



RAHUL COLLEGE OF EDUCATION

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AFF/RECOG.1/1249 of 2007 Dtd. 28 Feb. 2007 | NAAC Accredited with Grade "B++" (1st Cycle) | College Code : 767 | Hindi Linguistic Minority Institution



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Report on "Mark the Spot: Trademarks Talk – Masterclass on Trademarks and Geographical Indications"

Date: 24 April 2025

Time: 11:30 AM – 01:00 PM

Activity : MIC Driven

Faculty : 4

Students : 55

The masterclass titled "Mark the Spot: Trademarks Talk – Masterclass on Trademarks and Geographical Indications" was successfully conducted on 24 April 2025, from 11:30 AM to 01:00 PM. The session aimed to build awareness about the importance of trademarks and geographical indications (GI) in protecting brand identity and regional specialties.

The session witnessed the participation of 4 faculty members and 45 students, all eager to expand their knowledge on this crucial aspect of intellectual property rights.

Objectives:

1. To introduce the concept of trademarks and geographical indications, highlighting their role in business, marketing, and legal protection.
2. To explain the process of registering trademarks and GIs, and the benefits they offer to individuals, businesses, and communities.

Key Highlights:

- Experts explained the differences between trademarks and geographical indications with practical examples such as logos, brand names, and products like Darjeeling Tea and Banarasi Sarees.
- Participants learned about trademark symbols, infringement issues, and the economic importance of GIs in promoting local products.



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- The session was highly interactive, featuring case studies, discussions, and a live demonstration of a trademark registration process.

Outcomes:

- Students and faculty developed a clear understanding of how trademarks and GIs protect innovation, reputation, and regional identity.
- Participants learned the steps needed to secure trademark and GI rights, inspiring them to apply this knowledge to their own academic and entrepreneurial projects.

Registration of Trade Mark

- Trade Marks are registered by national trade mark registries and are valid in that country.
- Registration is made after examination and publication.
- Period of registration is for **10 years** but can be **renewed indefinitely**.

What is Branding

- Branding allows a company to differentiate its products and services from the competition by creating a bond with its customers in order to create customer loyalty.
- This way, a company can have a position in the marketplace that is much more difficult for the competition to poach. A satisfied customer may leave. But a loyal customer is more likely to stay.

CAUTION NOTICE

Our client **FOUR SEASONS HOTELS (Barbados) Ltd.** with office at Chancery House, High Street, Barbados, West Indies is the sole owner and proprietor of the trademark, "FOUR SEASONS HOTELS and RESORTS and Tree Device", "TREE DEVICE" and "FOUR SEASONS" as per specifications attached herewith.

TRADE MARK CAUTION NOTICE

LG

It has been brought to our notice that some unscrupulous persons are using similar marks to ours, which are not ours, and are causing confusion among the public. We have taken steps to protect our marks and are now seeking legal action against such persons. We request you to be vigilant and report any such activities to us immediately.

MAHABAR

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The Nike's case

- Reflects the popularity of a well-known TM
- The "Swoosh" is the well known symbol of Nike
- Originally Nike's logo included also the shoemaker's name
- At the end of the nineties, the Nike's name disappeared
- The swoosh remained as the main identification symbol of the shoemaker
- Today there is no need to include the brand into this logo since the recognition of a simple swoosh automatically brings our attention to Nike



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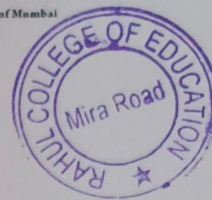
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Scope of Rights

- The exclusive right to use the mark
- The right to prevent others from using an identical or similar mark for identical or similar goods or services
- The right to prevent others from using an identical or similar mark for dissimilar goods or services

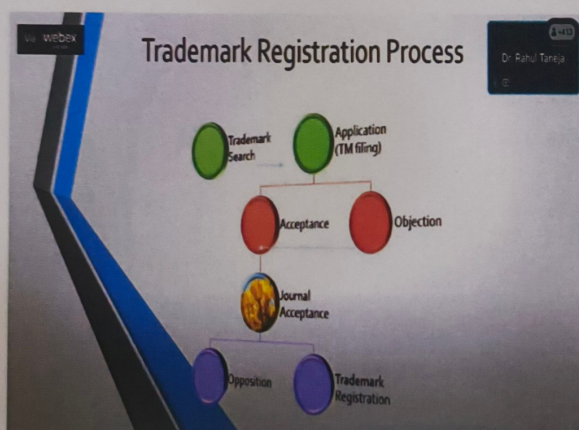
How to select a Trade Mark

if it is a word it should be easy to speak, spell and remember.
SONY, TATA, BATA

The best Trade marks are invented words or coined
KODAK, DALDA

Mark should not be Geographical name
LUDHIANA STEEL, CHANDIGARH SALT

Avoid adopting word describing the quality of goods/ services
BEST, PERFECT, SUPER, QUALITY



What are Geographical Indications

- An indication used to identify agricultural, natural or manufactured goods originating from a definite territory in India.
- It should have a special quality or characteristics or reputation based upon the climatic or production characteristics unique to the geographical location.
- This is a collective right as opposed to a private right
- Any association of persons, producers, organization established by or under the law can apply representing & protecting the interests of the producers.
- Identifies the product as originating in a country or region thereof



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Via webex

Dr. Rahul Taneja

Geographical indications and trademark

GIs are closely related to trademarks; both indicate product origin

GIs and trademarks differ in two ways:

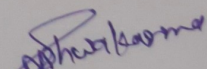
- A trademark belongs to a particular company; it distinguishes that company's products.
- GIs are shared by all producers in the region identified by the GI.
- GIs attach to a location; trademarks don't.

Via webex

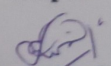
Dr. Rahul Taneja

Dr. Rahul Taneja

1:13:10


Sarita Vishwakarma
IIC Convener

Dr Frances Vaidya
Principal


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