



**SRI VENKATESWARA**  
**COLLEGE OF ENGINEERING AND TECHNOLOGY**  
Thirupachur-631203, Thiruvallur TK & DI  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai  
(A Telugu Medium Institution)

**Report of the Event**

Name of the event: Seminar on "Worth and Effectiveness of Trademark".

Name & Profile of the Speaker: Dr.M.Ravi Sankar, Prof-MCA, SVCET.

Date: 07-01-2022.

Venue: A101/Main Block & 10am.

Number of Participants: 47

Seminar on "Worth and Effectiveness of Trademark" was inaugurated on 07-01-2022 by the resource person. Principal Dr.J.Venkatesh, Sri Venkateswara College of Engineering and Technology, during his felicitation address he motivated the students to attend all the programs.

Dr.M.Ravi Sankar, Prof-MCA, SVCET delivered details about Worth and Effectiveness of Trademark in India.

A Trademark is a visual symbol that may consist of a word, signature, device, numeral, heading, label or a name that is written in a particular style in order to make it distinct from others. Some of the Benefits of Trademark Registration: It protects brand value and builds trust. We all know today the well-established brands are known by their trademark, which creates a positive impression and build trust among the customers in the market. However, trademark helps in customer retention, and it attracts new customers/clients.

The Registered proprietor of the trademark has independent ownership right over the trademark. He can enjoy sole ownership and restrict the unauthorized from using it. It provides him with a legal right to sue against the unauthorized use of the registered trademark.



*(Handwritten signature)*

**PRINCIPAL**

Sri Venkateswara College of  
Engineering and Technology,  
Thirupachur, Thiruvallur - 631 203

*(Handwritten signature)*

**PRINCIPAL**

Sri Venkateswara College of  
Engineering and Technology,  
Thirupachur, Thiruvallur - 631 203



**SRI VENKATESWARA**  
**COLLEGE OF ENGINEERING AND TECHNOLOGY**  
Thirupachur-631203, Tiruvallur TK & DT  
Approved by AICTE New Delhi & Affiliated to Anna University, Chennai  
(A Telugu Minority Institution)

**Entrepreneurship Development Cell**

**Requisition Letter**

3-01-2022

To

The Principal  
Sri Venkateswara College of Engineering & Technology  
Thirupachur.

Respected sir,

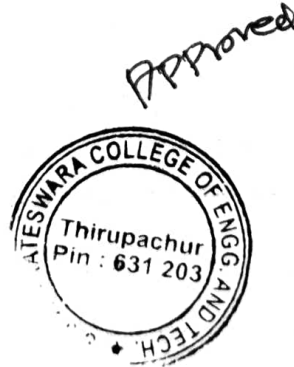
Sub: Requisition for Permission to organize the Seminar-Reg

The EDC Cell intended to organize Seminar on "Worth and Effectiveness of Trademark" for our students on 07-01-2022 at A101(Main Block). In this regard, kindly provide permission to conduct seminar for the above-mentioned reason.

Thank you, sir.

Yours truly

*E. M.*  
Co-ordinator  
(Mr.E.Murali)



*[Signature]*  
**PRINCIPAL**  
Sri Venkateswara College of  
Engineering and Technology,  
Thirupachur, Tiruvallur - 631 203



*[Signature]*  
**PRINCIPAL**  
Sri Venkateswara College of  
Engineering and Technology,  
Thirupachur, Tiruvallur - 631 203



**SRI VENKATESWARA**  
**COLLEGE OF ENGINEERING AND TECHNOLOGY**  
Thirupachur-631203, Tiruvallur TK & DT  
Approved by AICTE New Delhi & Affiliated to Anna University, Chennai  
(A Telugu Minority Institution)

**Entrepreneurship Development Cell**

Ref: SVCET/EDC/CIR/SEM/21-22/2

DATE: 03-01-2022

**CIRCULAR**

This is to inform that we are planning to organize seminar on “Worth and Effectiveness of Trademark” at our college premises (A101/Main Block). We are cordially inviting students and faculties to attend the seminar.

Resource Person Details: Dr.M.Ravi Sankar, Prof-MCA, SVCET

Date & Time : 07-01-2022 & 10am. Venue: A101/Main Block

Principal

Copy To:

1. The Management
2. Principal
3. Dean & Vice Principal
4. All HoDs
5. Notice Board



  
**PRINCIPAL**  
Sri Venkateswara College of  
Engineering and Technology,  
Thirupachur, Thiruvallur - 631 203



  
**PRINCIPAL**  
Sri Venkateswara College of  
Engineering and Technology,  
Thirupachur, Thiruvallur - 631 203



**SRI VENKATESWARA**  
**COLLEGE OF ENGINEERING AND TECHNOLOGY**  
 Thirupachur-631203, Tiruvallur TK & DT  
 Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai  
 (A Telugu Minority Institution)

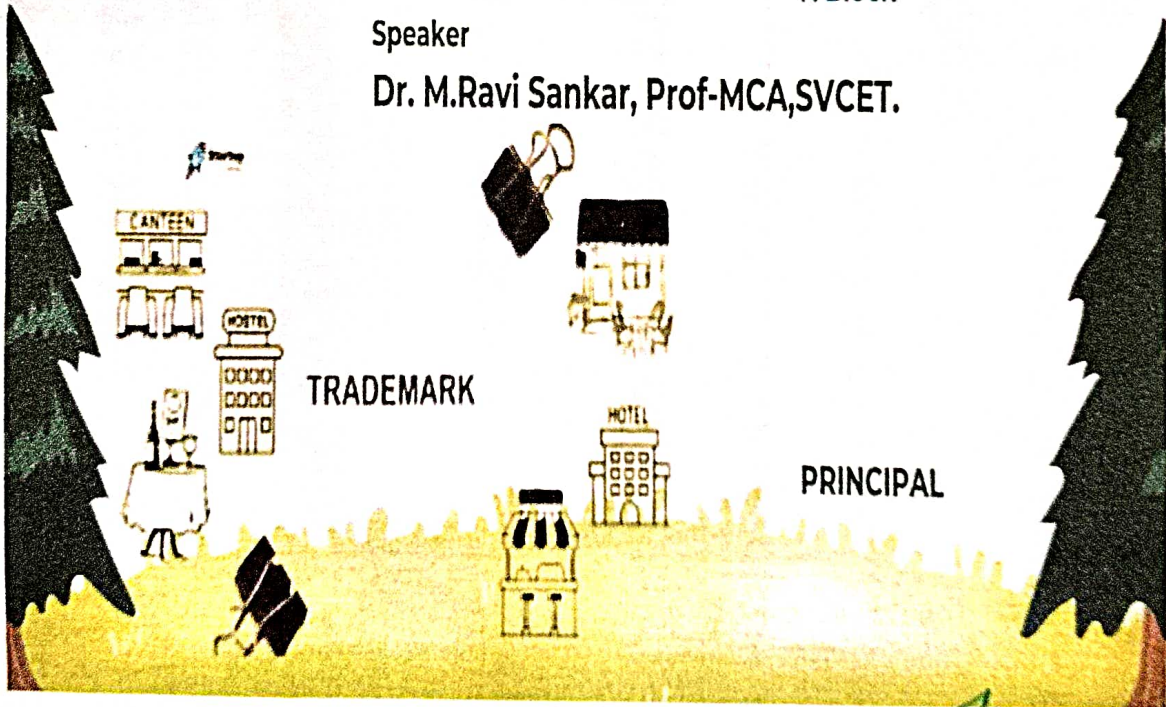


**SRI VENKATESWARA**  
**COLLEGE OF ENGINEERING AND TECHNOLOGY**  
 THIRUPACHUR - 631203, THIRUVALLUR TK, & DT.  
 APPROVED by AICTE, New Delhi and Affiliated to Anna University, Chennai

**ENTREPRENEURSHIP DEVELOPMENT CELL**  
**Seminar on "Worth and Effectiveness of Trademark"**

Date : 07.01.2022      Time 10.00 am      Room No : N204/  
 N Block

Speaker  
**Dr. M.Ravi Sankar, Prof-MCA,SV CET.**



*[Signature]*  
**PRINCIPAL**

Sri Venkateswara College of  
 Engineering and Technology,  
 Thirupachur, Thiruvallur - 631 203

*[Signature]*  
**PRINCIPAL**  
 Sri Venkateswara College of  
 Engineering and Technology,  
 Thirupachur, Thiruvallur - 631 203



# SRI VENKATESWARA

## COLLEGE OF ENGINEERING AND TECHNOLOGY

Thirupachur-631203, Tiruvallur TK & DT

Approved by AICTE New Delhi & Affiliated to Anna University, Chennai  
(A Telugu Minority Institution)

### List of Participants


Seminar on “Worth and Effectiveness of Trademark”

Date: 07-01-2022

Venue: A101/Main Block & 10am.

S.No	Register No	Name of the student	Year/Dept
1	112420631001	ABIKAYIL D	II/MBA
2	112420631002	ABILASH A	II/MBA
3	112420631003	AISHWARIYA G	II/MBA
4	112420631005	AMUDHAVALLI K	II/MBA
5	112420631017	BHUVAN KUMAR S M	II/MBA
6	112420631016	BHAVANI M	II/MBA
7	112420631017	BHUVAN KUMAR S M	II/MBA
8	112420631025	DILIP KUMAR K	II/MBA
9	112420631026	DINESH M	II/MBA
10	112420631032	INDHU D	II/MBA
11	112420631033	JANAKI T	II/MBA
12	112420631034	JAYAPRAKASH R	II/MBA
13	112420631043	KRISHNA A	II/MBA
14	112420631046	LOKESHWARI D	II/MBA
15	112420631047	MALAVIKA N	II/MBA
16	112420631061	NIVETHA K	II/MBA
17	112420631063	OVIYA M	II/MBA
18	112420631064	PAVITHRA V	II/MBA
19	112420631065	POOJA KUMARI V	II/MBA
20	112420631073	PRIYANKA S	II/MBA
21	112420631074	RAGHUL D	II/MBA
22	112420631075	RAJ KUMAR F	II/MBA
23	112420631073	PRIYANKA S	II/MBA
24	112420631099	SUVETHA S	II/MBA
25	112420631100	SWETHA A	II/MBA
26	112420631101	THAMARAI SELVAN E	II/MBA
27	112420631103	THARUN D	II/MBA
28	112420631105	TILAK SURYA M	II/MBA
29	112420631106	VANI M	II/MBA
30	112420631107	VASANTH V	II/MBA
31	112420631108	VASANTHAKUMARI A	II/MBA



  
**PRINCIPAL**  
Sri Venkateswara College of  
Engineering and Technology,  
Thirupachur, Thiruvallur - 631 203



# SRI VENKATESWARA

## COLLEGE OF ENGINEERING AND TECHNOLOGY

Thirupachur-631203, Tiruvallur TK & DT

Approved by AICTE New Delhi & Affiliated to Anna University, Chennai  
(A Telugu Minority Institution)

32	112420631109	VELMURUGAN P	II/MBA
33	112420631110	VENKATESAN A	II/MBA
34	112420631111	VENKATESH S	II/MBA
35	112420631112	VENKATKUMAR V	II/MBA
36	112420631105	TILAK SURYA M	II/MBA
37	112420631113	VIGNESH N	II/MBA
38	112420631114	VIGNESHWARAN S	II/MBA
39	112420631115	VIKRAM J	II/MBA
40	112420631116	VINOTH G	II/MBA
41	112420631118	WILLIAM CHARLES M	II/MBA
42	112420631119	YOGARAJ G	II/MBA
43	112420631120	YUVARAJ K	II/MBA
44	112420631113	VIGNESH N	II/MBA
45	112420631114	VIGNESHWARAN S	II/MBA
46	112420631115	VIKRAM J	II/MBA
47	112420631116	VINOTH G	II/MBA

E. M.

Coordinator



  
**PRINCIPAL**  
Sri Venkateswara College of  
Engineering and Technology,  
Thirupachur, Tiruvallur - 631 203



# SRI VENKATESWARA

## COLLEGE OF ENGINEERING AND TECHNOLOGY

Thirupachur-631203, Tiruvallur TK & DT

Approved by AICTE New Delhi & Affiliated to Anna University, Chennai  
(A Telugu Minority Institution)

### Attendance

Seminar on "Worth and Effectiveness of Trademark"

Date: 07-01-2022

Venue: A101/Main Block & 10am.

S.No	Register No	Name of the student	Year/Dept	Signature
1	112420631001	ABIKAYIL D	II/MBA	
2	112420631002	ABILASH A	II/MBA	
3	112420631003	AISHWARIYA G	II/MBA	Abilash A
4	112420631005	AMUDHAVALLI K	II/MBA	Abilash
5	112420631017	BHUVAN KUMAR S M	II/MBA	Amudhavalli K
6	112420631016	BHAVANI M	II/MBA	Bhuvan Kumar
7	112420631017	BHUVAN KUMAR S M	II/MBA	Bhuvan Kumar
8	112420631025	DILIP KUMAR K	II/MBA	Bhuvan Kumar
9	112420631026	DINESH M	II/MBA	Dilip Kumar
10	112420631032	INDHU D	II/MBA	m. Dinesh
11	112420631033	JANAKI T	II/MBA	Indhu D
12	112420631034	JAYAPRAKASH R	II/MBA	Janaki T
13	112420631043	KRISHNA A	II/MBA	Jayaprakash
14	112420631046	LOKESHWARI D	II/MBA	Krishna A
15	112420631047	MALAVIKA N	II/MBA	Lokeshwari D
16	112420631048	MANIKANDAN A	II/MBA	Malavika N
17	112420631061	NIVETHA K	II/MBA	Manikandan A
18	112420631063	OVIYA M	II/MBA	Nivetha K
19	112420631064	PAVITHRA V	II/MBA	Oviya M
20	112420631065	POOJA KUMARI V	II/MBA	Pavithra V
21	112420631073	PRIYANKA S	II/MBA	Pooja Kumari V
22	112420631074	RAGHUL D	II/MBA	Priyanka S
23	112420631075	RAJ KUMAR F	II/MBA	Raghul D
24	112420631073	PRIYANKA S	II/MBA	Raj Kumar F
25	112420631099	SUVETHA S	II/MBA	Priyanka S
26	112420631100	SWETHA A	II/MBA	Suvetha S
27	112420631101	THAMARAI SELVAN E	II/MBA	Swetha A
28	112420631103	THARUN D	II/MBA	Thamarai Selvan E
29	112420631105	TILAK SURYA M	II/MBA	Tharun D
30	112420631106	VANI M	II/MBA	Tilak Surya M
31	112420631107	VASANTH V	II/MBA	Vani M
32	112420631108	VASANTHAKUMARI A	II/MBA	Vasanth V
33	112420631109	VELMURUGAN P	II/MBA	Vasanthakumari A



PRINCIPAL  
Sri Venkateswara College of  
Engineering and Technology,  
Thirupachur, Thiruvallur - 631 203



# SRI VENKATESWARA

## COLLEGE OF ENGINEERING AND TECHNOLOGY

Thirupachur-631203, Tiruvallur TK & DT

Approved by AICTE New Delhi & Affiliated to Anna University, Chennai  
(A Telugu Minority Institution)

34	112420631110	VENKATESAN A	II/MBA	Venkatesh
35	112420631111	VENKATESH S	II/MBA	Vinay
36	112420631112	VENKATKUMAR V	II/MBA	Vinay
37	112420631105	TILAK SURYA M	II/MBA	Vinay
38	112420631113	VIGNESH N	II/MBA	Vignesh
39	112420631114	VIGNESHWARAN S	II/MBA	Vignesh
40	112420631115	VIKRAM J	II/MBA	Vigneshwaran
41	112420631116	VINOTH G	II/MBA	Vikram
42	112420631117	VISHALI R	II/MBA	Vinoth
43	112420631118	WILLIAM CHARLES M	II/MBA	William Charles
44	112420631119	YOGARAJ G	II/MBA	Yogaraj
45	112420631120	YUVARAJ K	II/MBA	Yuvaraj
46	112420631113	VIGNESH N	II/MBA	Vignesh
47	112420631114	VIGNESHWARAN S	II/MBA	Vignesh
48	112420631115	VIKRAM J	II/MBA	Vikram
49	112420631116	VINOTH G	II/MBA	Vinoth

E. M.

(Coordinator)



PRINCIPAL  
Sri Venkateswara College of  
Engineering and Technology,  
Thirupachur, Thiruvallur - 631 203

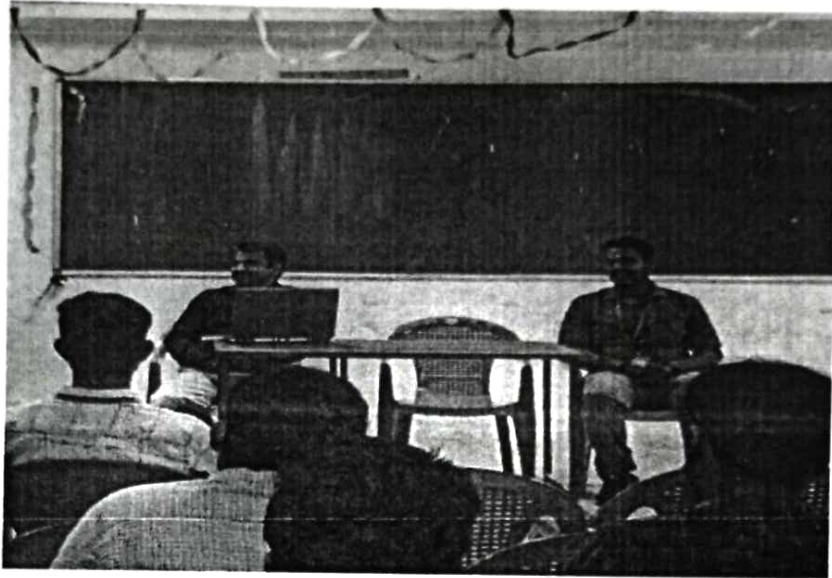




# SRI VENKATESWARA COLLEGE OF ENGINEERING AND TECHNOLOGY

Thirupachur-631203, Tiruvallur TK & DT

Approved by AICTE New Delhi & Affiliated to Anna University, Chennai  
(A Telugu Minorities Institution)




Seminar on "Worth and Effectiveness of Trademark" dated 07-01-2022



  
**PRINCIPAL**  
**Sri Venkateswara College of  
Engineering and Technology,**  
Thirupachur, Thiruvallur - 631 203



  
**PRINCIPAL**  
**Sri Venkateswara College of  
Engineering and Technology,**  
Thirupachur, Thiruvallur - 631 203



# SRI VENKATESWARA

## COLLEGE OF ENGINEERING AND TECHNOLOGY

Thirupachur-631203, Tiruvallur TK & DT

Approved by AICTE New Delhi & Affiliated to Anna University, Chennai  
(A Telugu Minority Institution)

### FEEDBACK FORM

Name of the student: Arun.S

Date: 7-1-2022

Topic of the program: Worth and Effectiveness of  
Trademark

Resource person: Dr. M. Ravi Sankar.

Venue: N204

S. No	Parameters	Rating (1-Poor, 2-Average, 3-Good, 4-Very Good, 5-Excellent)				
		1	2	3	4	5
1	Content of Program				✓	
2	Program Duration					✓
3	Response to Query				✓	
4	Interaction with Students					✓
5	Quality of Presentation				✓	
6	Venue Environment					✓
7	Usefulness of Program				✓	

Truly Fantastic.  
Any suggestions:

Student's signature



PRINCIPAL  
Sri Venkateswara College of  
Engineering and Technology,  
Thirupachur, Tiruvallur - 631 203



**SRI VENKATESWARA  
COLLEGE OF ENGINEERING AND TECHNOLOGY**

THIRUPACHUR - 631203, THIRUVALLUR TK , & DT  
APPROVED by AICTE, New Delhi and Affiliated to Anna University , Chennai

**ENTREPRENEURSHIP DEVELOPMENT CELL  
CERTIFICATE OF PARTICIPATION**

This is to certify that Mr/Ms **M. DINESH** ..... **112420631026**.....

student, Department of ..... **MBA**.....has successfully participated

Seminar on “ **Worth and Effectiveness of Trademark** ” held on 07.01.2022

**E. M.**  
CO ORDINATOR



**PRINCIPAL**  
Sri Venkateswara College of  
Engineering and Technology,  
Thirupachur, Thiruvallur - 631 203

**PRINCIPAL**  
PRINCIPAL  
Sri Venkateswara College of  
Engineering and Technology,  
Thirupachur, Thiruvallur - 631 203



**SRI VENKATESWARA  
COLLEGE OF ENGINEERING AND TECHNOLOGY**

THIRUPACHUR - 631203, THIRUVALLUR TK , & DT  
APPROVED by AICTE, New Delhi and Affiliated to Anna University , Chennai

**ENTREPRENEURSHIP DEVELOPMENT CELL  
CERTIFICATE OF PARTICIPATION**

This is to certify that Mr/Ms **MALAVIK A.N.....112420631047.....**  
student, Department of **MBA**.....has successfully participated

Seminar on **“Worth and Effectiveness of Trademark ”** held on 07.01.2022

*E. M.*  
CO ORDINATOR



*Je*  
**PRINCIPAL**  
Sri Venkateswara College of  
Engineering and Technology,  
Thirupachur, Thiruvallur - 631 203

**PRINCIPAL**  
Sri Venkateswara College of  
Engineering and Technology,  
Thirupachur, Thiruvallur



**SRI VENKATESWARA  
COLLEGE OF ENGINEERING AND TECHNOLOGY**

THIRUPACHUR - 631203, THIRUVALLUR TK , & DT  
APPROVED by AICTE, New Delhi and Affiliated to Anna University , Chennai

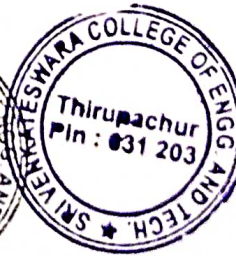
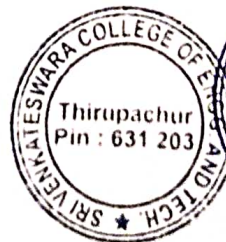
**ENTREPRENEURSHIP DEVELOPMENT CELL  
CERTIFICATE OF PARTICIPATION**

This is to certify that ~~Mr/Ms~~ **M. OVIYA**..... **112420631063**.....

student, Department of ..... **MBA**..... has successfully participated

Seminar on **“Worth and Effectiveness of Trademark”** held on 07.01.2022

*E. M.*  
CO ORDINATOR



*[Signature]*  
PRINCIPAL  
Sri Venkateswara College of  
Engineering and Technology,  
Thirupachur, Thiruvallur - 631 203

PRINCIPAL  
Sri Venkateswara College of  
Engineering and Technology,  
Thirupachur, Thiruvallur - 631 203