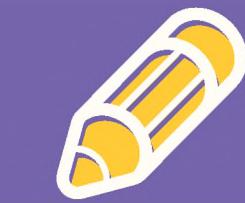




DEPARTMENT FOR PROMOTION OF  
INDUSTRY AND INTERNAL TRADE  
MINISTRY OF COMMERCE & INDUSTRY,  
GOVERNMENT OF INDIA



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# LET'S HAVE FUN WITH IP

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10 Engaging Activities to get started with IP

**THINK. CREATE. INSPIRE. LET'S TAKE INDIA HIGHER.**



## ABOUT US

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To take forward the implementation of the National IPR Policy, 2016, the Cell for IPR Promotion & Management (CIPAM) was created in the year 2016, as a professional body under the aegis of DPIIT (Department for Promotion of Internal Trade and Industry) to ensure focussed action on issues related to IPRs.

CIPAM works on addressing the objectives of the National Intellectual Property Rights (IPR) Policy and assists in simplifying and streamlining of Intellectual Property (IP) processes, apart from undertaking steps for furthering IPR awareness, commercialisation and enforcement.



## ABOUT THE ACTIVITY MODULE

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This module consists of various creative and interesting activities that can be used by faculty and trainers in their demonstrations, presentations and extended lectures to help students, academicians, inventors, entrepreneurs and professionals to understand the fundamentals of IP in a better way. The module breaks the conventional monotonous system of training and education by using an interactive learning methodology. These activities are powerful tools for encouraging people to recognise and respect IPRs and connect IP with everyday life experiences.



# ACKNOWLEDGEMENTS & DISCLAIMER

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CIPAM is thankful to the International Trademark Association (INTA), Remfry & Sagar and Jupiter Law Partners for their immense support and valuable suggestions.

The information contained in this activity module is provided for educational, information and non-commercial purposes only, and should not be construed as legal advise or as an offer to perform legal services on any subject matter.

All designs and images in this activity module have been created in-house or taken from copyrighted royalty free sources.



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# WHAT IS IP?

## PART I

Think up an idea,  
Something new,  
A useful invention,  
Or maybe two.

A novel cure or medicine,  
Perhaps you are the new Edison?

Before you announce your creation,  
Summon again, your imagination.  
The product - it needs a name.  
A brand should be clever and fun,  
Give similar names a miss,  
Yours must be original - the only one.

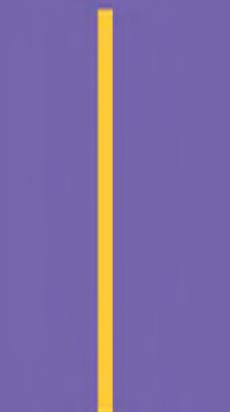
Fancy adding a smart logo?  
An unusual jingle could add mojo.  
Promote your product with a novel campaign,  
To grab attention, put you in the game.

But before you place it in a shop,  
You may also want to design its box.  
Lend it your signature style,  
Something unique, that totally rocks.

How cool! Wow! What wonderful ideas!  
Your product - it's a hit!  
But watch out,  
Others now covet it.  
They come up with something similar,  
In function and name,  
Maybe even in their marketing game.

What injustice!  
Are the consumers fooled?  
But you can fix this -  
You had consulted a legal whiz;  
IP rights shall help you tame  
All those trying to misuse your fame.

Bisman Kaur



## PART II

IP stands for 'intellectual property'  
Explained below - IP rights are a kind of  
monopoly;

Patents protect new inventions,  
Abdul Kalam, Nandini Harinath are inventors  
worthy of mention

Trademarks cover names, symbols and their  
distinctive combinations,  
Famous examples include  
Flipkart, Bata, Maruti and Tata.  
Copyright applies to an original story, movie song  
or painting,

Think Arundhati Roy and Arijit Singh

Design rights are more for novelty in looks  
These are for unusual shapes of cars, boxes,  
dresses or even books

The law gives such creators exclusive rights,  
To put their creations to use or sell them or do  
whatever they like,  
And freeze copycats in mid stride.

It is important to underscore the main principle,  
Unless your idea is original,  
Using it without permission may make you a  
criminal.

Imitation may be the best form of flattery,  
But when it comes to intellectual property,  
It is out and out robbery.

A powerful thought -  
It can change the world;  
A patent, trademark,  
A copyright or design,  
Therefore, can mean,  
A potential goldmine.

So imagine, think, innovate  
And transform the world as you create!

# ACTIVITY I

## WHO? WHAT? WHERE? WHEN?

*Faculty/ trainer may lead discussion in the form of questions*

Who was Edison?

Inventor of the first practical incandescent light bulb

Patents are granted for which products or processes?

Patents are granted for products that are New, Useful – have an industrial application and Non-obvious – include an inventive step

Which of these inventions are Indian?

- a. Snakes and Ladders
- c. Idli Stand

- b. Indellible Ink
- d. Water and Moon

a, b, and c.

Option d is a ‘discovery’ as it was already existing

When was the first patent in India granted?

The first patent in India was granted in 1856 for an “efficient punkah pulling machine”.

# ACTIVITY I

## WHO? WHAT? WHERE? WHEN?

*Faculty/ trainer may lead discussion in the form of questions*

Can you name one inventor who has made a breakthrough invention in medicine? What was his/ her invention?

Think of an invention that could shape the world around you - change the way people communicate, travel or entertain themselves?

### Who was Abdul Kalam?

An Indian scientist who served as the President of India from 2002-07. As a scientist, he came to be known as the 'Missile Man of India' for his work on the development of ballistic missile and launch vehicle technology.

### Who is Nandini Harinath?

Deputy Director of Operations at the Mars Mission - India's first interplanetary mission - who successfully steered the Mars Orbiter.

# ACTIVITY I

## WHO? WHAT? WHERE? WHEN?

Faculty/ trainer may lead discussion in the form of questions

### Why are patents important?

Coming up with something new and useful is not simple. Edison famously made several thousand prototypes before he succeeded! A lot of effort is involved and also monetary resources. As a reward, if an inventor registers a patent, it can control the commercial use of its invention. It has the right to prevent others from making or selling, that technology. This creates opportunities for inventors to sell or license their patented technologies with others who may want to use them. A patent can last up to 20 years, subject to paying a fee periodically throughout that 20 year period. Once a patent expires, the technology falls into the public domain and may be freely used by any person.

Match these inventions to their inventors

#### Inventors

1. James Watt
2. Charles Babbage
3. Stephanie Kwolek
4. Jagadish Chandra Bose
5. Alessandro Volta
6. Tim Berners-Lee
7. Martin Cooper
8. Samuel Morse
9. Alfred Nobel
10. Alexander Fleming

#### Inventions

- a. Telegraph
- b. Battery Cell
- c. Radio and Microwave Optics.
- d. Dynamite
- e. Steam Engine
- f. The antibiotic - penicillin
- g. Cellular Mobile Phone
- h. Kevlar – 5 times stronger than steel, used in bulletproof jackets.
- i. Mechanical Computer
- j. The World Wide Web

1(e), 2(i), 3(h), 4(c), 5(b), 6(j), 7(g), 8(a), 9(d), 10(f).

# ACTIVITY I

## WHO? WHAT? WHERE? WHEN?

*Faculty/ trainer may lead discussion in the form of questions*

Imagine life a century ago. Would the following inventions have been part of everyday life in 1919?

### Cars

Yes. Its origins lie in the combustion engine, a 19th-century invention whose overall impact was not fully exploited until Henry Ford devised a system of mass production for the Model T in 1908.

### Television

No. Television became available in crude experimental forms in the late 1920s – in India, daily transmission began only in 1965!

### Wireless Technology

Yes – in the form of the radio and telegraph. But not in the way it dominates our lives today via cellular networks, wireless access to the Internet etc.

### Airplanes

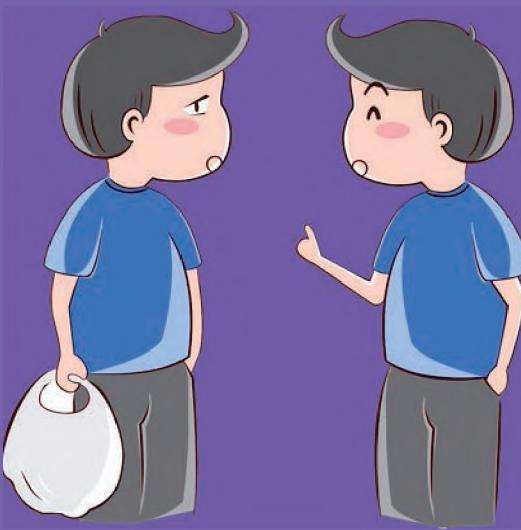
Just about. The Wright brothers invented and flew the first airplane in 1903 and the first international commercial flights took place between the United States and Canada in 1919.

# ACTIVITY II

## KNOW THE CREATOR?

Faculty/Trainer may briefly discuss the fundamentals of copyright before starting with the activity. The activity is based on different kinds of works such as books, films, music, etc. Faculty/Trainer may discuss the given work/creation with the participants and then ask them to guess their creator(s).





**Q. 1.**

**Who wrote the lyrics of India's National Anthem?**

Ans. Rabindranath Tagore

**Q. 2.**

**Which Indian author won the prestigious Booker Prize for her debut novel 'The God of Small Things'?**

Ans. Arundhati Roy



**Did you know?**

The national anthem was originally composed as *Bharoto Bhagyo Bidhata* in Bengali - where the first stanza was adopted by the Constituent Assembly of India as the National Anthem on 24 January 1950.



**Q. 3.**

**Which famous author of children's literature (specially ghost stories) lives in Mussoorie?**

Ans. Ruskin Bond

**Q. 4.**

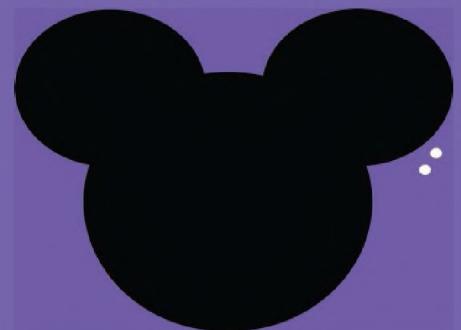
**This famous music composer/ singer/ songwriter is known as the 'Mozart of Madras'**

Ans. A. R. Rahman



**Did you know?**

A.R. Rahman has won several prestigious awards at national and international scale. Skilled in Carnatic, Western and Hindustani classical music and Qawwali style of Nusrat Fateh Ali Khan, he is noted for fusing music genres and traditional instruments with new electronic sound technology.



**Q. 5.**  
The famous British two-part stage play “Harry Potter and the Cursed Child” based on J K Rowling’s Novel was written by whom?

Ans: Jack Thorne

**Q. 6.**  
Mickey Mouse is a funny animal cartoon character and the mascot of which American entertainment corporation founded in 1923?

Ans: The Walt Disney Company/Disney

**Q. 7.**  
5 books of this Indian author were adapted into mainstream Bollywood Movies. His recent book is titled 'The Girl in Room 105'. Who is he?

Ans: Chetan Bhagat

**Q. 8.**  
A recently released biopic directed by Nandita Das was based on the most celebrated South Asian author. He is best known for his stories about the partition of India. Name this author whose short stories entered the public domain.

Ans: Saadat Hasan Manto

**Q. 9.**  
He is one of the greatest filmmakers of the 20th century and has won several national and international awards for "Pather Panchali". Do you know the name of this famous Bengali gentleman?

Ans: Satyajit Ray

**Q. 10.**

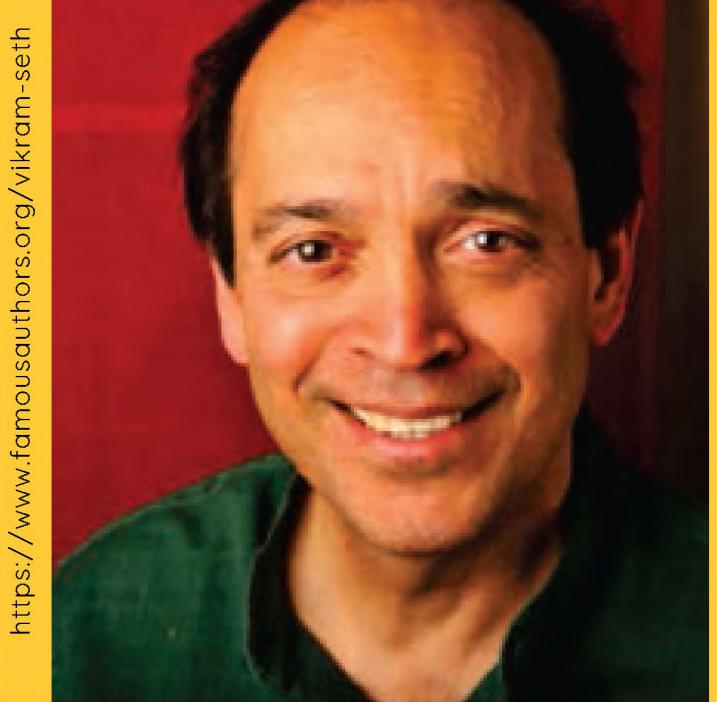
**Identify the painter /  
author / musician /  
character / singer from  
the following images.**

<http://clipart-library.com/clipart/408435.htm>



**Ans.**

**Mowgli from The Jungle Book  
by Rudyard Kipling**



<https://www.famousauthors.org/vikram-seth>

**Ans.**

**Famous author - Vikram Seth**

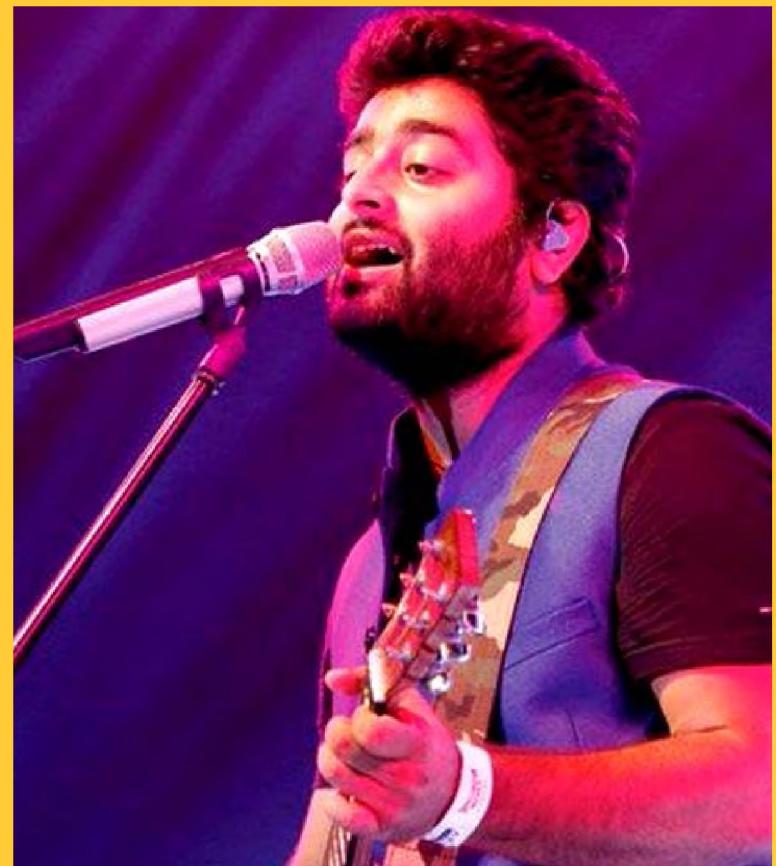
Kerala Art Gallery



Ans.  
Painter Raja Ravi Varma's  
'Shakuntala'



Ans.  
Legendary singer, Lata  
Mangeshkar



Ans. Arijit Singh

# ACTIVITY III

## CROSSWORDS

Faculty/ trainer may divide the class into two groups for this activity. Then, draw/exhibit an empty crossword. One team can find the answers and the second team could be requested to complete the crossword using those answers.

GUESS THE GEOGRAPHICAL LOCATION OF THESE INDIAN  
GEOGRAPHICAL INDICATIONS AND COMPLETE THE CROSSWORD

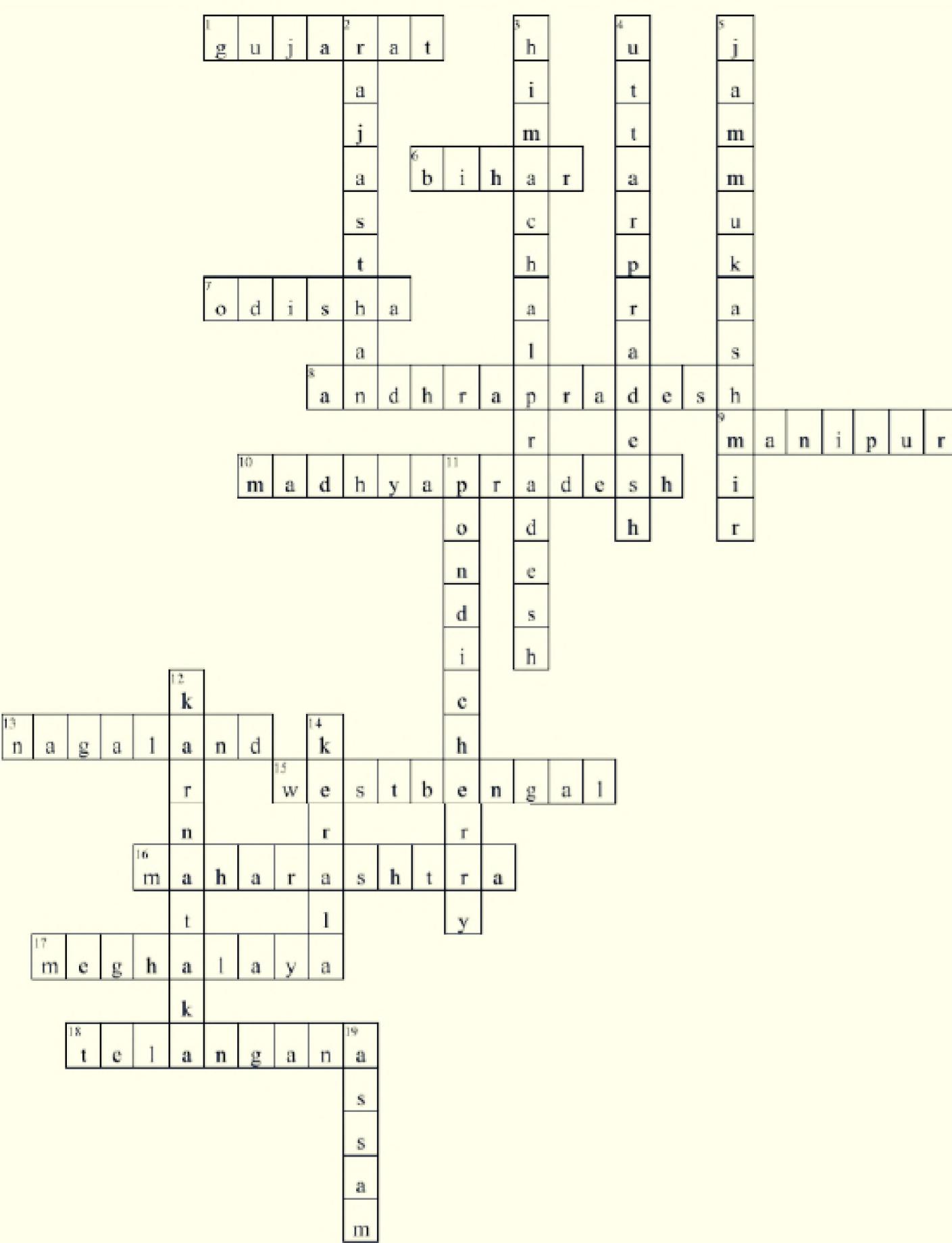


- Across
1. Zari Craft
  6. Madhubani Paintings
  7. Ganjam Kewda Flower
  8. Guntur Sannam Chilli
  9. Kachai Lemon
  10. Chanderi Fabric
  13. Naga Mircha
  15. Darjeeling Tea
  16. Warli Painting
  17. Khasi Mandarin
  18. Nirmal Paintings



2. Makrana Marble
3. Kullu Shawl
4. Kannauj Perfume
5. Kani Shawl
11. Tirukanur Papier Mache Craft
12. Mysore Sandal Soap
14. Vazhakulam Pineapple
19. Tezpur Litchi

# ANSWERS





## Common Inventions

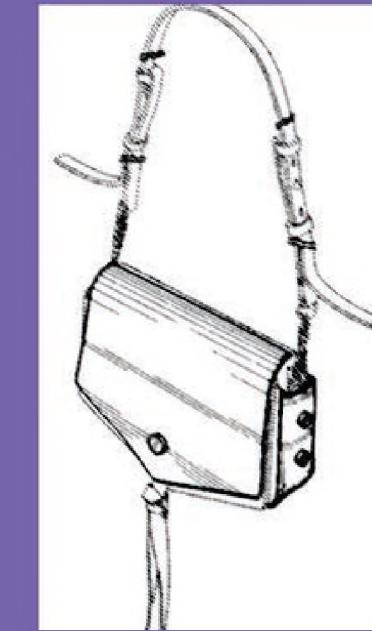
GUESS THE PATENTED DEVICE BY INVENTION DESIGN. THESE ARE THE PRODUCTS / OBJECTS USED IN OUR DAILY LIVES AND THE MOST BASIC VERSION / FIRST VERSIONS OF THESE PRODUCTS.  
IDENTIFY THE INVENTIONS BY THEIR COMMON NAMES.

### ► Across

2.



5.

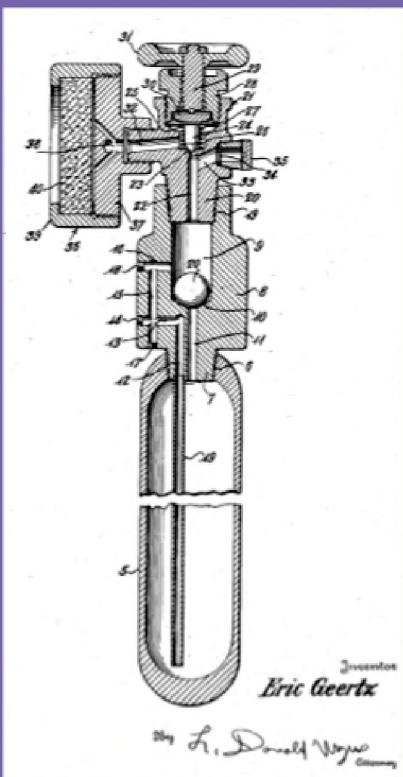


8.



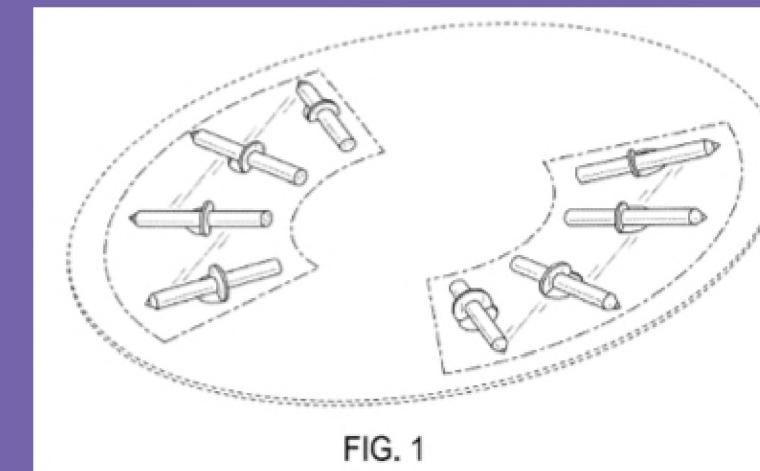
Clue: It is where a device is plugged in order to get electricity supply.

3.



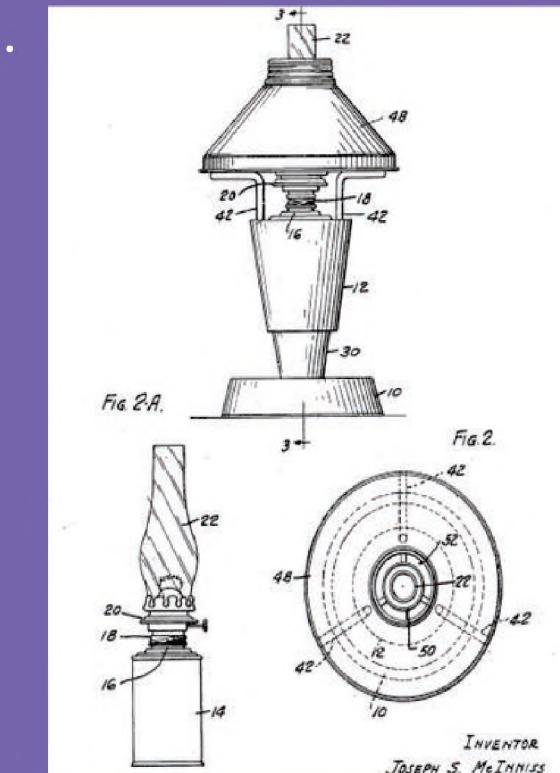
Clue: It is a red cylinder commonly found in the buildings for use in a certain type of emergency.

7.



Clue: It is a modified version of a common object used to contain pens, pencils and other stationary supplies.

9.





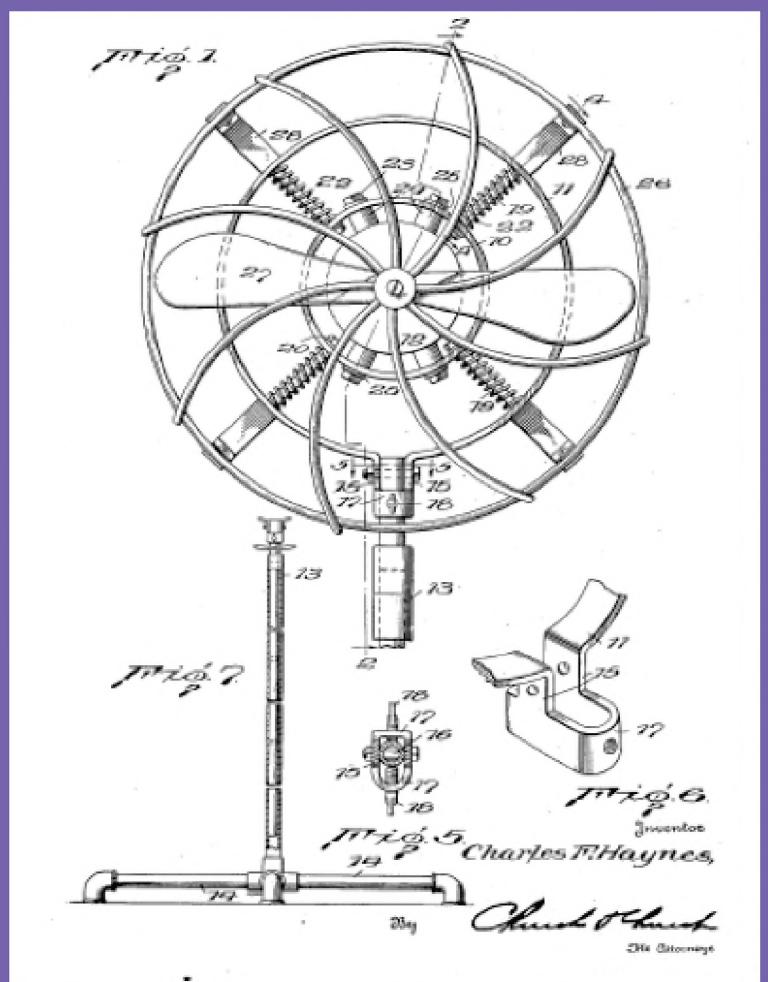
Contd.

## Common Inventions

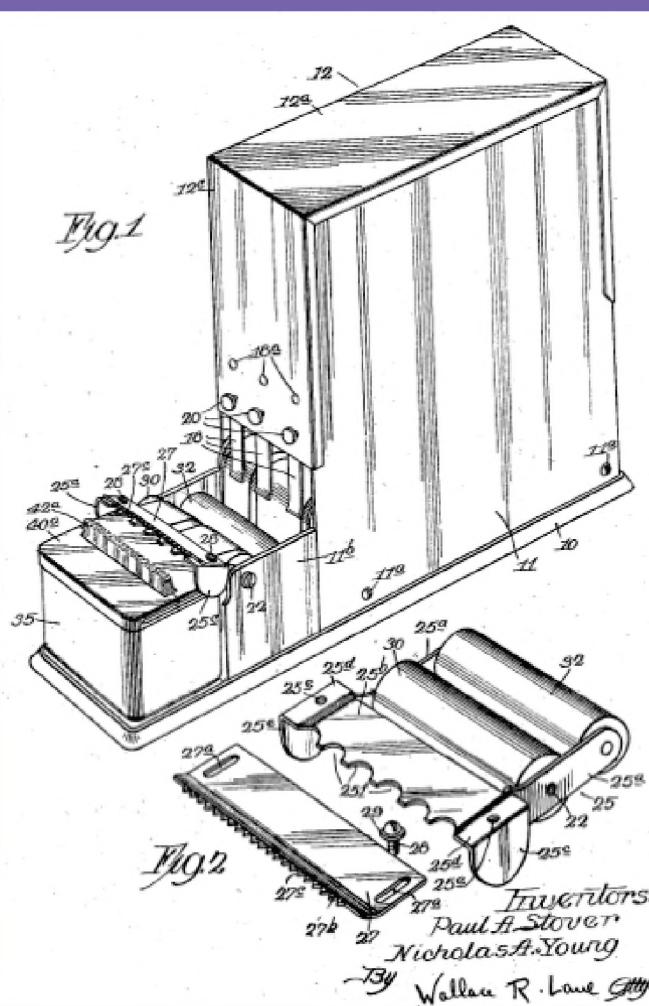


Down

1.

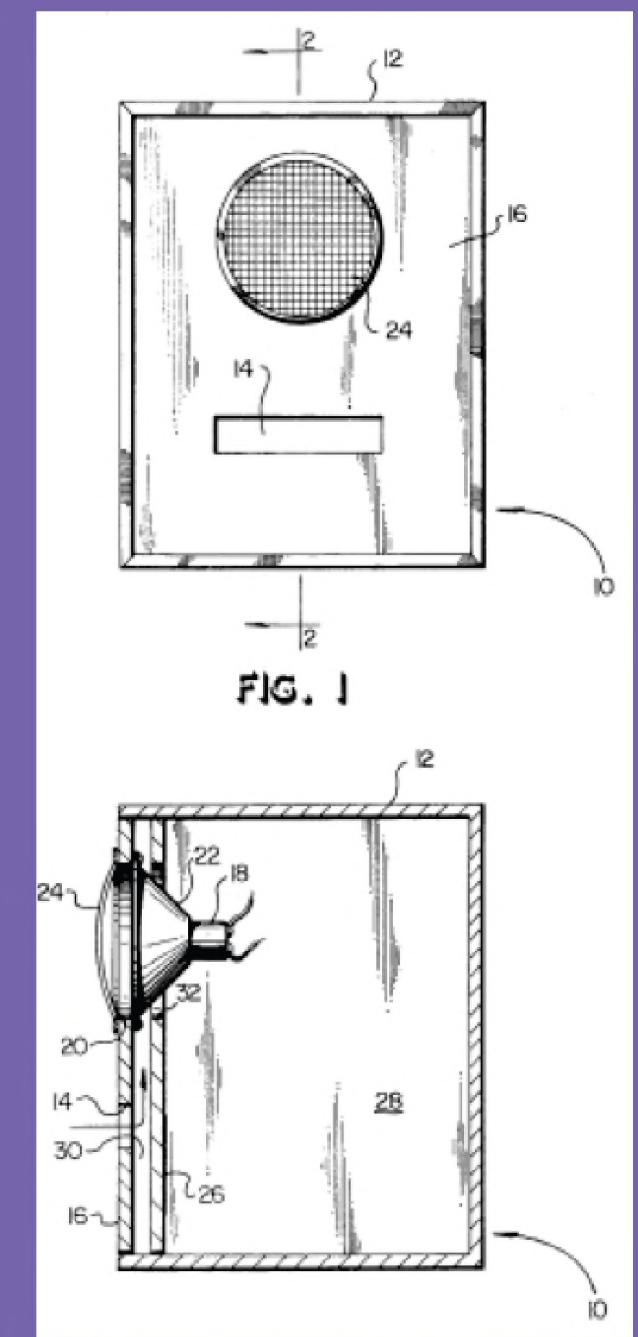


4.

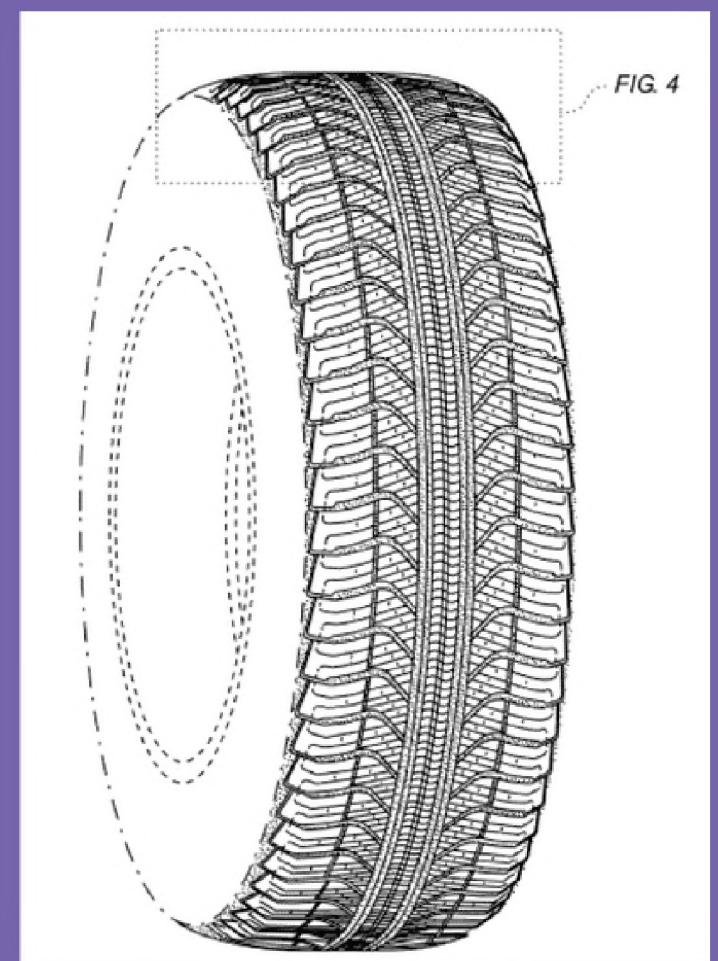


Clue: It is used for art and craft activities; it helps in sticking things together.

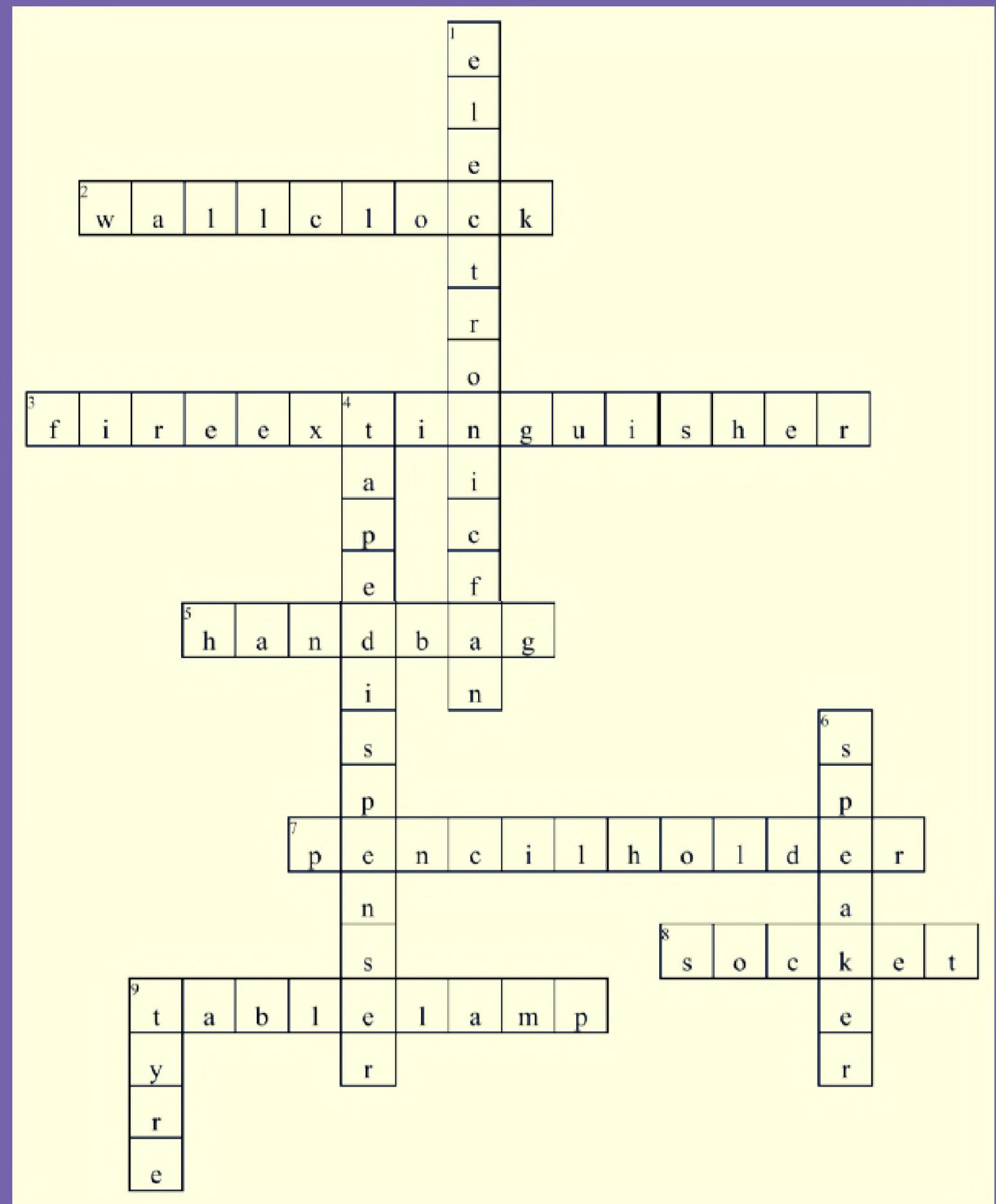
6.



9.



# ANSWERS



## POP QUIZ

THIS CROSSWORD IS A MIXED BAG OF FAMOUS PERSONALITIES, WORKS, CHARACTERS AND OTHER INDICIA, COVERED BY TRADEMARK AND COPYRIGHT LAWS. FILL IN THE CROSSWORD WITH THE HELP FROM THE GIVEN CLUES.

### ► Across

2.

Actors Ajay Devgan, Arshad Warsi, Tushar Kapoor and other actors regularly act in this franchise of movies, protected by copyright laws



5.

The poet of the famous poem 'Madhushala'



8.

He is the producer of the popular movie SHOLAY and owns the copyrights



9.

The software '.docx', popularly known as 'word' is owned by this company



10.

This company had to change use of "Dash Charging" and now uses to "Warp Charging" due to a trademark suit filed against it. Its recent model 6T now uses the term Warp Charging



1.

The trade mark / characters ‘Chutki’, ‘Raju’, ‘Kalia’ and Dholu’ appear in this famous cartoon show

3.

The most famous book of Rudyard Kipling is now in public domain i.e. anyone can make movies, adaptations, translations, etc. of this book / story



# POP QUIZ



Down

4.

He is the singer of the song “Tum Hi Ho” and has the performance rights



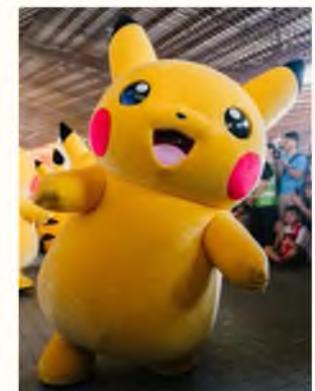
6.

J.K. Rowling created many iconic characters, and this is the most famous one and protected by trade mark laws

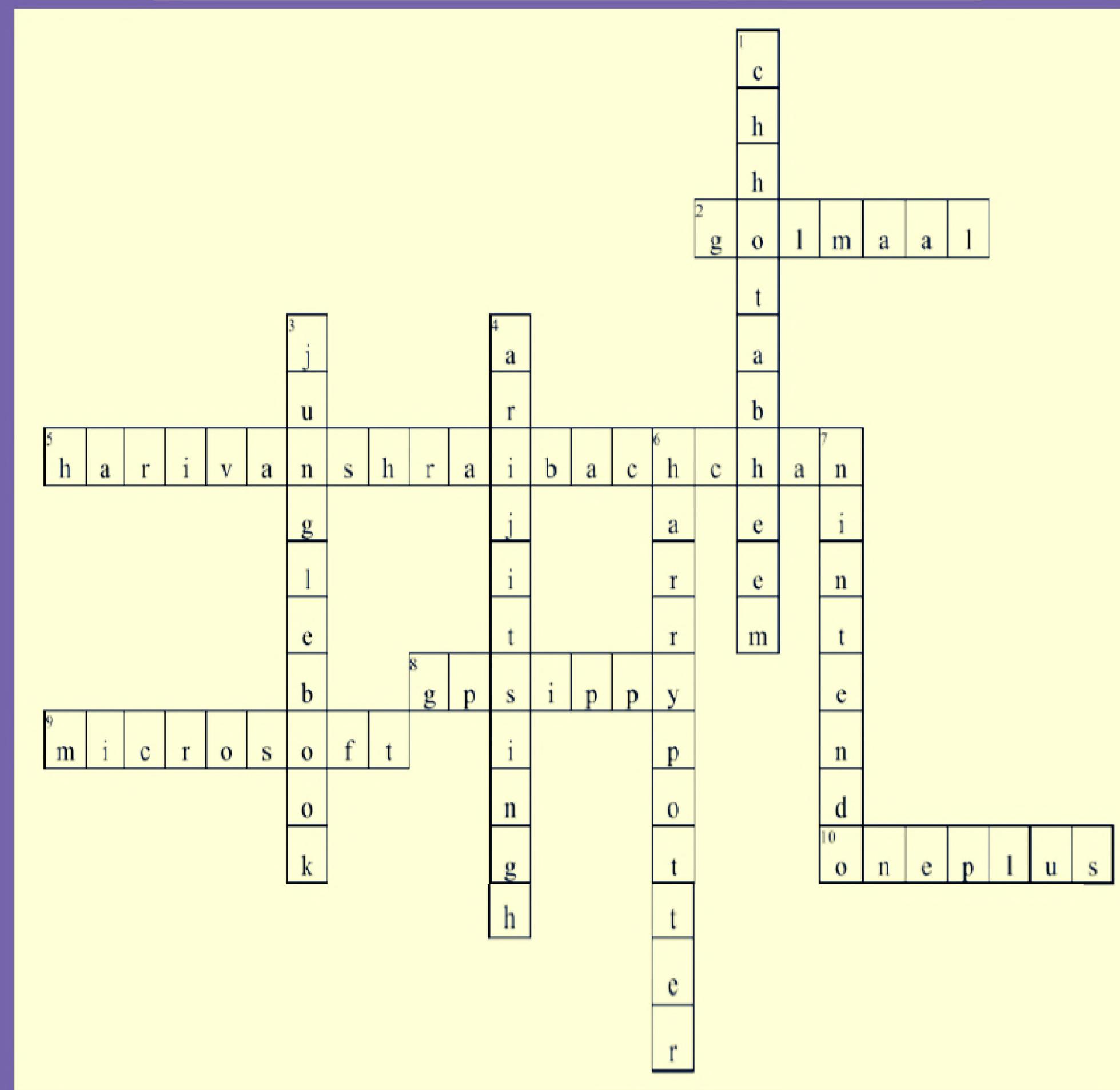


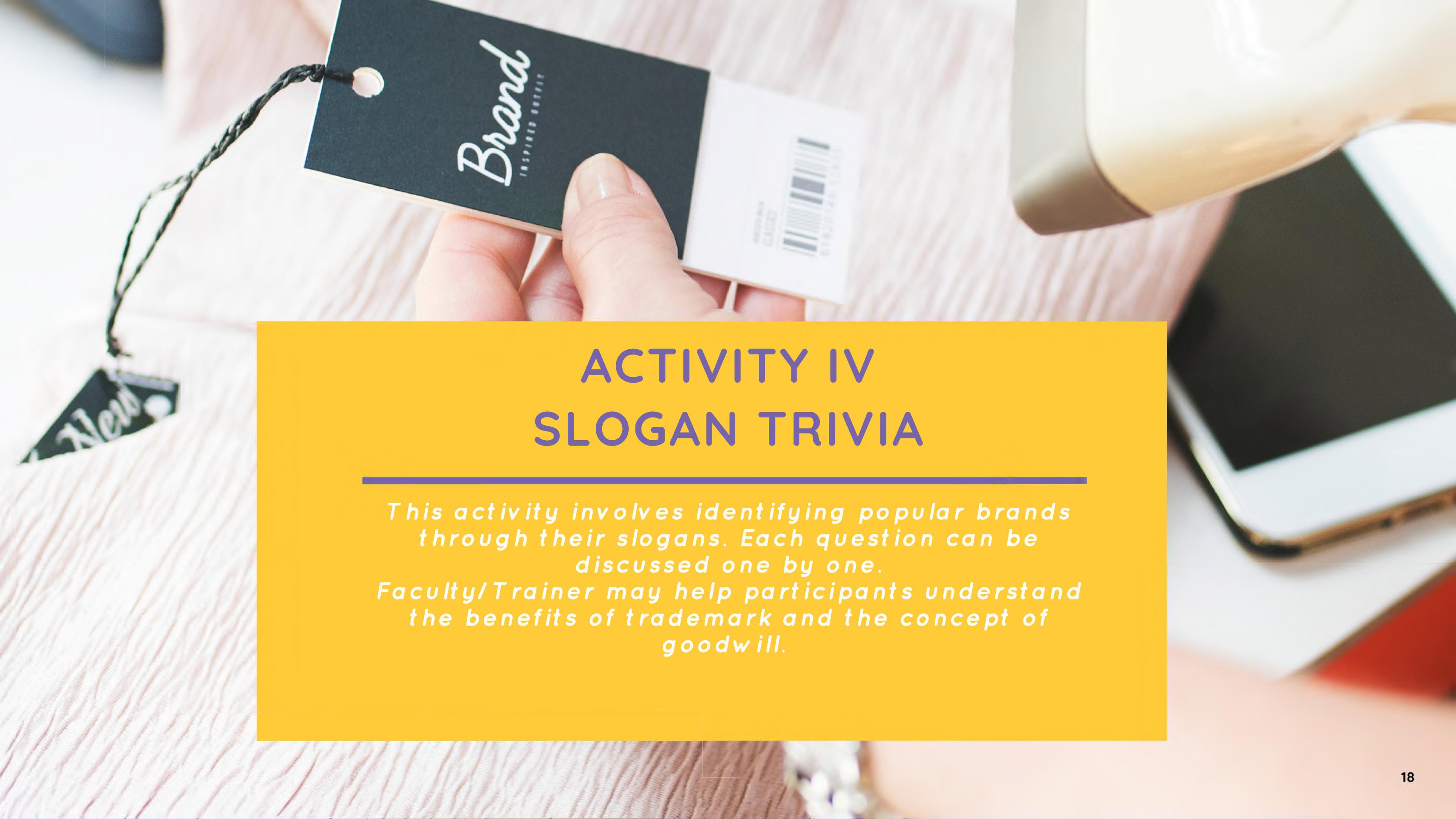
7.

In the popular game Pokéémon Go, Pikachu is a trademark owned by this company



# ANSWERS





## ACTIVITY IV SLOGAN TRIVIA

---

*This activity involves identifying popular brands through their slogans. Each question can be discussed one by one.*

*Faculty/Trainer may help participants understand the benefits of trademark and the concept of goodwill.*

## ACTIVITY IV

# SLOGAN TRIVIA

1

"Zindagi Ke Saath  
Bhi... Zindagi Ke  
Baad Bhi."

2

"Haq Se  
Maango."

3

"Isko Laga  
Dala, Toh Life  
Jhingalala."

4

"The Taste of  
India."

5

"Kuch Meetha Ho  
Jaaye."

6

"G Maane Genius."

7

"Taste Bhi...  
Health Bhi."

8

"Daag Acche  
Hain."

---

## ACTIVITY IV

### SLOGAN TRIVIA

---

#### ANSWERS

- (1) Life Insurance Corporation (LIC)
- (2) Priyagold Biscuits
- (3) Tata Sky
- (4) Amul
- (5) Cadbury
- (6) Parle G
- (7) Maggi
- (8) Surf Excel

# ACTIVITY V

## SHOPPING MANIA

*This activity involves identifying real and fake products. Trainer/ Faculty may choose to conduct this activity with the help of a projector screen to showcase real and fake products available online. The trainer/ faculty may also consider a day excursion to the nearest local market as a practical experience for the students/ participants.*



SHOPPING

Things to Remember:

1. While shopping, you will encounter multiple brands and multiple knock offs.
2. Knock offs are fake products advertised and sold in the name and trademark of the original company/ brand.
3. These knock offs are available at cheaper prices, or at massive discounts and mislead the customers. They are not products of the original company.
4. Not only do they cause loss of sale, but they also exploit the goodwill and brand value of the original companies.
5. In this quiz, make sure you don't get mistaken for buying a knockoff. Identify the original brand from amongst the choices.

Q. 1

Which of these two is the real Lakmé brand?



a.



b.

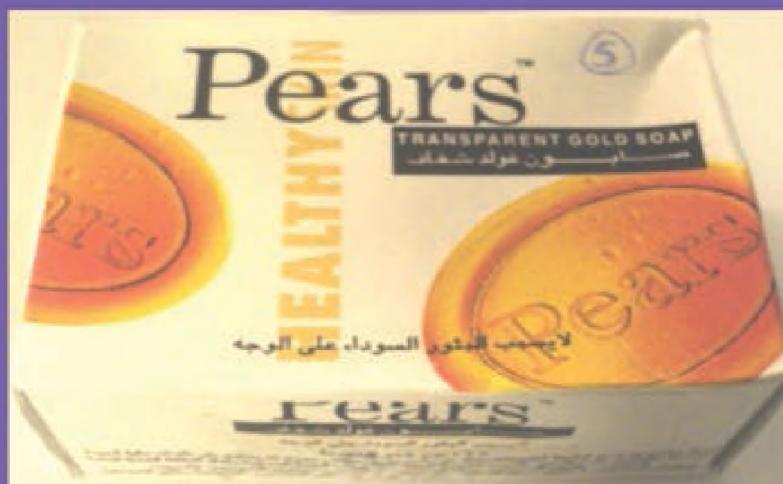
Correct Answer: (b)

Product displayed in 'a.' is a fake/ counterfeit as the real product is light peach in colour, font size is different, quality of the print is smooth and the quality of the cardboard box is thick.

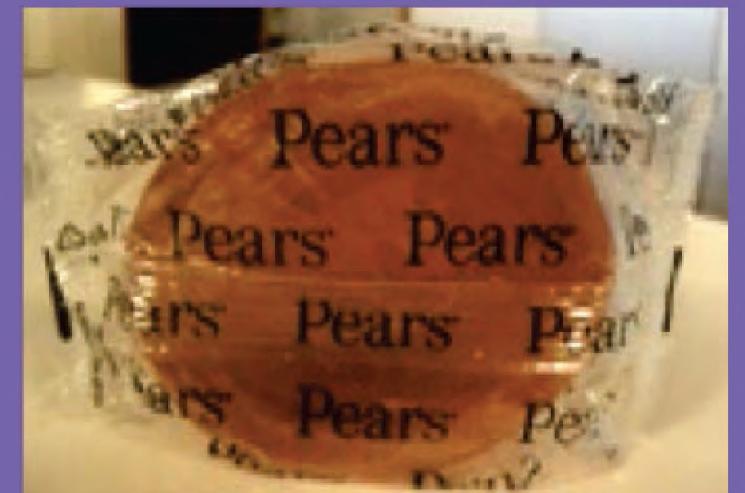
Q. 2

Which one do you think is the real Pears soap bar?

a.



b.



Correct Answer: (b).

Product displayed in '(b)' has the original artwork in its packaging, while '(a)' looks like a gimmick. Also '(b)' is packed in a printed overwrap which has the brand name and the brand has also been embossed on the soap bar.

### Q. 3

You visit the supermarket to purchase a fabric detergent. You come across the following two products which look like they belong to the same brand. Which one do you choose?



a.



b.

Correct Answer: (a);

Q. 4

Identify the real Adidas logo from the following.



a.



b.



c.



d.

Correct Answer: (c)

## Q. 5

Out of the following two products, which one do you think is the real Nescafé coffee pouch?



a.



b.

Correct Answer: (a).

The product displayed as option (b) is a fake product.

Product displayed in 'a' has a broad bottom and is a stabilo pack while fake/ counterfeit product displayed in 'b' is a bad quality pouch pack.

## Q. 6

You visit a nearby market to purchase Taaza Tea. You come across the following two products. Which one do you select?



a.



b.

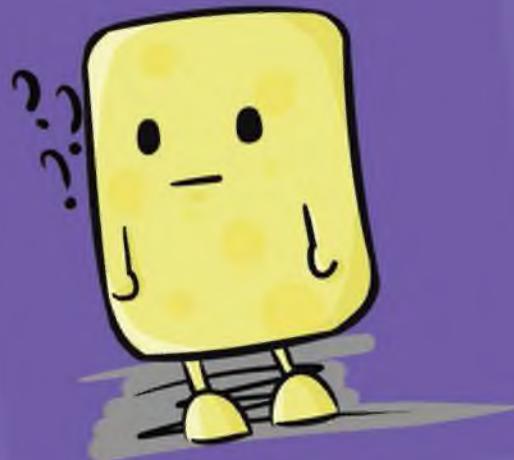
Correct Answer: (a) is the real and original Taaza Tea brand product.

The product shown in 'b.' is a duplicate/ knockoff product as there is a shade variation, the colours do not match and the packaging altogether looks animated/ scanned.

## ACTIVITY VI

### WHO AM I?

---



*For this activity, participants may be divided into groups so that the faculty/ trainer finds it easier to create a quiz like atmosphere.*

*The objective of this activity is to guess the item being discussed with the help of clues, which are provided.*

*To add to the quizzing enthusiasm, divided groups could be rated based on the scores they win for each question.*

*Note: Correct answer for each question will be 5 points. Each question will have 3-4 clues. If the group guesses within the first two clues, they will be awarded with an additional 2 points.*

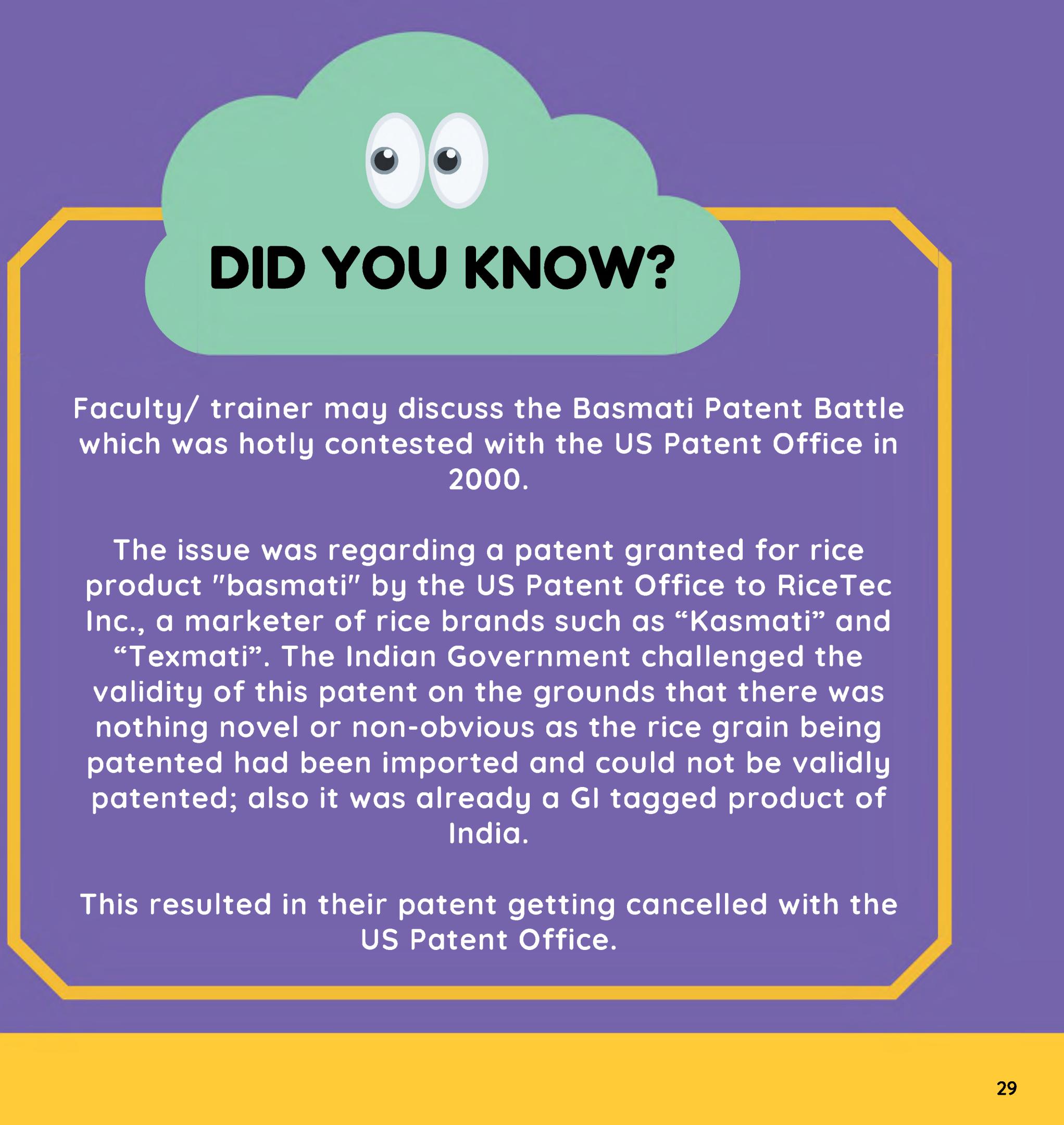




## Who Am I?

- I am a type of rice commonly served with Rajma/ Dal/ Kadhi.
- India is the largest producer and exporter of me in the world.
- I am known as a Geographical Indication and produced in the states of Punjab, Haryana, Delhi, Himachal Pradesh, Uttarakhand, and parts of western Uttar Pradesh and Jammu & Kashmir.

Ans.: Basmati Rice



## DID YOU KNOW?

Faculty/ trainer may discuss the Basmati Patent Battle which was hotly contested with the US Patent Office in 2000.

The issue was regarding a patent granted for rice product "basmati" by the US Patent Office to RiceTec Inc., a marketer of rice brands such as "Kasmati" and "Texmati". The Indian Government challenged the validity of this patent on the grounds that there was nothing novel or non-obvious as the rice grain being patented had been imported and could not be validly patented; also it was already a GI tagged product of India.

This resulted in their patent getting cancelled with the US Patent Office.



## Who Am I?

- I am a common kitchen product available in all households and a tropical herb grown all over India.
- I am also used as an essential ingredient in cooking many Indian dishes.
- I am known for my medicinal and healing properties.
- I am used as a blood purifier, in treating colds, infections etc.

Ans.: Turmeric / Haldi

## Battle of Haldi Ghati

The faculty/ trainer may discuss the Haldi Patent Battle which was hotly contested in 1997.

The issue was a patent granted by the US Patent Office on turmeric (haldi ) to University of Mississippi medical centre in 1995 for its wound healing properties; implying that this was a new invention, when we have been using haldi since times immemorial for healing injuries. Other common homely remedies passed on from grandparents and great-grandparents include Haldi, Neem, Yoga, etc.

The Government of India vehemently opposed this patent, and ultimately, India won this battle and the patent was cancelled!



## Who Am I?

- I am a commonly used electronic device.
- I was invented by Martin Cooper in 1973.
- I enable communication between people.
- You can use me to play games and watch videos.
- I ring to notify and pass on messages.

Ans.: Mobile Phone



## Who Am I?

- I am a very well known and famous milk and related products brand.
- I was founded in 1946 in Anand, a small town in Gujarat.
- I am also featured in newspapers as a daily life comic strip.
- My friend Butter is "Utterly, Butterly, Delicious" and my slogan is "Taste of India".

Ans.: Amul



## Who Am I?

I am a popular fantasy drama television series created by David Benioff and D. B. Weiss. I also have an iron throne.

I am the first novel of "A Song of Ice and Fire", a series of fantasy novels. I was written by George R. R. Martin.

Ans.: Game of Thrones



## Who Am I?

- I am a commonly used device sometimes seen in refrigerators.
- I look like a key.
- I am shaped with a rectangular or rounded opening at one end and a handle on the other to hold.
- When applied with force in an upward direction I am able to open bottles.

Ans.: Bottle Opener

# ACTIVITY VII

## 1...2...3...FIRE

*Faculty/ trainer may divide the class into groups wherein each group may have a maximum of 4/5 participants for this activity. Each Team will be given a buzzer in form of a bell or a whistle.*

*This activity has 3 rounds and may be conducted as a rapid fire quiz where teams get 5-10 seconds for answering each question. The First Team pressing the buzzer will get a chance to answer. If an incorrect answer is given, the question passes to the next fastest Team.*



Scurry Blurry



Riddle Me That

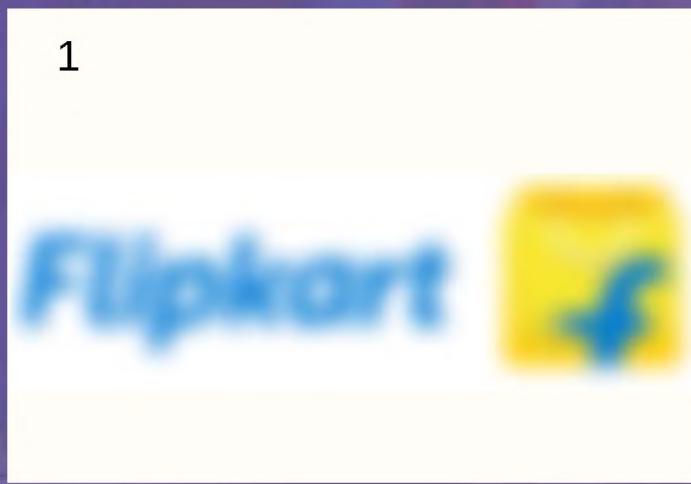


True or False

# SCURRY BLURRY

Identify the Logos from the blurred images

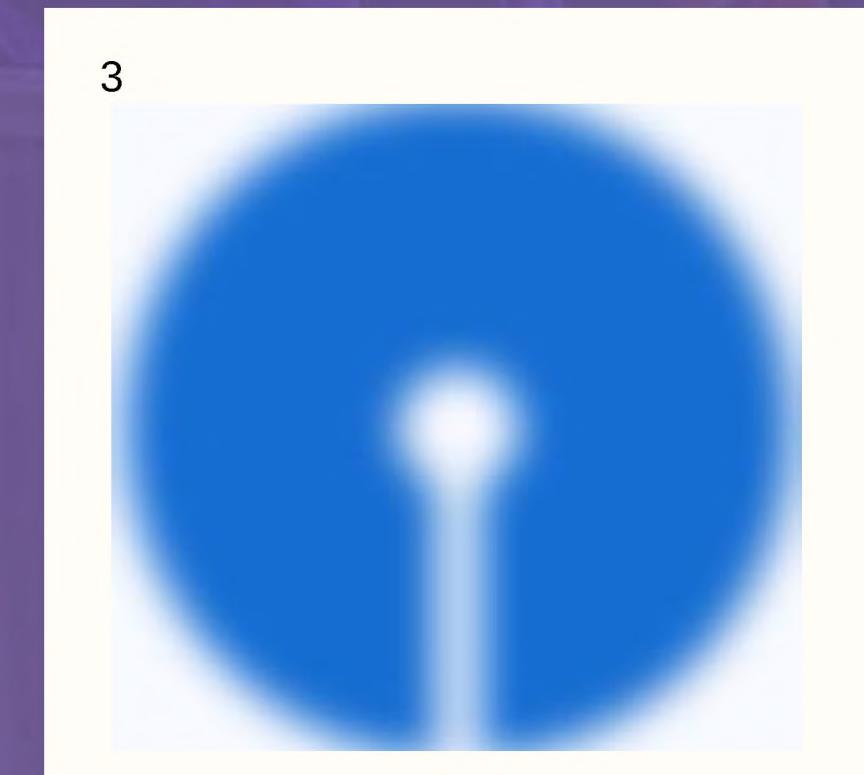
1



2



3



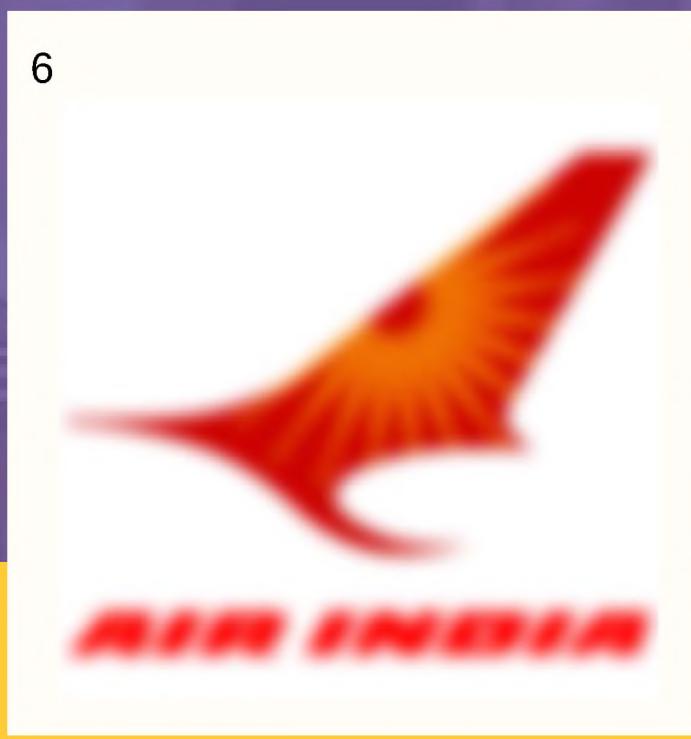
4



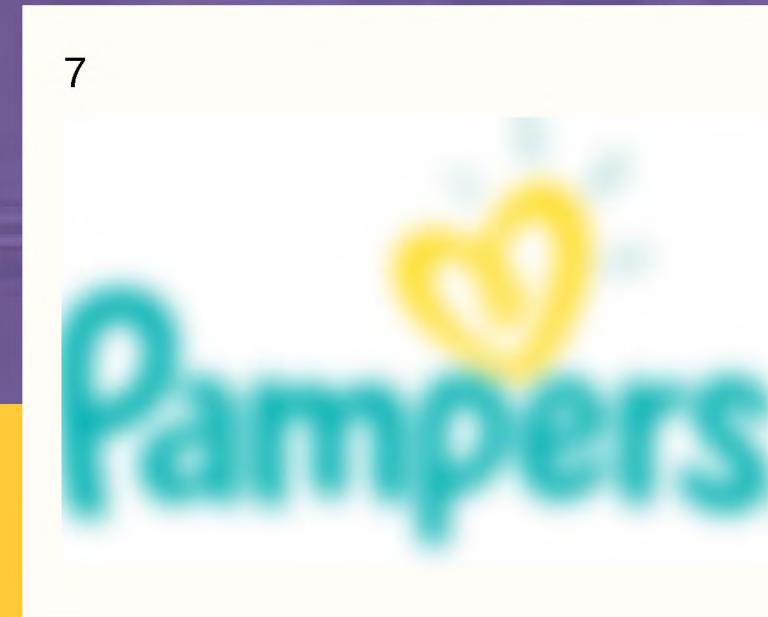
5



6



7



8



9



10



# RIDDLE ME THAT

*Faculty/ trainer may recite and have the participants solve the following riddles*



1

You can't get me  
without being  
'inventive'!

2

I have to be  
inherently  
distinctive &  
one of a kind!

3

In order to own me,  
all you must do is  
create a work that is  
original!

4

If your design is  
functional, I am out  
of your reach.

5

What do you get  
if your new  
product or  
process involves  
inventiveness,  
non-obviousness  
&  
industrial  
production  
capability?

# TRUE OR FALSE

1. A patent is intended to protect original works of authorship.
2. A trademark protects brand names and logos used on goods and services.
3. A copyright typically lasts for lifetime of the author plus 60 years.
4. The Patents Act, 1970 is the legislation regulating patents in India.
5. The Intellectual Property Act, 1956 is the legislation governing Copyrights in India.
6. The Trade and Design Marks Act 1958 is the legislation regulating trademarks in India.
7. Department for Promotion of Internal Trade & Industry, Ministry of Commerce & Industry is the Ministry administering IPR in India.
8. The Geographical Indications (Registration & Protection) Act, 1999 is the legislation governing geographical indications in India.
9. Trademarks are valid for a period of five years from date of filing the application in India.
10. [www.ipindia.nic.in](http://www.ipindia.nic.in) is the official website for all IP related digitised records in India.

# ACTIVITY VII ANSWERS

## SCURRY BLURRY

1. Flipkart
2. Kwality Walls
3. State Bank of India (SBI)
4. Milo
5. Reebok
6. Air India
7. Pampers
8. Gillette
9. Maggi
10. Head & Shoulders

## RIDDLE ME THAT

1. Patents
2. Trade Marks
3. Copyrights
4. Design
5. Patents

## TRUE OR FALSE

- 1: False
- 2: True
- 3: True
- 4: True
- 5: False
- 6: False
- 7: True
- 8: False
- 9: False
- 10: True
- 11: True
- 12: False

# ACTIVITY VIII

## CELEBRITY DINNER

*Faculty/Trainer may begin this exercise by explaining what geographical indications are.*

In India, the registration and protection of Geographical Indications (GI) is based on sui-generis legislation, Geographical Indications of Goods (Registration and Protection) Act, 1999. As per this Act, Geographical Indications refers to an indication which identifies goods as agricultural, natural or manufactured goods (including handicrafts, textiles and processed food items) as originating, or manufactured in a definite geographical territory, where a given quality, reputation or other characteristic of such goods is essentially attributable to its geographical origin; in case of manufactured goods, one of the activities of either production or processing or preparation takes place in such territory, region or locality.

GI s are part of our collective and intellectual heritage that needs to be protected and promoted. Goods protected and registered as GI are categorized into agricultural, natural, manufactured, goods of handicrafts or industry, food stuff, and textiles. Bastar Dhokra, Warli Paintings, Darjeeling Tea, Bikaneri Bhujia, Makrana Marble, Meerut Scissors, Kangra Painting, Nagpur Orange, Banaras Brocades and Sarees, and Kashmir Pashmina are some of the examples of GI s.

Most of the GI products are created by rural communities/tribes living in remote areas and therefore, supplement the incomes of our rural artisans, weavers, craftsmen and farmers who sell these products in their respective local markets. Marketing of GI s helps in creating a supply chain around the product which in turn offers an increased price for the respective GI product. It not only preserves traditional practices on which the product is based, but also promotes entrepreneurship and tourism in the place of origin of the product.



अतुल्य भारत की अमूल्य निधि

Invaluable Treasures of Incredible India

# ACTIVITY VIII

## CELEBRITY DINNER

*Faculty/Trainer may request few members from the audience to share their ideas and give reasons for their choices. This activity will familiarise them with the concept of GIs. List of registered GIs should be shared with the class for their reference (Available here - <http://www.ipindia.nic.in/registered-gls.htm>)*

Ask the participants to :

1. Identify a celebrity / person of historical importance / fictional character whom they wish to invite home for dinner and the reason why they would like to invite that person.
  
2. What meal would they serve to their guest? The meal must include the following:
  - A drink
  - A fruit
  - A main course
  - A dessert
  
3. What parting gift would they offer to the guest and why?

\* Note: The meal and the gift must only be a registered GI in India.



# ACTIVITY IX: IP SKIT

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This activity is in the form of a skit which can be conducted in the classroom by selecting few participants.

The skit titled 'Boudhikbali' takes inspiration from the popular Indian Film 'Baahubali' and is intended to sensitise people about the importance and protection of IP filing.

Time that may be taken for the activity: 20-30 mins approximately & Numbers of participants required: 7 people.

Faculty/Trainer may identify suitable and willing candidates for the characters of the skit.

Selected cast may be allowed some time to discuss and prepare their dialogues based on the storyline per scene.

At the end of the skit, Faculty/Trainer may initiate a discussion on the moral of the story and critically analyse the characters' actions.

# BOUDHIKBALI

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“ Narrator: The story is about the kingdom of Bahishbati and its ruler Sivani Devi (SD) and her sons Amrish Balubahi (AB) and Bhadradev (BD).

Scene 1:

SD was a visionary ruler who wanted to be abreast of all important advancements and developments that happened in the world. One day, her assistant Kanappa mentioned Intellectual Property (IP). He explained what exactly IP was and the different kinds of IP. Further, he requested SD to impart knowledge on IP to her sons as they were the visionaries for the future. Impressed by the concept, SD asks Kanappa to be the IP head of her kingdom and impart knowledge of IP to her sons.

Scene 2:

In the gurukul of Kanappa, he teaches AB and BD about IP. He explains concepts of Trademarks, Patents, Copyright, Designs and Geographical Indications to the two princes. While teaching them, he notices that while both the princes are quick learners, AB is the brighter of the two princes.

Scene 3:

Over a span of time, the two princes have grown up and now the kingdom of Bahishbati is looking for a new ruler. SD is in her chamber with other important members of the kingdom. A trader enters her courtroom and offers her ‘Kesar Mangoes’, which he freshly plucked the same morning. SD after tasting the mango, dislikes it and asks AB and BD to try the same. BD upon tasting the mango believes that the mangoes to be ‘Marathwada Kesar Mango’. However, AB, without even tasting them, states that the trader is lying.

“

Contd...

”

AB explains that ‘Marathwada Kesar Mango’ is a GI (Geographical Indication) from the Marathwada region of Maharashtra – which is a considerable distance away from Bahishbati - and hence they are unavailable in the kingdom and they could not have been plucked that morning. AB explains that the GI tag is reserved for products that originate in a particular geographical region and possess qualities/ reputation linked to the intrinsic natural conditions (or human skills) of that area, such as soil quality, climate etc. Impressed by AB’s knowledge about IP the whole courtroom praises AB. SD informs the court that it was a trick of hers to find out which of the princes is more aware of IP. And since AB passed the test, he would be instated as the king of Bahishbati. BD does not take this well and is filled with vengeance towards AB.

“

Scene 4:

”

SD impressed with AB’s knowledge, assigns AB with a special task. She wants him to develop a novel technology that can be used to track/ detect enemy movement. She instructs him to register this technology with the help of Kanappa. AB after extensive research develops a navigation technology which is new, inventive and can be used commercially for public good.  
*[Note for Narrator: Concept of patent may be briefly discussed here for revision].*

AB names the technology “TANIT”. This word chosen by AB is a coined word, is distinctive and does not describe the technology.

*[Note for Narrator: Concept of trademarks may be briefly discussed here for revision].*

AB in his excitement shares his technology with BD’s father, Biddapaleva (BL), whom he considers a father figure. Upon learning of the technology, BD and BL immediately plot to usurp AB’s technology, send AB away and instate BD as the king.

“

Scene 5:

BL and BD meet AB and inform him that his mother SD has a huge liking for Kesar Mangoes and that she has been craving to eat them for a long time. AB being a dutiful and obedient son leaves for Marathwada to get mangoes for her. AB decides to meet Kanappa regarding his invention and brand name after returning to Bahishbati.

”

“

Scene 6:

Meanwhile, when AB is away, BL and BD steal AB's documents and file for a Patent and Trademark with the help of Kanappa. Kanappa, considering them to be the true owners of the IP, grants the Patent and Trademark in the name of BD.

”

“

Scene 7:

When AB returns to Bahishbati, he learns of BD's and BL's forgery. AB complains to SD that it is his technology and brand which have been falsely registered by BD. SD orders that a court of inquiry take place, during which she asks Kanappa about the owner of the patent and trademark at issue. Kanappa confirms that both the patent and trademark were registered by BD and as per his records, BD is the owner of these IP rights. SD out of anger, orders banishment of AB. Also, BD becomes the king, because BD gains popularity and the kingdom favours him due to his 'creative' and 'innovative' thinking.

”

“

Scene 8:

AB during his banishment meets an IP rights expert Divisena (DS). DS upon hearing of AB's ordeal comes with a plan to give AB possession of his rightful IP. AB along with DS, visits the court of Bahishbati and once again claims that AB is the rightful owner of the disputed patent and trademark. All interested parties are called for a hearing.

”

“

Scene 9:

At the hearing, DS asks BD to show working documents and evidence outlining how he had created the technology and the brand. BD has no proof of the same and also fails to explain and exhibit the working of the invention. DS asks AB to do the same question and he is able to furnish all documentary proof (such as, research data, prototypes etc.) to prove that he is the true inventor.

”

AB succeeds in demonstrating the working of the invention and is also able to explain how he came up with the brand name “TANIT”, which was coined from his favourite character in an old folklore that his mother used to recite during his childhood.

SD acknowledges and accepts that the IP rightfully belongs to AB and AB is declared the rightful king and DS is appointed as the IP advisor under Kanappa. BL and BD are punished for their forgery and banished from the kingdom. AB realises that he should have taken the invention and brand name to Kanappa immediately and should not have shared the details with BL and BD or anyone else.



# ACTIVITY X

## LET'S PAINT THE TOWN

This is a practical gaming activity where the faculty / trainer may divide the class into groups of 3/4 members. Each group to be given a copy of the board-game (given on the next page) and a playing dice .

The game is based on trademark registration and would take the participants through the entire process. The faculty/ trainer may ask each group to come up with brandnames for a Candle/ Soap Making Company. Once the groups have decided the names, explain the following:

1. Game starts from the START icon and ends at FINISH. All players start with 0 points. Whoever has the highest points in the end wins.
2. Landing on an Idea zone gets them 5 points each.
3. Every time one lands on a 'Stage (1-7)' of the registration process, one gets to deduct 3 points from any other opponent in his/her group.
4. At Stage 1, one may deduct 3 points from the first player landing on the 'Idea Zone' if no other player has landed on Idea Zone before you landed on 'Stage 1'. At all other times, you can choose an(y) opponent to deduct 3 points from except from player(s) who has(ve) FINISHED.
6. If you land on an obstacle, one must take two spaces backward or lose a point from his/her existing points.

Things Required

Rolling Dice  
Copy of the Game

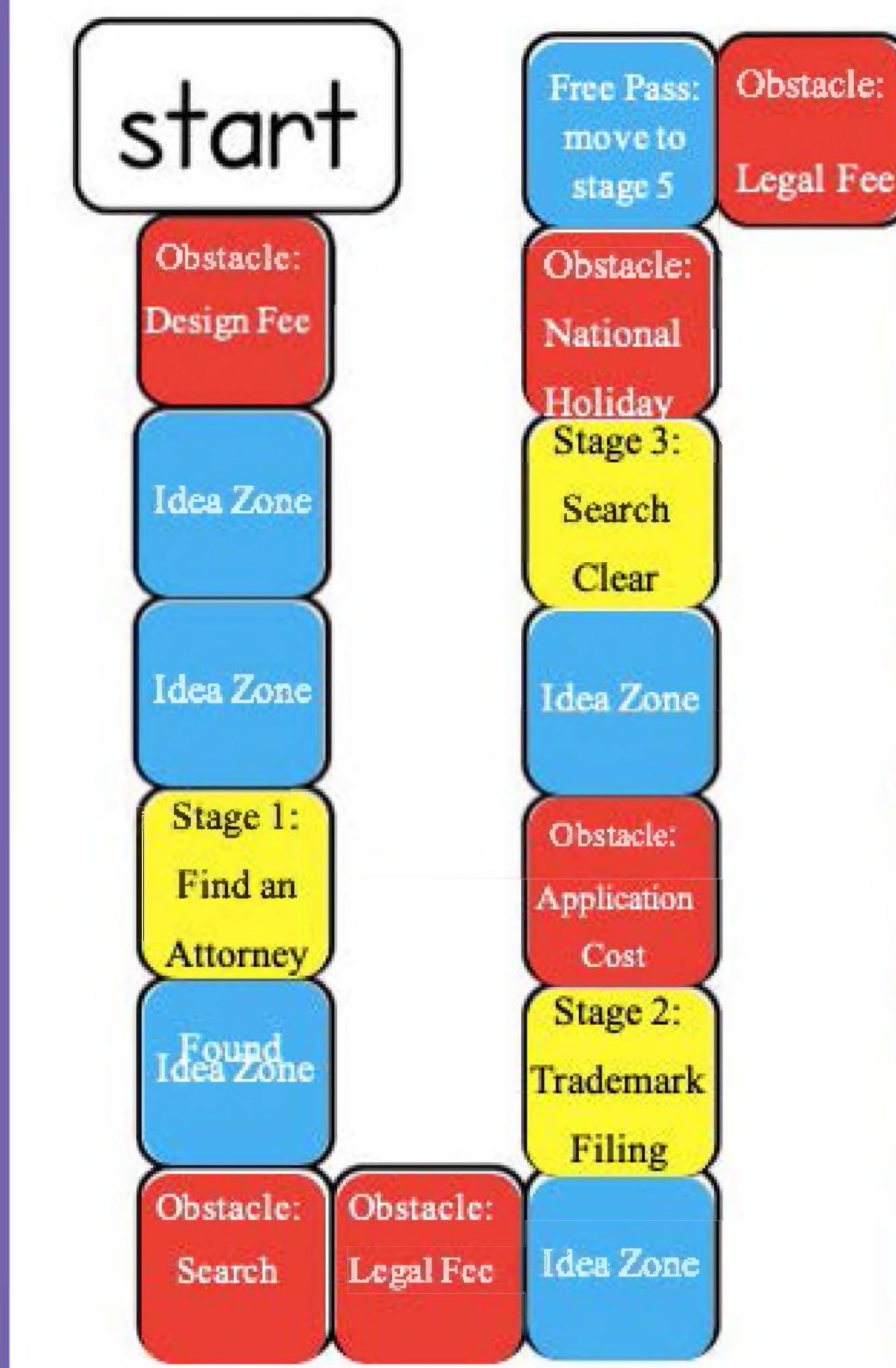
How To Play?

Just move the number of blocks as reflected on the 'Dice' thrown.



Bonus

- a. 1st winner: 7 point
- b. 2nd winner: 5 points
- c. 3rd winner: 3 points
- d. 4th winner: 0 points







## GET IN TOUCH WITH US

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For any queries or inputs, you may write to us at -



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