trademarks, they can protect IPR. Only 31.6 percent know that By Obtaining Copyrights, Patents & Trademarks, By Keeping Trade Secrets Confidential and By Using Contractual Agreements, they can protect IPR.

Table showing the response on duration of the Patent

Duration of patent

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 10 years	35	36.8	36.8	36.8
20 years from filing	23	24.2	24.2	61.1
50 years	17	17.9	17.9	78.9
None of the above	20	21.1	21.1	100.0
Total	95	100.0	100.0	

Source: Questionnaire



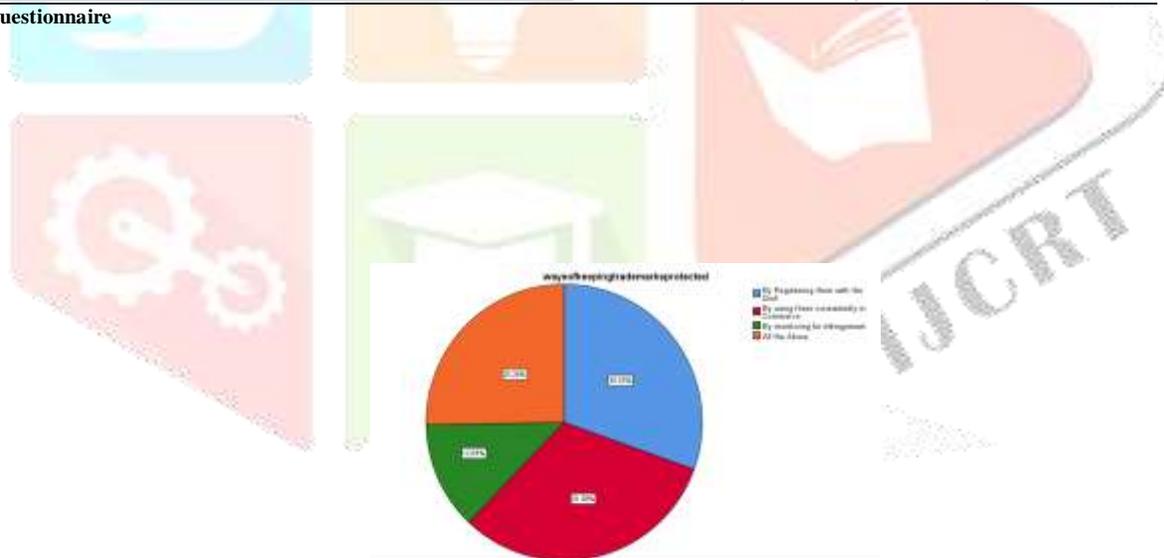
The above table & Pie chart shows that majority of the respondents i.e. 36.8 percent believe that the duration of Patent is 10 years. Only 24.2 percent know the correct answer i.e. 20 years from filing is the duration of Patent.

Table showing the response on ways of keeping trademarks protected

Ways of keeping trademarks protected

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid By Registering them with the Govt	29	30.5	30.5	30.5
By using them consistently in Commerce	30	31.6	31.6	62.1
By monitoring for infringement	12	12.6	12.6	74.7
All the Above	24	25.3	25.3	100.0
Total	95	100.0	100.0	

Source: Questionnaire



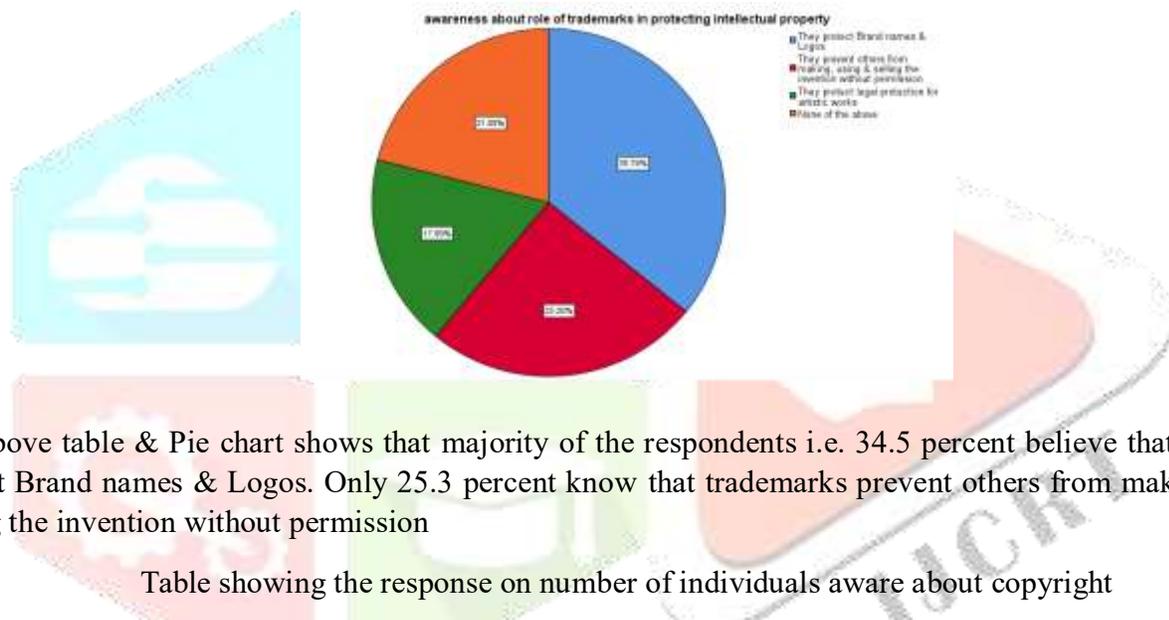
The above table & Pie chart shows that majority of the respondents i.e. 30.5 percent believe that the Ways of keeping trademarks protected is By Registering them with the Govt . Only 25.3 percent know the correct answer i.e. By Registering them with the Govt, By using them consistently in Commerce and By monitoring for infringement.

Table showing the response on awareness about role of trademarks in protecting intellectual property

awareness about role of trademarks in protecting intellectual property

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	They protect Brand names & Logos	34	35.8	35.8	35.8
	They prevent others from making, using & selling the invention without permission	24	25.3	25.3	61.1
	They protect legal protection for artistic works	17	17.9	17.9	78.9
	None of the above	20	21.1	21.1	100.0
	Total	95	100.0	100.0	

Source: Questionnaire



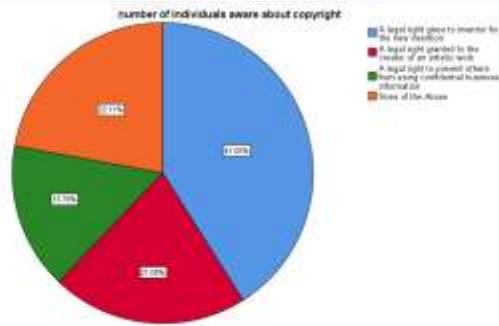
The above table & Pie chart shows that majority of the respondents i.e. 34.5 percent believe that Trademarks protect Brand names & Logos. Only 25.3 percent know that trademarks prevent others from making, using & selling the invention without permission

Table showing the response on number of individuals aware about copyright

number of individuals aware about copyright

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A legal right given to inventor for the new invention	39	41.1	41.1	41.1
	A legal right granted to the creator of an artistic work	20	21.1	21.1	62.1
	A legal right to prevent others from using confidential business information	15	15.8	15.8	77.9
	None of the Above	21	22.1	22.1	100.0
	Total	95	100.0	100.0	

Source: Questionnaire



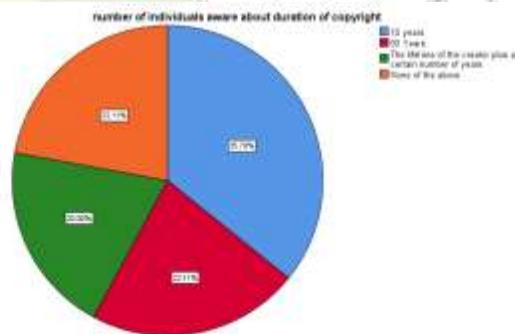
The above table & Pie chart shows that majority of the respondents i.e. 41.1 percent believe that A legal right given to inventor for the new invention I copy right. Only 21.1 percent know that copyright is A legal right granted to the creator of an artistic work.

Table showing the response on number of individuals aware about duration of copyright

number of individuals aware about duration of copyright

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 10 years	34	35.8	35.8	35.8
50 Years	21	22.1	22.1	57.9
The lifetime of the creator plus a certain number of years	19	20.0	20.0	77.9
None of the above	21	22.1	22.1	100.0
Total	95	100.0	100.0	

Source: Questionnaire



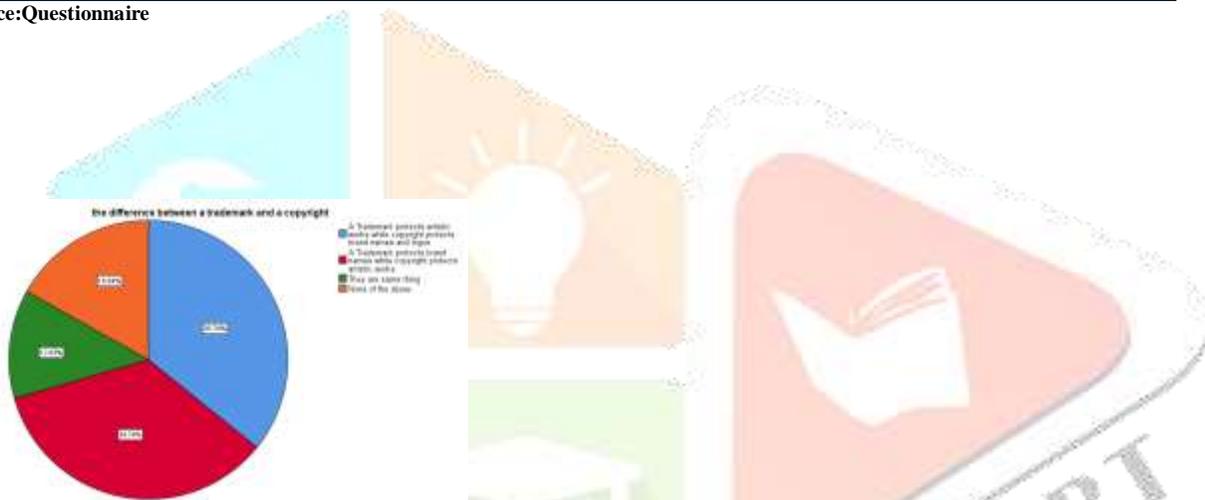
The above table & Pie chart shows that majority of the respondents i.e. 35.8 percent believe that duration of copyright is 10 years. Only 20 percent know that the duration of copyright is The lifetime of the creator plus a certain number of years.

Table showing the response on the difference between a trademark and a copyright

the difference between a trademark and a copyright

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid A Trademark protects artistic works while copyright protects brand names and logos	34	35.8	35.8	35.8
A Trademark protects brand names while copyright protects artistic works	33	34.7	34.7	70.5
They are same thing	12	12.6	12.6	83.2
None of the above	16	16.8	16.8	100.0
Total	95	100.0	100.0	

Source:Questionnaire



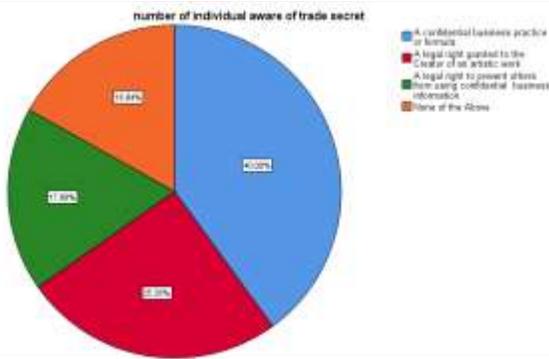
The above table & Pie chart shows that majority of the respondents i.e. 35.8 percent believe that A Trademark protects artistic works while copyright protects brand names and logos. Only 34.7 know the difference between a trademark and a copyright i.e. A Trademark protects brand names while copyright protects artistic works

Table showing the response on number of individual aware of trade secret

number of individual aware of trade secret

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid A confidential business practice or formula	38	40.0	40.0	40.0
A legal right granted to the Creator of an artistic work	24	25.3	25.3	65.3
A legal right to prevent others from using confidential business information	17	17.9	17.9	83.2
None of the Above	16	16.8	16.8	100.0
Total	95	100.0	100.0	

Source:Questionnaire



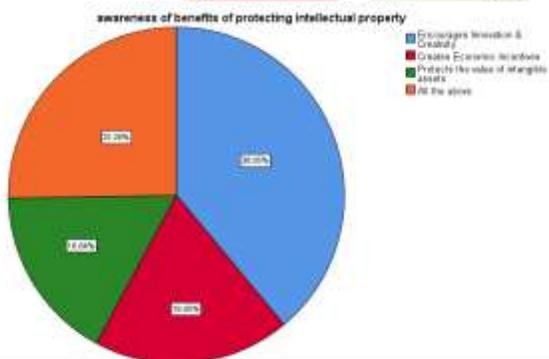
The above table & Pie chart shows that majority of the respondents i.e. 40 percent believe that trade secret is A confidential business practice or formula. Only 17.9 percent know that it is A legal right to prevent others from using confidential business information.

Table showing the response on awareness of benefits of protecting intellectual property

awareness of benefits of protecting intellectual property

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Encourages Innovation & Creativity	37	38.9	38.9	38.9
Creates Economic Incentives	18	18.9	18.9	57.9
Protects the value of intangible assets	16	16.8	16.8	74.7
All the above	24	25.3	25.3	100.0
Total	95	100.0	100.0	

Source: Questionnaire



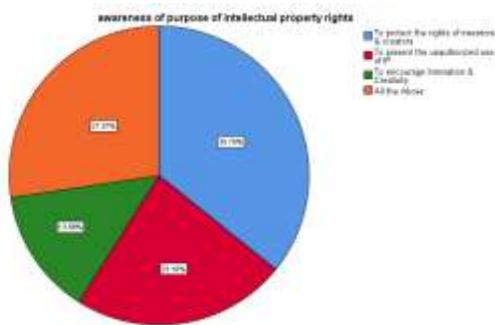
The above table & Pie chart shows that majority of the respondents i.e. 38.9 percent believe that IPR Encourages Innovation & Creativity. Only 25.3 percent know that IPR Encourages Innovation & Creativity, Creates Economic Incentives and Protects the value of intangible assets.

Table showing the response on awareness of purpose of intellectual property rights

awareness of purpose of intellectual property rights

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	To protect the rights of investors & creators	34	35.8	35.8	35.8
	To prevent the unauthorized use of IP	22	23.2	23.2	58.9
	To encourage Innovation & Creativity	13	13.7	13.7	72.6
	All the Above	26	27.4	27.4	100.0
	Total	95	100.0	100.0	

Source:Questionnaire



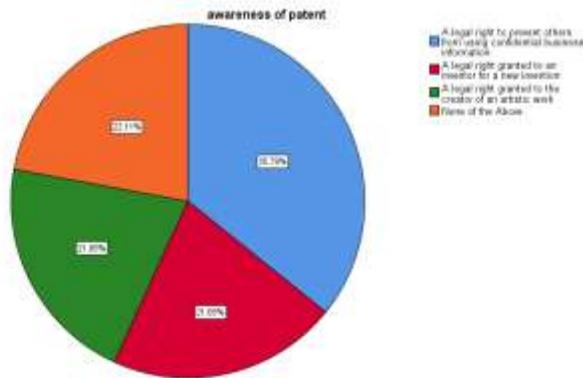
The above table & Pie chart shows that majority of the respondents i.e. 35.8 percent believe that purpose of intellectual property rights is To protect the rights of investors & creators. Only 27.4 percent know that purpose of intellectual property rights is To protect the rights of investors & creators, to prevent the unauthorized use of IP and to encourage Innovation & Creativity.

Table showing the response on awareness of patent

awareness of patent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A legal right to prevent others from using confidential business information	34	35.8	35.8	35.8
	A legal right granted to an inventor for a new invention	20	21.1	21.1	56.8
	A legal right granted to the creator of an artistic work	20	21.1	21.1	77.9
	None of the Above	21	22.1	22.1	100.0
	Total	95	100.0	100.0	

Source:Questionnaire



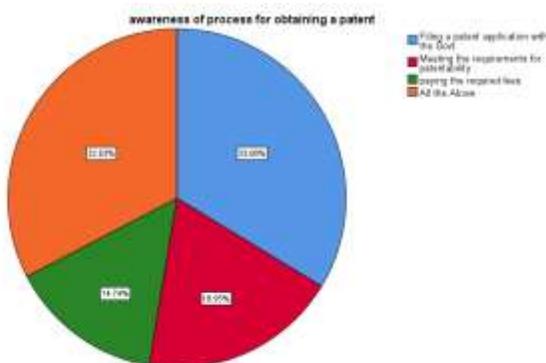
The above table & Pie chart shows that majority of the respondents i.e. 35.8 percent believe that A legal right to prevent others from using confidential business information is patent. Only 21.1 percent know that patent is A legal right granted to an inventor for a new invention.

Table showing the response on awareness of process for obtaining a patent

awareness of process for obtaining a patent

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Filing a patent application with the Govt	32	33.7	33.7	33.7
Meeting the requirements for patentability	18	18.9	18.9	52.6
paying the required fees	14	14.7	14.7	67.4
All the Above	31	32.6	32.6	100.0
Total	95	100.0	100.0	

Source:Questionnaire



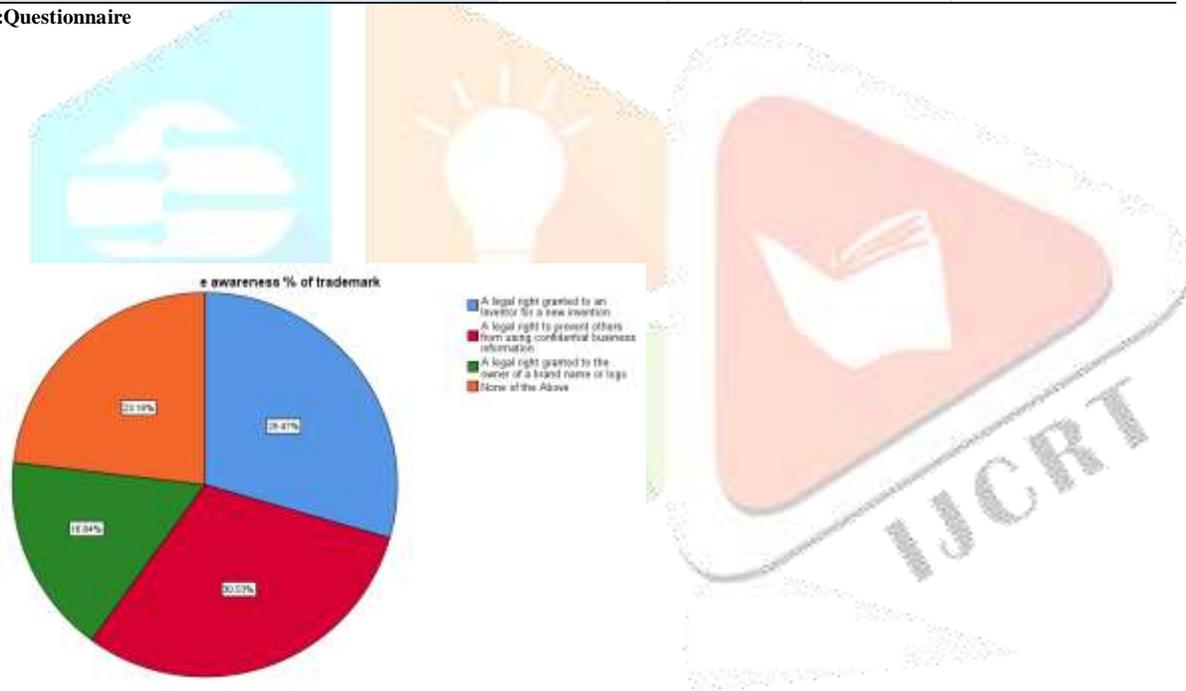
The above table & Pie chart shows that majority of the respondents i.e. 33.7 percent believe that process for obtaining a patent is by Filing a patent application with the Govt. Only 32.6 percent know that process for obtaining a patent is by Filing a patent application with the Govt, by Meeting the requirements for patentability and by paying the required fees.

Table showing the response on Awareness of trademark

Awareness of trademark

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A legal right granted to an Inventor for a new invention	28	29.5	29.5	29.5
	A legal right to prevent others from using confidential business information	29	30.5	30.5	60.0
	A legal right granted to the owner of a brand name or logo	16	16.8	16.8	76.8
	None of the Above	22	23.2	23.2	100.0
	Total	95	100.0	100.0	

Source: Questionnaire

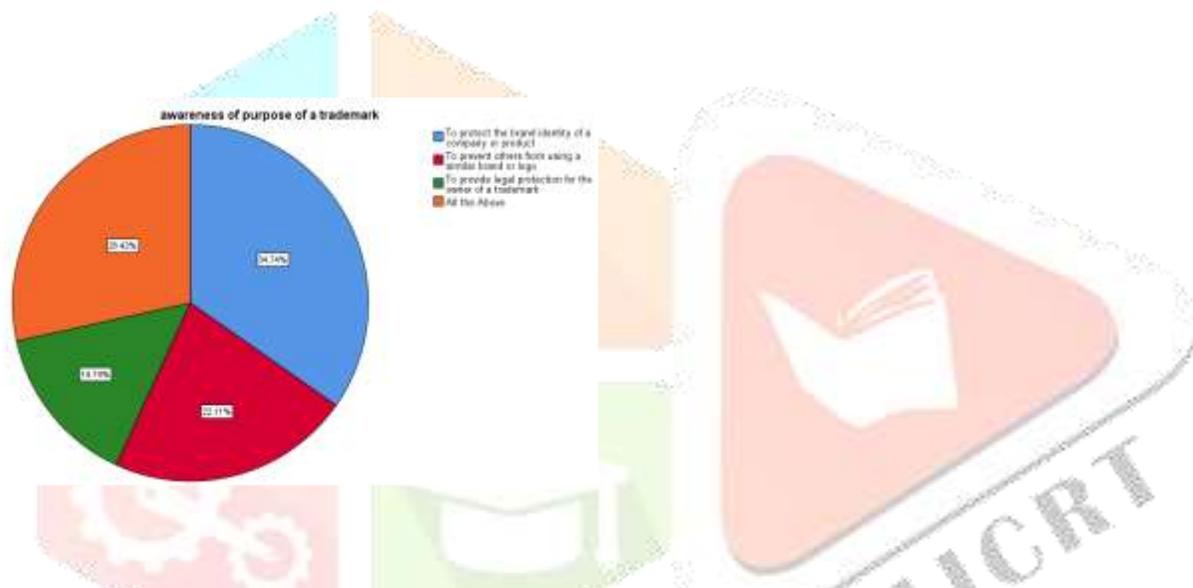


The above table & Pie chart shows that majority of the respondents i.e. 30.5 percent believe that A legal right to prevent others from using confidential business information is trademark. Only 16.8 percent know that Trademark is A legal right granted to the owner of a brand name or logo.

Table showing the response on awareness of purpose of a trademark
awareness of purpose of a trademark

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid To protect the brand identity of a company or product	33	34.7	34.7	34.7
To prevent others from using a similar brand or logo	21	22.1	22.1	56.8
To provide legal protection for the owner of a trademark	14	14.7	14.7	71.6
All the Above	27	28.4	28.4	100.0
Total	95	100.0	100.0	

Source:Questionnaire



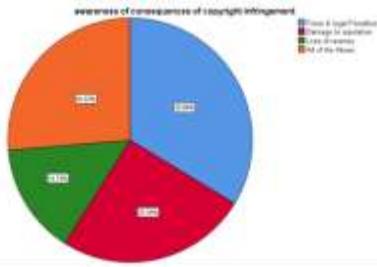
The above table & Pie chart shows that majority of the respondents i.e. 34.7 percent believe that purpose of a trademark is to protect the brand identity of a company or product. Only 28.4 percent know that purpose of a trademark is to protect the brand identity of a company or product, to prevent others from using a similar brand or logo and to provide legal protection for the owner of a trademark.

Table showing the response on awareness of consequences of copyright infringement

awareness of consequences of copyright infringement

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Fines & legal Penalties	32	33.7	33.7	33.7
Damage to reputation	24	25.3	25.3	58.9
Loss of revenue	14	14.7	14.7	73.7
All of the Above	25	26.3	26.3	100.0
Total	95	100.0	100.0	

Source:Questionnaire



The above table & Pie chart shows that majority of the respondents i.e. 33.7 percent believe that consequences of copyright infringement is Fines & legal Penalties. Only 26.3 percent know that consequences of copyright infringement are Fines & legal Penalties, Damage to reputation and loss of revenue.

Findings:

- Majority of the students are pursuing undergraduate study in Commerce.
- Majority of the students are from Karimnagar.
- 40 percent of students do not know the full form of IPR.
- Only 18.9 percent know types of IPR.
- Only 22.1 percent respondents know that IPR promote Innovation and Creativity, provide a means to protect the value of intangible assets and foster Economic growth & competitiveness.
- Only 31.6 percent know that By Obtaining Copyrights, Patents & Trademarks, By Keeping Trade Secrets Confidential and By Using Contractual Agreements, they can protect IPR.
- . Only 24.2 percent know the correct answer i.e. 20 years from filing is the duration of Patent.
- Only 25.3 percent know the correct answer i.e. By Registering them with the Govt, By using them consistently in Commerce and By monitoring for infringement.
- Only 25.3 percent know that trademarks prevent others from making, using & selling the invention without permission
- Only 21.1 percent know that copyright is A legal right granted to the creator of an artistic work.
- Only 20 percent know that the duration of copyright is The lifetime of the creator plus a certain number of years.
- Only 34.7 know the difference between a trademark and a copyright i.e. A Trademark protects brand names while copyright protects artistic works
- Only 17.9 percent know that it is A legal right to prevent others from using confidential business information.
- Only 25.3 percent know that IPR Encourages Innovation & Creativity, Creates Economic Incentives and Protects the value of intangible assets.
- Only 27.4 percent know that purpose of intellectual property rights is To protect the rights of investors & creators, to prevent the unauthorized use of IP and to encourage Innovation & Creativity.
- Only 21.1 percent know that patent is A legal right granted to an inventor for a new invention.
- Only 32.6 percent know that process for obtaining a patent is by Filing a patent application with the Govt, by Meeting the requirements for patentability and by paying the required fees.
- Only 16.8 percent know that Trademark is A legal right granted to the owner of a brand name or logo.
- Only 28.4 percent know that purpose of a trademark is to protect the brand identity of a company or product, to prevent others from using a similar brand or logo and to provide legal protection for the owner of a trademark.
- Only 26.3 percent know that consequences of copyright infringement are Fines & legal Penalties, Damage to reputation and loss of revenue.

Conclusion

The preceding statistics on IPR awareness among undergraduates in Karimnagar and Jagtial demonstrate that students are not familiar with intellectual property rights. They are not aware with of all the types of intellectual property (IPR). According to the findings of the survey, respondents need some in-depth explanations about intellectual property rights. The results of the study indicate that most respondents were not aware of intellectual property rights.

Suggestions:

- IPRs are to be introduced into basic education system at institutional level to improve its awareness.
- A clear cut differences between various types of IPRs are to be taught by conducting workshops and seminars.
- Certificate courses on IPRs must be introduced.
- A compulsory Paper on IPR must be introduced.
- The Government should provide funding to raise awareness on IPR.
- Strategies must be drafted to encourage awareness programs on IPRs through Entrepreneurship Development Cells and Consumer Clubs.
- Prevention to access to infringing content must be told.
- Specific awareness raising campaigns through placards, brochures, rallies etc must be carried out.

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