



## CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS)

Nationally Accredited with "A+" Grade by NAAC

INSTITUTION'S INNOVATION COUNCIL

### REPORT ON INTRODUCTION TO IPR: TANGIBLE VS NON TANGIBLE ASSETS

Date: 23.02.2026

Duration: 10 am to 12 pm, ONLINE

Activity Category: SELF DRIVEN ACTIVITY

Theme: IPR

#### Expert/Speaker Details:

Name: Dr.S.Sudhersun  
Designation: Founder  
Organization: Day star, Chennai

#### Brief about Expert/Speaker:

Dr. S. Sudhersun is the Founder of Day Star, Chennai, and a dynamic entrepreneur committed to innovation and excellence. With strong leadership qualities and a visionary approach, he established Day Star with the aim of delivering quality-driven services and creating meaningful impact in its field of operation. His entrepreneurial journey reflects dedication, strategic thinking, and a passion for continuous growth. Through effective management and customer-focused practices, Dr. S. Sudhersun has contributed significantly to the development and success of the organization, positioning Day Star as a promising and progressive enterprise.

#### Outcome of the activity:

The programme on "Introduction to Intellectual Property Rights (IPR): Tangible vs Non-Tangible Assets" aimed to create awareness about the importance of protecting intellectual creations in today's knowledge-driven economy. Intellectual Property Rights refer to the legal protections granted to creators and innovators for their inventions, designs, trademarks, copyrights, and trade secrets. The session explained the distinction between tangible assets, such as buildings, machinery, inventory, and equipment, which have physical form and measurable value, and non-tangible (intangible) assets, such as patents, trademarks, brand value, goodwill, and copyrights, which do not have physical existence but hold significant economic worth. Emphasis was placed on how intangible assets often contribute substantially to a company's competitive advantage and long-term success. The programme highlighted the need for entrepreneurs and businesses to identify, manage, and legally safeguard their intellectual assets to prevent misuse and enhance market value. Overall, the session provided



valuable insights into the strategic role of IPR in protecting innovation and fostering sustainable business growth.

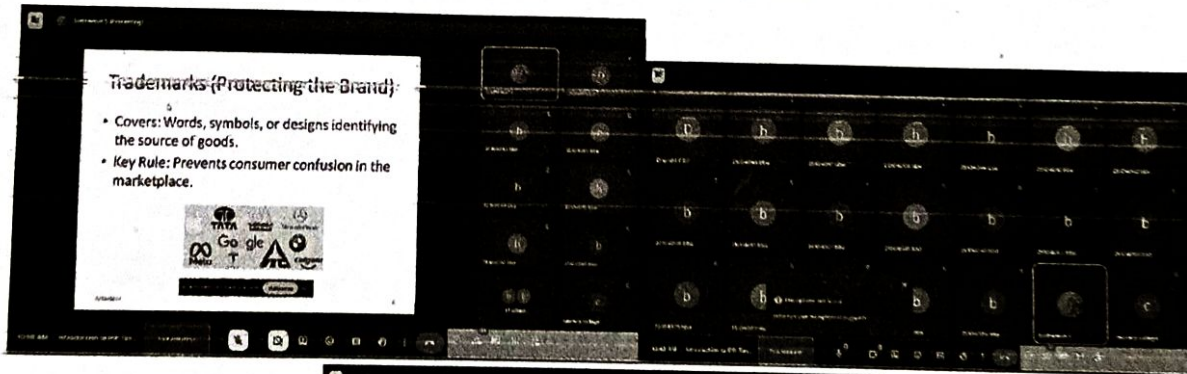
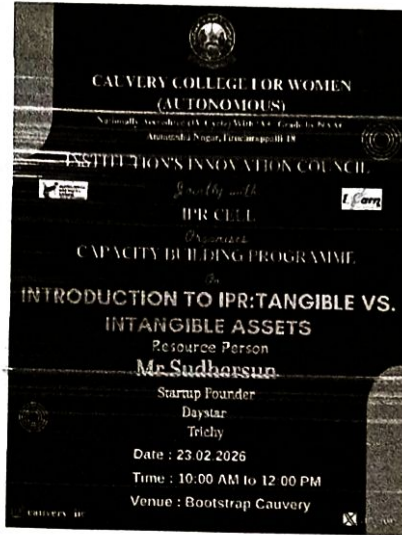
**Key Highlights:**

- ✓ Integration of Industry 4.0 tools with structured problem-solving techniques
- ✓ Practical case studies on improving efficiency and reducing downtime

**Participant details:**

Total no. of Student participation: 46

Total no. of Staff (Teaching/Non-teaching) participation: 03



*H. Anand*  
IIC PRESIDENT/PRINCIPAL



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CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS)

TIRUCHIRAPPALLI-620018

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ENTREPRENEURSHIP DEVELOPMENT CELL /

INSTITUTION'S INNOVATION COUNCIL

Program Title: Introduction to IPR; Tangible & Intangible Assets

Date: 23/02/2026

Venue: Boatcamp

S. No	Name of the Participant	Register Number	Department	Mobile	Signature
1)	V. Ananthi	25104001	I-BBA	6269117515	V. Ananthi
2)	K. Mahalakshmi	25104028	T-BBA	637499875	K. Maha
3)	R. V. Vidhansama	25104050	I-BBA	6374380342	Vidhansa
4)	M. Dhasani	25104010	I-BBA	8015139920	Dhasani
5)	Susila Muneeswari	25104045	I-BBA	6374380342	SEED
6)	Ishwarya	25104115	I-BBA	923977624	Ishwarya
7)	S. Panya	25104035	I-BBA	9176490345	Panya
8)	S. Vanisri	25104048	I-BBA	8667877377	S. Vanisri
9)	K. Madhumitha	25104025	I-BBA	7397005075	Madhumitha
10)	P. Kiranthi	25104022	I-BBA	4380030159	Kiranthi
11)	N. Priyadharsini	25104055	I-BBA	7339257636	N. Priya
12)	U. Devasuni	25104053	I-BBA	7094970404	U. Devasuni
13)	R. Dhanyak	25/64009	I-BBA	6374083557	R. Dhanyak
14)	S. Subhalakshmi	25104044	T-BBA	7639764673	S. Subhalakshmi



S.No	Name of the Participant	Register Number	Class	Mobile	Signature
15)	R. Sree Lakshmi	25104028	I-BBA	8754656641	S. Sree
16)	Madhuranitha	25104029	I-BBA	978781072	Madhuranitha
17)	G.P. Rangaswathi	25104032	I-BBA	8248341687	G.P. Rangaswathi
18)	K. Anurupa	25104032	I-BBA	9063899554	K. Anurupa
19)	V. Boornika	25104035	I-BBA	9785154466	V. Boornika
20)	G. Yerna	25104034	I-BBA	9865612119	G. Yerna
21)	S. Dhruvini	25104011	I-BBA	8880813471	S. Dhruvini
22)	S. Sankhya	25104039	I-BBA	7708594956	S. Sankhya
23)	K. Yousa Fatima	25104029	I-BBA	8438891361	K. Yousa
24)	T. Nathiya	25104030	I-BBA	7550039331	T. Nathiya
25)	S. Shalini	25104040	I-BBA	9715834291	S. Shalini
26)	S. Swetha	25104026	I-BBA	7812837049	S. Swetha
27)	M. Pushpalatha	25104033	I-BBA	8678999556	M. Pushpalatha
28)	P. Shobana	25104043	I-BBA	9345783007	P. Shobana
29)	V. Madhuranitha	25104040	I-BBA	9361416339	V. Madhuranitha
30)	E. Eriya	25104012	I-BBA	861009349	E. Eriya
31)	S. Dasa	25104040	I-BBA	9715247116	S. Dasa
32)	S. Subhi	25104046	I-BBA	9944550021	S. Subhi
33)	B. Durga	25104023	I-BBA	9360499682	B. Durga
34)	B. Vinita	25104047	I-BBA	705433967	B. Vinita
35)	V. Bhavani	2510427	I-BBA	1629112309	V. Bhavani
36)	A. Mohitha	25104012	I-BBA	979127068	A. Mohitha



