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TAKE INDIA HIGHER <https://Dixabav.com/en/class-classroom-teacher->
_____) THINK. CREATE. INSPIRE. LET 'S

Understanding Intellectual Property Rights
Commerce and Industry Government of India Teachers' Manual
v rR Tc t Department of Industrial Policy and Promotion Ministry of

atter. THINK. CREATE. INSPIRE. LET 'S TAKE INDIA HIGHER1
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on the website of the DIPP <http://dipp.nic.in> . THINK. CREATE.

a clear vision regarding IPR issues. The Policy document is available stimulate innovation and creativity across sectors, but also provide comprehensive National IPR policy has been approved that will not only and service-oriented IPR administration in the country. A

innovation across sectors, as also facilitates a stable, transparent innovation-conducive environment, which stimulates creativity and MSMEs, start-ups and other stakeholders in the creation of an organizations, educational institutions, corporate entities including weave in the strengths of the Government, research and development adapt global best practices to the Indian scenario. This policy shall for implementation, monitoring and review. It aims to incorporate and statutes and agencies. It sets in place an institutional mechanism synergies between all forms of intellectual property (IP), concerned HRS ." It is a vision document that aims to create and exploit

2016, with the slogan "Creative India; Innovative India: HRS"; ^fHaa National IPR Policy, was approved by the Union Cabinet on 12th May creativity and innovation. Realizing the importance of IPRs, the becoming crucial drivers of social and economic growth by encouraging Intellectual Property Rights (IPR) Policy, 2016 IPRs are increasingly sessions, and connect to the national IPR campaign. National organize projects and events, implement local teacher training understand intellectual property, use these tutorials in classrooms, students. This module will build the capacity of teachers to strategies, and resources that will bring this topic to life for your or language arts courses, this module will provide you with content, in your social studies, science, art, music, technology, media, law, time or looking for new ways to teach about the protection of ideas presentation. If you are teaching intellectual property for the first teacher. This manual will also help as a tool in conducting the importance of Intellectual Property Rights as an academician and a About the Manual This manual is to aid you to understand the

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Property Rights, Innovation & Creative Works THINK. CREATE.

on Entrepreneurship for Northeast Region (NER)". Intellectual

Innovation & Creative Works' is being included in NCERT's "Handbook

NCERT curriculum of Commerce for Class XII. Also, a chapter on 'IPR,

IPRs in School Syllabus d Content on IPR has been included in the

ensure a better understanding of IPRs.What is Intellectual iwni -

continuously curating and updating audience appropriate content to

universities and the industry across the country. CIPAM has and is

stakeholders has been conducting IPR awareness workshops in schools,

IPR Awareness CIPAM in partnership with industry associations and

furthering IPR awareness, commercialization and enforcement. Creating

streamlining of IP processes, apart from undertaking steps for

objectives of the National IPR Policy and assists in simplifying and

related to IPRs. CIPAM works on addressing the 7 identified

body under the aegis of DIPP to ensure focused action on issues

and Management (CIPAM) was created in the year 2016 as a professional

implementation of the National IPR Policy, the Cell for IPR Promotion

Cell for IPR Promotion and Management (CIPAM) To take forward the

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Motu and Patlu, to raise awareness in kids on piracy. THINK. CREATE.

Viacom 18 Media Pvt. Limited using the popular cartoon characters -

CIPAM launched an Anti-Piracy Video Campaign in collaboration with

among people, especially children, in an interesting manner. sPi

awareness about the importance of Intellectual Property Rights (IPRs)

help of her grandson " Chotu " aka Aditya. sPi IP Nani spreads

government and enforcement agencies in combating IP crimes with the

Mascot titled 'IP Nani', who is a tech-savvy grandmother helping the

IP Mascot & Tie-Up with Entertainment Industry sS CIPAM launched an IP

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Varun Dhawan, to raise awareness on piracy. THINK. CREATE. INSPIRE.
like Amitabh Bachchan, Ranbir Kapoor, Alia Bhatt, Vidya Balan and
Film and Television Producers Guild of India using the popular actors
S CIPAM launched an Anti-Piracy Video Campaign in collaboration with

f@cipamindia). THINK. CREATE. INSPIRE. LET 'S TAKE INDIA HIGHER6
the Twitter handle (@CIPAM India) and the Facebook page
Updates on all recent initiatives can be found on www.cipam.gov.in ,
in India by streamlining processes and make them more user friendly.
Various other initiatives have been taken to strengthen the IPR regime

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understand the concepts. THINK. CREATE. INSPIRE. LET 'S TAKE INDIA tutorial plan for each aspect of the slide to help you further suitable for students from Grade 6 to Grade 12. Given below is a fun way, with speakers from CIPAM and IPR experts from the industry, and activities to help educate students about the basics IPRs in a an interactive power point presentation, which includes various games young age. PRESENTATION The session, about 45 minutes - 1 hour, is important to nurture and encourage creativity in individuals from a in country. School children are one of the key focus area as it is environment which is conducive to encourage innovation and creativity Trademark Association (INTA). The program is vital in creating an IP campaign has been launched in collaboration with the International schools across the country in early 2017 in the Delhi NCR region. The IPR Session with Kids CIPAM kicked off an IPR awareness campaign in

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to ensure children understand and apply concepts of IP. THINK.
be provided separately. You shall conduct activities every month for
supplementary book with various classroom activities and games shall
Please note that additional material like comic books, videos and a
restrictive nature and may be extended as per your convenience.
explain the concept. The timelines against each part are not of a
has been planned in such a way, so as to aid you, as a teacher, to
for a duration of 45 minutes to 1 hour, the aforementioned structure
15-20 Minutes Part 4 Conclusion 10 Minutes While, the presentation is
Minutes Part 2 Importance of IPR 5-7 Minutes Part 3 Types of IPR
PARTS PART TITLE TIME DURATION Part 1 Introduction to IPRs 5-7
as well as successfully conduct the presentation in the classroom;
module that you will be following to understand the concept of IPRs
economics subjects. Given below is the tutorial structure for this
language arts, science, humanities, civics, law, history, and
Teachers can use this tutorial in art, music, technology, media,
and problem-solving. In which courses can these parts be used?
including creative and critical thinking, communication, observation,
maintaining creativity and innovation; sfT improve basic skills
intellectual property laws and trying to assure justice while
improve understanding of government's role in implementation of
related to intellectual property, creativity and innovation; sfT
effective and informed decision making about law and public policy
system useful to everyone in their everyday lives; sfT encourage
provide practical understanding of intellectual property and the legal
topics plagiarism and counterfeiting. Use of these portions will: sfT
such as copyright, patent, trademark and design to more specific
TUTORIAL PLAN The parts range from basic intellectual property topics

2008. THINK. CREATE. INSPIRE. LET 'S TAKE INDIA HIGHER9
 and Identities , at p. 28-39, London: SAGE Publications,
 J. Soler (Ed.), Pedagogy and Practice: Culture
 educating them on IPRs: 1 <Defining Pedagogy, K. Hall, P. Murphy &
 pedagogies would be useful in connecting with the students and
 range of approaches to ensure each student is learning. The following
 yet extremely important in everyday life. It is important to use a
 this case, Intellectual Property Rights which is a technical subject
 of a teaching method relies upon the specific topic to be taught, in
 approaches are more viable and fitting than others. The acceptability
 classroom. A mix of methodologies is normal in schools; however, a few
 reliant on the pedagogical methodologies teachers use in the
 in order to bring out the best learning in the classroom. Learning is
 students relate to each other and the teaching approaches implemented
 and the learning tasks.¹ This term broadly means how teachers and
 interactions between teachers, students, and the learning environment
 the pedagogy for the way forward. PEDAGOGY Pedagogy refers to the
 Subbulakshmi, Gulzar, Zoya Akhtar or Amitabh Bachchan. Given below is
 other individuals, who may one day become an A.R. Rehman, M.S.
 writer, a dancer, an inventor, a creator, a photographer, and many
 students, there exists a poet, an artist, a singer, a dramatist, a
 professions. In your class, apart from exceptionally intelligent
 teaching is the only profession that creates and nurtures other
 in IP Protection Being an educationist, you will understand that
 they would aid in teaching the session successfully. Teachers' Role
 (Bands, etc.) Though not all material listed above are mandatory, but
 School Pamphlet by CIPAM | Activity Pamphlet | CIPAM Giveaways
 Materials required for Presentation | Notepad/ Paper & Pen/ Pencils

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2018, IIEP Learning Portal. THINK. CREATE. INSPIRE. LET 'S TAKE INDIA and Appropriate Pedagogy, U.(a.n.d.), Last accessed on: March 20, relate to in order to explain vital concepts of IPRs. 2 Effective to the situation by giving appropriate examples the students can Intellectual Property Rights. The teacher should be flexible and adapt centered pedagogy is the most suitable for teaching students Centered Pedagogy which uses both the teacher-centered and student-suitable according to the classroom's environment.² The Learning-materials, etc. The teacher should adapt and use the pedagogy most the physical environment, the availability of teaching resources and mind the local setting, like, the number of students in a classroom, effective in imparting knowledge, however, the teacher should keep in that both teacher-centered and student-centered pedagogies can be centered pedagogy, is relatively a new method, which acknowledges can be extremely effective. Learning-Centered Pedagogy: Learning-student-centered pedagogy, however, research has shown this method for the teacher to shift from teacher-centered pedagogy to the learning with the focus being the students. It may sometimes be hard possible by ensuring a well-structured environment is created for well as new experiences to create knowledge. The teacher makes this process. Students use knowledge acquired through past experience as method, the learner or the student is critical for the learning concepts they are being taught. Student-Centered Pedagogy: In this to frequently ask questions and explain/ elaborate on idea and method works extremely well when the teacher encourages the students students are not comfortable or afraid of asking questions. This etc. however, this method is often criticized in settings where the and relies on approaches like whole-class lecture, chorus answers focus and positions the teacher at the helm of the learning process Teacher-Centered Pedagogy: In this pedagogy, the teacher is the main

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activities and learning material kkkkk THINK. CREATE. INSPIRE. LET 'S language and examples the students can relate to S Effective use of discussions and questions from the students S Use of local terms, setting and use of the right pedagogical approach S Encourage in mind while conducting the session: S Adapt to the classroom region are aware of and can relate to. The following tips may be kept classroom or by giving examples of products that the kids of the vital IP topics by giving examples from what they see in the participation from the students. Scenario 2: A teacher should explain use aspects of the student-centered pedagogy to ensure active the right message is put across to all students and at the same time projector facility may use the teacher-centered pedagogy to ensure Scenario 1: A teacher teaching in a school in a rural area without a

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ideas by themselves hold little value; they THINK. CREATE. INSPIRE. mind. All inventions or creations begin with an "idea". However, Intellectual property (IP) is all about the products of the human experiences; Slide 1 What is Intellectual Property? Notes: patents, copyrights, trademarks and designs found in everyday intellectual property; sfT Define intellectual property; sfT Identify part, students will be able to: sfT Identify reasons to protect property with everyday life. General Outcome As a result of this will participate in an interactive strategy and connect intellectual focus on the basic building blocks of intellectual property law. They Part One: Introduction to IPRs General Overview In this part, students

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HIGHER13<https://pixabay.com/en/idea-invention-inventor->

Circuit Layout Design THINK. CREATE. INSPIRE. LET 'S TAKE INDIA

Geographical Plant Variety Semi- Indication Conductor Integrated

are recognized in India: Design Copyright Patent Trademark

Homes, Land, etc. The following types of Intellectual Property Rights

that can be touched or felt in physical form. Examples: Phones, Cars,

Music, Lyrics, Inventions, Poem, etc. 4 - Tangible Property: Products

minds. It includes ideas traversing in diverse fields. Examples:

Products which cannot be touched but remain a fundamental part of our

Intellectual Property is of two types - 4 - Intangible Property:

IP refers to the product of human creativeness and skill.

is given an expression, it becomes your 'Intellectual Property' (IP).

commercialized successfully to earn profits and benefits. When an idea

need to be developed, converted into novel products or services and

themselves THINK. CREATE. INSPIRE. LET 'S TAKE INDIA HIGHER
efficient enforcement mechanisms are all necessary, they do not in
flow from effective use of these rights. While laws, regulations and
And we need to promote understanding of the concrete benefits that can
innovation and the incentives and safeguards that IP rights provide.
effective use of IP, we need to change people's attitudes toward
realizing the country's innovative and creative potential through
something original or to be innovative. If we are to succeed in
create intellectual property! There is no age limit to create
banker, your friend, any company; big or small, literally anyone can
Property? Notes: Anyone can create IP! A teacher, student, driver,
<http://www.cipam.aov.in/> . Slide 2 Who can create Intellectual
be provided by CIPAM upon request. Other information can be read at:
Patent, Trademark, Copyright and Design. Additional information will
school children will only learn and understand the following IPs:
Additional Information: For the purpose of this presentation, the

THINK. CREATE. INSPIRE. LET 'S TAKE INDIA HIGHER¹⁵

measure acceleration, rotation, and the magnetosphere of the earth. of on-board computer and eight indigenous built-in sensors to the performance of 3D-printed carbon fibre. It will have a new kind than 0.1 kg. The main role of the satellite will be to demonstrate satellite falls in the category of “ fem to” group as it weighs less micro-gravity environment, transported by a sub-orbital flight. The be for 240 minutes, with KalamSat operating for 12 minutes in a to plan economical space missions in future. The mission span will technology demonstrator in its 12-minute flight and provide impetus is made of reinforced carbon fibre polymer, which will act as a designs submitted by teams from 57 countries. He said the satellite, IDoodleLearning Inc., where his satellite was chosen from 86,000 participating in a contest, ‘Cubes in Space’, organised by NASA and thirst for space, he developed the 64-gram satellite while at Virginia, USA. A Class 12 student with an avid and unquenchable June 21, 2017 on an SR-4 rocket from Wallops Space Flight facility which National Aeronautics and Space Administration (NASA) launched on Shri APJ Abdul Kalam. His satellite is lighter than a smartphone, has named after India's nuclear scientist and former President, late by making the world's smallest ever satellite, KalamSat, which he Rifath Sharook from Pallapatti, Tamil Nadu. He has created history Sharma, Kalpana Chawla, A.P.J. Abdul Kalam and now 18-year-old in this sphere as well, credit to space stalwarts like Rakesh intergalactic travelogues. Likewise, Indians have been over the moon inspired many blockbuster movies and films for space escapades and objects, etc. have not only intrigued scientists but has also lives; the planets, stars, galaxies, aliens, unidentified flying unique for India; The Universe is a very fascinating aspect of our trailblazer from India, who used his intellect to create something property for the benefit of the society. Here is one such young IP their innovative and creatives ideas have created intellectual many parts of the world who are IP trailblazers, who with the help of to build respect for IP rights. There are several young children, from inspire children about innovation and its limitless possibilities and That is why through this module, our aim in doing so is both to age than it is to change deep-rooted misperceptions down the line. creativity and to engender greater respect for IP rights at an early understanding of the role of IP in supporting innovation and out to schoolchildren? After all, it is far easier to build their hearts and minds. And what better way to do this than to reach cultivate respect for IP among the general public. We need to win

them? THINK.CREATE. INSPIRE. LET'S TAKE INDIA HIGHER16

4 What are the types of properties? What is the difference between you think can create IP? Is there an age restriction to create IP? ■ that these are the key learning outcomes of this tutorial: 4- Who do following questions to the students for revision purposes to ensure made by/ created by children in India. Revision You may ask the or 6 and ask them to identify various inventions and creative works (USA) ^ Dorothy Straight (USA) Divide the students into groups of 5 Aelita Andre (Australia) ^ Theresa Thompson and her sister, Mary (Kochi, India) Rujhaan Chaudhary (Haryana, India) ^ Sam Houghton (UK) Hridayeshwar Singh Bhati (Jaipur, India) ^ Edmund Thomas Clint following slide 3: Young IP trailblazers in India and the world ^ helpful in helping students realise that IP is everywhere. 4- See the Intellectual Property?' available on CIPAMs website. This will be students to watch the "IP Nani" animated movie titled 'What is specially curated for school children. Activity 4- Arrange for the Additional Notes: You may use the material on CIPAMs website which is

Intellectual THINK. CREATE. INSPIRE. LET 'S TAKE INDIA HIGHER¹⁷

no incentive for them to create or innovate. By respecting the
would be able to copy their work and make a profit. This would leave
creativity and hard work. If their rights are not protected, anyone
inventors, authors, artists, and entrepreneurs for their innovation,
useful and look good Notes: Intellectual Property Rights reward
and artists to be rewarded for their work Helps household items to be
Economy Q Helps you find your favorite products Q Helps authors
Exciting Inventions Q Jobs for you and your family © Stronger
piracy and counterfeit; Slide 4 Why is IP important to Us? O New and
Understand the harm caused by piracy and counterfeit; 4 - Define
Identify reasons to protect intellectual property rights; 4 -
Outcome As a result of this part, students will be able to: 4 -
discussion on infringement of intellectual property rights. General
requires protection. They will participate in an interactive
focus on the importance of intellectual property rights and why it
Part Two: Importance of IPR General Overview In this part, students

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work and make a profit. This would leave THINK.CREATE. INSPIRE.LET'S their rights are not protected, anyone would be able to copy their entrepreneurs for their innovation, creativity and hard work. If Intellectual Property Rights reward inventors, authors, artists, and without their permission and makes money from it? Notes: feels when someone copies their novel, invention or trademark by the teacher? Now, imagine how an Intellectual Property owner someone copied your poem without your permission and got praised and how it affects day-to-day life. Slide 5 How would you feel if times, it is important that we are aware about the importance of IPRs enjoy instantaneous access to almost everything. At such enthusing worldwide. Today, people from all walks of life, especially the youth development. There are business opportunities to market or sell IP challenges and opportunities for continued progress in human Additional Notes: The changing global economy is creating unparalleled research, develop, and market new technology and creative works. create incentives for artists, entrepreneurs and inventors to further to have control over their creations and inventions. These rights economic growth of a nation. Such rights allow creators and inventors essential for fostering creativity and contribute towards the where creativity and originality can flourish! IPRs are extremely Property Rights of others, you also help to create an environment

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your children, friends and parents too. THINK. CREATE. INSPIRE. LET 'S to learn about the basics of Intellectual Property Rights and tell the minds of all your students. That is why it is important for you teacher should care about IPR, as well as instil this sentiment in unfair for you as well as your student. It is here, why you as a situations, you will feel that the situation has altogether been disappointed, but they would lose their profits as well! In both them without their permission! Not only would the author feel very would feel if someone made illegal copies of their novel and sold from the you, their teacher? That's exactly how the author of a novel one wrote a poem and someone stole it and got all the praise for it teacher violate your rights? Ask the class: How would a child feel if and uses it, unchanged and unedited, in her own classroom. Did that hearing amazing things about your lesson plans, from a mutual friend that another teacher, from a different school, downloaded it after appreciates and recognizes this and promotes you. You later find out interesting and easier to understand. The school principal also your time, efforts and hard work that you put in to make the subject After uploading it on the school's online portal, you are praised for writing your notes and creating lesson plans through MS Office tools. sitting at your desk during the curriculum planning and you are doing these things is harmless, but it is not. Imagine yourself entire novel and distributing it to your friends You may think that with fake trademarks 4- Buying pirated books or photocopying an from the owner of copyright 4- Selling/ offering for sale products internet and using them in assignments without seeking permissions pirated movies, music or games 4- Copying images or text from the Here are some examples of IP infringement: 4- Downloading or buying Intellectual Property laws (also known as "infringement of IP rights). daily lives, we might sometimes knowingly or unknowingly break environment where creativity and originality can flourish! But in our Intellectual Property Rights of others, you also help to create an no incentive for them to create or innovate. By respecting the

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would be a much less interesting place. For THINK. CREATE. INSPIRE.
intellectual property is to you and your world. Without it, the world
property affects your life everyday, think about how valuable
you help? Now that you've seen some of the ways in which intellectual
<https://pixabay.com/en/real-fake-typography-type-text-31662Q8/> How can
<https://pixabay.com/en/copyright-stealing-asset-bag-3197524/>
<https://pixabay.com/en/real-fake-typography-type-text-31662Q9/>
REAL'S; malreal REALrf,;?r e a ll- REAL REAL*™SSISf -BiAUP
JI f : - - £ j M L f a k e ! : : ^ ^ faklSilsifeiiiW t m - M *
fc***;H H I).'.' IFAKE-n ISmS E n jK j" j FAKE i FAKEm» ■U FA KE
>>»n> ; , " ! * * * " ihifakefake ' ; - - ~ - n r ^ 2 5 ^ F A K E
2 faklf a k i ef a k e ss ; * ; fak e fake " "" im i FAKE F A K E
services; online IP crimes pose an even greater challenge. s §FMh» >3
to act as a sufficient deterrent to trade in illicit goods and
Further, today in the age of internet, physical barriers have ceased
the bane of any society, as they discourage innovation and creativity.
causes personal and national loss. Both piracy and counterfeiting are
any other property, stealing, copying or imitating another's IP
people to mistake it for the real product. As mentioned earlier, like
works. 'Counterfeiting' is imitation of original goods that misleads
copying, distribution and selling of copyrighted
Additional Notes: 'Piracy' is a term used to refer to unauthorized

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it for the _____. THINK. CREATE. INSPIRE. LET'S TAKE
s_____ of original goods that misleads people to mistake
of _____. _____ is
a term used to refer to unauthorized copying, distribution and selling
us? i- Give some examples of IP infringement. _____ is
'inspired from' international movies. Revision Why is IP important to
some/ few examples of Indian movies which have been 'copied'/
products you love so much. Activity Round up the students to provide
world would be like if such people were not around to CREATE the
designers who create the clothes you like. And then IMAGINE what the
artists who have worked so hard to create your favorite tunes, and the
it, or buy counterfeit jeans, THINK about the rights of your favorite
time you want to download a song from the Internet without paying for
world's greatest natural resource. We shouldn't waste it. The next
those who create and innovate. Creativity and innovation is the
this reason, we should all work together to protect the rights of

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happens in different ways: THINK. CREATE. INSPIRE. LET 'S TAKE INDIA whatever they created. So IP needs protecting. This protection to make a living from their work. Anyone else could immediately copy create, and that we enjoy. Without IP, those creators wouldn't be able writers, film-makers and inventors carry on creating the things they matter because it helps our favourite designers, musicians, artists, Intellectual Property Rights A■ Notes: Intellectual Property Rights patents, copyrights, trademarks and designs; Slide 6 Types of each type of intellectual property rights 4- Identify the timelines of to: 4- Identify the types of intellectual property rights; 4- Define work. General Outcome As a result of this part, students will be able on the various types of intellectual property rights and how they Part Three: Types of IPR General Overview In this part, students focus

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invention. You can also get a patent THINK. CREATE. INSPIRE. LET 'S them from making, using, offering for sale, selling or importing the which provides the exclusive right to 'exclude others' and prevent products. A 'patent' is an exclusive right granted by the Government or process) which shows technical advancement over the already known a type of IPR which protects the scientific inventions (products and an invention is by obtaining a 'patent'. What is a patent? A patent is in the first place. The most common and efficient way of protecting invention and claiming that it was them that came up with that idea to protect the product so as to prevent anyone from stealing your actual product, you can protect it by registering it as a ' Patent' Notes: All inventions begin with an "idea". Once the idea becomes an Let's find out more about how IP works. Slide 7 What is a Patent? writers. 4 - Designs protect the look, shape and feel of products. and brands. 4 - Copyright protects the works of artists, musicians and 4 - Patents protect inventions. 4 - Trademarks protect logos, names

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better understand the concept of patents. THINK. CREATE. INSPIRE. LET NOT discoveries. Differentiating between both will help your students

Discoveries - As discussed, only inventions can be patented, and

First Mechanical Computer - Charles Babbage Inventions versus

Baird First petrol - or gasoline-powered automobile - Karl Benz

light bulb - Thomas Alva Edison Mechanical Television - John Logie

Some more examples of famous inventions and their inventor; Electric the quality of human life is continuously enhanced. Additional Notes:

inventions. These incentives encourage innovation, which assures that recognition for their innovativeness and reward for their marketable

a 'patent'? Patents provide incentives to people by offering them

examples of patents which we see every day. Why protect inventions as

Medicines, Polaroid Camera, Light Bulb and Telephone are a few

doctor cannot patent a method of treating a patient. Safety Pin,

"use" and can be "made" in an industry or on a commercial scale - A

- For example, Square wheels instead of round Something that has a

"invention" and not a "discovery" 4- Something that is new or "novel"

those who want to use your invention. What can be patented? 4 - An

During these 20 years, you can give a "license" and ask for a fee from

years, after which your invention becomes free for anyone to use.

for making jalebis. Does a patent have a term? A patent lasts for 20

for a new process of doing something. E.g. A new mechanical process

train-34Q9359/

HIGHER25<https://pixabay.com/en/map-discovery-america-ship->

Graham Bell. THINK. CREATE. INSPIRE. LET 'S TAKE INDIA
nature. It is a mechanical object that was "invented" by Alexander
made by someone for the first time. The telephone did not exist in
existence for the first time. Invention: A new thing that has been

It took Columbus, Cunningham and Newton to find out about their
America, the Indus Valley Civilization and gravity had all existed.

Civilization was "discovered" by Alexander Cunningham in 1856.

Isaac Newton "discovered" gravity in 1665. Ruins of the Indus Valley
in existence. Christopher Columbus "discovered" America in 1492.

Discovery: Uncovering, unearthing, finding something that was already

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First Mechanical Computer - Charles Babbage THINK. CREATE. INSPIRE.

First petrol - or gasoline - powered automobile - Karl Benz 4-

bulb - Thomas Edison 4- Mechanical Television - John Logie Baird 4-

examples of famous inventions and their inventors - 4- Electric light

filing, fees and related information. Additional Notes: Some more
same may be organized with CIPAM officials for you, with regard to
can be filed online on the given website. A special session for the

a patentable invention, you will be granted a patent. Notes: Patents

application will be "examined" and if it satisfies the tests of

agents is provided on the website. You need to pay a fee. Your

and apply on your behalf to the government. A list of patent

who is an adult who is trained to "write" your patent application

how you can apply for a patent. You need to contact a "patent agent"

website of the Indian Patent Office. It will tell you all about

Slide 8 How do I register a patent? Go to [www .ipindia.nic.in](http://www.ipindia.nic.in) - the

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someone and did not already exist in nature THINK. CREATE. INSPIRE.
nature. 4 - Alarm clock - It is an invention because it was created by

4 - Fossil - It is not an invention because it already existed in
because it was created by someone and did not already exist in nature
and did not already exist in nature 4 - Car - It is an invention

4- Video Game - It is an invention because it was created by someone

Cloud - It is not an invention because it already existed in nature

this game in class. The answer key to this game is given below: 4 -

Alarm Clock Notes: This is a game slide and you may conduct

Slide 9 Game Time: Which of these are inventions? 1Video 1 game i k

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enact the situation depicted. THINK.CREATE. INSPIRE. L E T S TAKE

For the cartoon strips, students from your class may be involved to

Slides 10 & 11 Reproduced with permission from www.ip4kids.in Notes:

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things about a company's reputation, products and services. THINK.
company. In a single brand or logo, trademarks can let you know many
differentiate the goods of one company from the goods of another
identify the goods made by a company. Trademarks also let us
any word, name, or symbol (or their combination) that lets us
stop others copying their invention? Slide 12 Notes: A trademark is
new type of ball bearing to use in their wheels, what can they do to
difference between an invention and a discovery? If Hyundai develop a
patent? i- What is the duration of a patent? 4 - What is the
them and find out who was their inventor. Revision 4 - What is a
Activity Have the class identify everyday objects/ inventions around

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market without due authorization. What is Fake/ Counterfeit? THINK. any party other than the trademark owner uses the trademark in the of the original product. Infringement of a trademark takes place when either he is the owner of the original product or is a licensed seller trademark, wherein an individual purportedly tries to show that you know what this is known as? It is called infringement of NIKE), Alipanby (for Alpen Liebe) and Maggiliscious (for Maggi). Do famous brands in various local markets, for example, NIKKI (for Notes: You must have come across 'fake' or 'knock-off' products of their trademark every 10 years, by depositing renewal fee. Additional the term of a registered trademark is over, one can keep renewing However, unlike any other IP, trademark has a unique feature and once "Caterpillar Inc.") The term of protection of a trademark is 10 years. shape, "MGM" lion roar sound mark, "Caterpillar Yellow" colour of circumstances (presenter can give examples of the "COCA-COLA" bottle combination or a shape, can be a trademark under certain services) Non-Traditional Trademarks: Even a sound, colour, colour packaging) 4- A Service Mark (for e.g. "VODAFONE" for mobile phone logo on the slide) 4 - Packaging (for e.g. the "PEPSI" bottle product. Other types of trademarks 4 - A logo (for e.g., the "GOOGLE" trademark can also be used to create an image and/or a style for a product - as well as other products with the same trademark. A become better known and thus increase the overall value of the received product will become a recognizable trademark, which will reputation associated with the trademark are important. A well-link certain trademarks with certain products, prestige and international fast food restaurant chain, McDonald's. Since consumers For example, "MAHARAJA MAC" is a word mark for burgers of the

your trademark. THINK. CREATE. INSPIRE. LET 'S TAKE INDIA HIGHER³¹

address, and the goods or services for which you use or will use need. Your application must contain your trademark, your name and Indian Trademark Registry which contains all the information you Indian Trademarks Registry. www.ipindia.nic.in is the website of the do I register a trademark? You can file a trademark application at the report it to the concerned authority immediately. Slides 13 & 14 How features of a trademark and keep an eye out for all fake products and counterfeit. Hence, it is important to be aware of all the distinctive becomes difficult to figure out which is the original and which is the the fake/ counterfeit products and goods are so well imitated that it possess the same quality or craftsmanship as the originals. Sometimes recognizable trademark brands; however, these imitations do not goods, such as clothing or accessories, are available for nearly all recognizable trademark's reputation. For instance, copied consumer trademarks to sell non-genuine goods under the guise of a to trademark owners. Counterfeiters illegally use or copy registered is called Counterfeiting. Today counterfeiting is the biggest threat marks that disguise the customers to mistake it for the real product with the same, similar, deceptively similar or phonetically similar fake products which are an identical or similar to a genuine product, you to mistake it for the real product. Illegally making and selling with the same trademark, logos and colours or so similar that leads A fake or counterfeit product is an exact copy of a genuine product,

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T A N C Y 0 S 1 L M W E R THINK. CREATE. INSPIRE. LET 'S TAKE INDIA

N L K M N 1 0 L L B R 1 A 1 L E P P 1 U T C B A B O ■ L N R B K 0 B A

A T A 0 E P M L H G E R ' B T S C D O H L u X X T 1 A P R J A p D R 0 X D

Game Time: Find the famous trademarks?*p P A M U L F D P D E L C S T

with regard to filing, fees and related information. Slides 15 & 16

session for the same may be organized with CIPAM officials for you,

Notes: Trademarks can be filed online on the given website. A special
years. You can keep renewing your trademark every 10 years, forever!

trademark application, your trademark will be registered for 10

Trademarks Journal. If no one challenges (or "opposes") your

the examination stage, your trademark will be published in the

The Trademarks Registry will examine your application. After clearing

registered as a THINK. CREATE. INSPIRE. LET'S TAKE INDIA HIGHER33
that's a good idea for a name... not if you want to get the same
& 18 Reproduced with permission from www.ip4kids.in not really sure if
PP1UTC BAB00LNRBK0BATANCY0S'LMWER Slides 17
D0HLUXXT1APRJAPDR0XDNLKMN10LLBR'A1LE
famous PAMULFDPDELCSTAT A0EPM LHGER1BTSC
The answer key to this game is provided below. Game Time: Find the
Notes: This is a game slide and you may conduct this game in class.

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come up with unique names for the ice-cream parlour. You are THINK.
interactive session in the classroom and ask the students to suggest/
name for an ice-cream parlour! Notes: You may organize an
situation depicted. Slide 19 Let's see if you can suggest a unique
strips, students from your class may be involved to enact the
Reproduced with permission from www.ip4kids.in Notes: For the cartoon

INSPIRE. LET'S TAKE INDIA HIGHER³⁵

that the clothes are made by his company? Slide 20 THINK. CREATE. launch and sell his own range of clothes. What can he use to prove What is a trademark? Imagine a footballer sets up his own company to Using the internet, find out the "well-known trademarks" in India. coined word like 'Maggi' for noodles or Kodak for camera. Revision I product. Thus to make a good trademark it must be fanciful, like or a 4 - A bad trademark is one which is descriptive and suggestive of the which has a unique feature that distinguishes the mark from the rest. distinctive in order to get registered. A distinctive mark is one applying for protection of a trademark. 4- A good trademark must be or symbols (like the Ashok Chakra); Common shapes (sphere), while person or places like India; Obscenity; Religious or Government words etc., or suggestive terms like creamy, snowy, cold, etc., names of 5-10 minutes. Please Note: Avoid adjectives like 'nice', 'efficient', distinctiveness point of view. This exercise should not be longer than encouraged to very briefly analyse the suggested trademarks from a

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death of their author. THINK. CREATE. INSPIRE. LET 'S TAKE INDIA
artistic works enjoy copyright for 60 years counted a year from the
Copyright Protection on him. 4- Literary, dramatic, musical, and
Martin is the author of the book, the copyright is conferred Term of
of Ice and Fire by George R.R. Martin. Here since George R.R.
creator of the work gets the copyright. For example: the book A Song
recording work or cinematograph films. Who owns the Copyright? The
producer, being the author, owns the copyright over his sound
clicks the photograph, owns the copyright over his photos and a
exclusive rights over his musical composition, a photographer, who
gets the copyright in case of an artistic work, a composer has the
An author gets the copyright in case of a literary work, an artist
Screenplay, Films Musical Work Sound Recording Cinematographic films
Sculpture, Technical Drawings, Maps Dramatic work- Dance, Mime,
Song Lyrics, Computer Programme Artistic work - Drawings, Paintings,
What is protected under Copyright? ± Literary work - Books, Poems,
includes reproducing & distributing copies of the subject matter.
of the creator to prohibit the unauthorized use of the content which
recording and cinematographic film. Copyright is an exclusive right
conferred upon the creators of literary, artistic, musical, sound
original idea is expressed by the creator or author. It is a right
Notes: Copyright is the right to "not copy". It is offered when an

'S TAKE INDIA HIGHER37

owner of the images, text, animation files THINK. CREATE. INSPIRE. LET websites and using them in projects, without permission from the internet without paying? Taking images, text, and animation files from animation files? 4- Download and share movies and music from the projects, without permission from the owner of the images, text, text, and animation files from websites and use them in your is there on the Internet is free for use! Do you - 4- Take images, NOT free for use. They all belong to someone! People think whatever important to inform them here that whatever exists on the Internet is provided by students in assignments and projects. It is very as a teacher, you must have come across copied/ plagiarized content mediums are aplenty! But with great power, comes great responsibility; youth is highly empowered with the power of internet and digital Additional Notes: Copyright Concerns , Plagiarism & Piracy Today, the is essential to exercise exclusive rights in case of an infringement. into existence. The registration of the content is not mandatory but protection of work arises automatically as soon as the work comes published. Unique Feature The unique feature of copyright is that, the enjoy copyright for 60 years from the year in which the film was the year in which the recording was published. 4- Cinematograph films first published. 4- Sound Recordings enjoy copyright for 60 years from Organizations enjoy copyright for 60 years from the year the work was year the work was first published. 4- Works of International Undertakings & Government works enjoy copyright for 60 years from the the year the work was first published. 4- Works of Public 4- Anonymous & Pseudonymous works enjoy copyright for 60 years from

<https://pixabay.com/en/legal-illegal-choose-choice-1143114/>
“free for use”. THINK. CREATE. INSPIRE. LET 'S TAKE INDIA HIGHER38
music bought from legal websites. Everything on the internet is not
illegal websites is called piracy. Always watch movies and listen to
the owner a fee. Similarly, watching movies or listening to music from
- a crime/ offence under the law. In some cases you may have to pay
text of an article for a paper or a project) it is called plagiarism
for permission. If you use someone else's work (such as, copy the
the material you want to use; therefore contacting them and asking
a work protected by copyright, by identifying the copyright owner of
copyright materials It is always advisable to obtain permission to use
internet without paying is WRONG too. Taking permission to use
is WRONG. Similarly, downloading and sharing movies and music from the

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painting or poem. (True or False) THINK. CREATE. INSPIRE. LET 'S TAKE
painting or poem, it means that there is no copyright in that
False) Olf there is no "©" (the copyright symbol) at the bottom of a
or False) O Everything on the internet is not free for use. (True or
this story is written. I can copy it to get an " A " grade. (True
Bajrangi Bhaijaan without paying for it . (True or False) Ol like how
information. Slide 22 Game Time: True or False Olt is right to watch
with CIPAM officials for you, with regard to filing, fees and related
the given website. A special session for the same may be organized
registration for your work. Notes: Copyright can be filed online on
examination stage, the Copyright Office will grant copyright
person objects to your application and your application passes the
register your copyright at <http://copyright.gov.in/> . If no third
you are the actual owner of the work. You can file an application to
it. However, having a copyright registration is a strong proof that
work as soon as you create it. So, there is no legal need to register
Slide 21 How do I protect my copyright? Your copyright will arise in a

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How do we benefit from copyright? THINK. CREATE. INSPIRE. LET'S TAKE
property created by artists? 4 How long does copyright last for? 4
situation depicted. Revision 4. What protects the intellectual
strips, students from your class may be involved to enact the
your story when you display it on the board. Notes: For the cartoon
can also write "© COPYRIGHT 2016" and your name at the bottom of
its copyright. Kalpana ma'am taught us about this in EVS class. You
That story belonged to YOU as soon as you wrote it down and you own
comes into existence as soon as that work is created. Slide 23 Relax.
not mean that there is no copyright in the work. Copyright in a work
True. - False. Here, you can mention that a lack of the © symbol does
The answer key to this game is provided below. - False. - False. -
Notes: This is a game slide and you may conduct this game in class.

TAKE INDIA HIGHER41

- It should be applied to an article THINK. CREATE. INSPIRE. LET 'S

Following are the prerequisites to obtain protection for design - 4
protection given to aesthetic appearance or eye-catching features.
or color combination that is applied to any article. It is a

Notes: A 'Design' includes shape, pattern, and arrangement of lines
song on it, then can A & B have a copyright in C's song? Slide 24

IF A has an idea, but B also has an idea, C uses this idea to write a
Alien Adventures game by Beenox & Amaze Entertainment (Nintendo DS).

E.T. the Extra Terrestrial movie by Universal Pictures. Project X:

Charlie and the Great Glass Elevator novel Adventures by Roald Dahl.

to get you started. Idea: Original works expressing that idea: Alien
ways by three original works (Book, Movie & Video Game)? Here's one

Can you think of any 2 ideas that have been expressed in different

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trademark or copyright cannot be registered as a design. THINK.

both functional and mechanical. Anything that can be registered as a
open the lock cannot be registered as a design under the law. It is
key having its novelty only in its shape at the portion intended to
mechanical feature cannot be registered as a design. For example, a
appeal to and be judged only by a person's eyes. A mere functional or

Notes: The features of the design in the finished article should
validity period is over, the design is in public domain. Additional
can only be used after getting a license from its owner and once the
years after expiration of this term, during which a registered design
of a design is valid for 10 years, with can be renewed for further 5
the Design Controller in the Indian IP office. The term of protection
features that are not functional or useful. A design is registered by
granted registration. It is a protection given to eye-catching
which are not produced in bulk by an industrial process are not
Normally, designs of artistic nature like painting, sculptures etc.

greeting cards, stamps and cartoons cannot be protected as designs. -

means the shape or pattern applied to an article. - Calendars,
original, not previously published or used in any country. - Design
registration. Can design be registered? - The design should be new or
artistic work under copyright doesn't qualify for design

obscene matter. -4 - Anything that is registered as trademark or any

known designs. 4- It should not comprise or contain scandalous or
significantly distinguishable from known designs or combination of

eye. 4- It should not be published anywhere before. 4- It should be

4- It should be new or original. 4- It should be solely judged by the

LET'S TAKE INDIA HIGHER,43

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registration?Cool! But how is a design different from a patent?

Could you tell our audience a bit more about Design

is a special and unique design for a cold drink bottle! Great!

something about your new design which has made you so famous!Oh, it

copy your creative work, registration is a must!So! Please tell us

ornament applied to a product! Since you would not want people to

registered!Sure! Designs mean any shape, configuration, pattern or

because I protected it from use by others by getting it

pen or rocket. Slides 26 & 27 I was able to make money from it

all of the students. Ask them to draw a new design for a shoe, chair,

and you may conduct this in class. Distribute paper and pencils for

Slide 25 Game Time: Design a new... Notes: This is an activity slide

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cards, stamps and cartoons be protected as designs? THINK. CREATE.

What is the duration of a term of a design? 4 Can Calendars, greeting

prerequisites to obtain protection for design? 4 What is a design? 4

intellectual property created by designers? 4. What are the

involved to enact the situation depicted. Revision What protects the

Notes: For the cartoon strips, students from your class may be

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Stone Ages, the round wheel was invented as there THINK. CREATE. inventions ' ? If we were to trace the development of a wheel from the business. Recall the old proverb ' necessity is the mother of oil

intellectual property rights. Let us now see how this helps a importance of intellectual property and the ways to protect it as Intellectual Property Example: Notes: We have already discussed the 4 - Duration of protection of each intellectual property Slide 28

of Piracy ad Counterfeiting; 4 - Way to protect intellectual property; reasons for protecting intellectual property; 4 - Explain the concept

Outcome As a result of this part, students will be able to: 4 - State the teacher may use the given slide as an example to sum up. General Part Four: Conclusion General Overview This is a conclusion slide and

'S TAKE INDIA HIGHER46

IP crimes pose an even greater challenge. THINK. CREATE. INSPIRE. LET sufficient deterrent to trade in illicit goods and services; online in the age of internet, physical barriers have ceased to act as a society, as they discourage innovation and creativity. Further, today national loss. Both piracy and counterfeiting are the bane of any stealing, copying or imitating another's IP causes personal and cover Additional Notes: As mentioned earlier, like any other property, 4 - DESIGNS - Design protection for the eye-catching phone case or COPYRIGHT - Copyright protection for the advertisement of the phone - Trademark protection for the trademark (or logo) on the phone 4 - protection for new, inventive technology used in phone 4 - TRADEMARKS exercise and you may conduct the same in class.* 4 - PATENTS - Patent property rights that might be involved here: *This is a 5 minute - a smart phone. Let us look at the various types of intellectual let us take the example of a single product that we all use every day all, respect for others' IP begets respect for one's IP. To sum up, respect others' IP, not only on ethical grounds, but also legal. After will simply stagnate and wither away. It is equally essential to is critical in ensuring its sustenance in the market, otherwise it well- entrenched, protecting and managing its intellectual property business is establishing its presence in the marketplace or is already successful business tyre giants; can you name a few? Whether a various technological advancements, and today, we know various was a need felt to increase efficiency of work. This wheel underwent

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demonstration slide. THINK. CREATE. INSPIRE. LET 'S TAKE INDIA

CertificateDesign CertificateCopyright Certificate Notes: This is a

Trademark, Design or Copyright? Trademark CertificatePatent

Slide 29 What do you receive when you file and register a Patent,

INSPIRE. LET 'S TAKE INDIA HIGHER48

Outside the Box v_____ v Produce Original Work THINK. CREATE.

keep in the mind the following! | | Be Innovative V_____)r y Think
people were not around to CREATE the products you love so much. So
you like. And then IMAGINE what the world would be like if such
create your favourite tunes, and the designers who create the clothes
about the rights of your favourite artists who have worked so hard to
the Internet without paying for it, or buy counterfeit jeans, THINK
shouldn't waste it. The next time you want to download a song from
innovate. Creativity is the world's greatest natural resource. We
all work together to protect the rights of those who create and
would be a much less interesting place. For this reason, we should
intellectual property is to you and your world. Without it, the world
property affects your life every day, think about how valuable
Notes: Now that you've seen some of the ways in which intellectual