





## ASTUDY ON LEVEL OF AWARENESS TOWARDS INTELLECTUAL PROPERTY RIGHTS AMONG STUDENTS

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### Abstract

Intellectual Property assets are valuable commercial products which need to be carefully protected in order to exploit their full economic potential. It is acknowledged that the protection and economic utilization of Intellectual property Rights (IPR's) is one of the key factors in bringing economic success for the developed world. The study was undertaken to analyse the level of awareness towards intellectual property rights among students. Objective of the study is to understand the level of awareness among students and their attitude towards intellectual property rights; under the study 110 students were taken as sample for collecting primary data. SPSS software is used to find statistical inference.

**Key words:** Intellectual property rights, awareness level, commercial products, attitude.

### Introduction

Intellectual property rights (IPR) are legal rights that protect artists' original ideas, designs, or the appearance of items, artistic works, scientific breakthroughs, and so on. Intellectual property rights, notably copyrights and trademarks, have a role in the entertainment business. Lyrics, music, dialogues, and screenplays are all eligible for copyright protection. Celebrities have profited for decades by using the protections afforded by trademark law. Although intellectual property rights appear to give a basic amount of protection, when applied wisely, they can provide maximum benefits and value of creator enabling for the development, protection, and monetisation of world-changing technology.

### Intellectual copy rights in education system

#### Copyright Framework and Exclusive Rights, Copyright Protection and the Public Domain, Copyright Ownership

Intellectual property law, once thought of as an arcane and unpopular area of law, came to the fore front of legal disciplines in the 1990s, in large part due to the increased use of computers and the commercialization of the World Wide Web. Because of the widespread use of technology and computers to conduct research and teach, intellectual property law greatly impacts the educational enterprise in the early twenty-first century. The use of computer networks and the Web to merge classrooms in cyberspace, communicate with students and faculty online and make original course material and conduct research is considered a norm. To many educators, a violation of copyright law