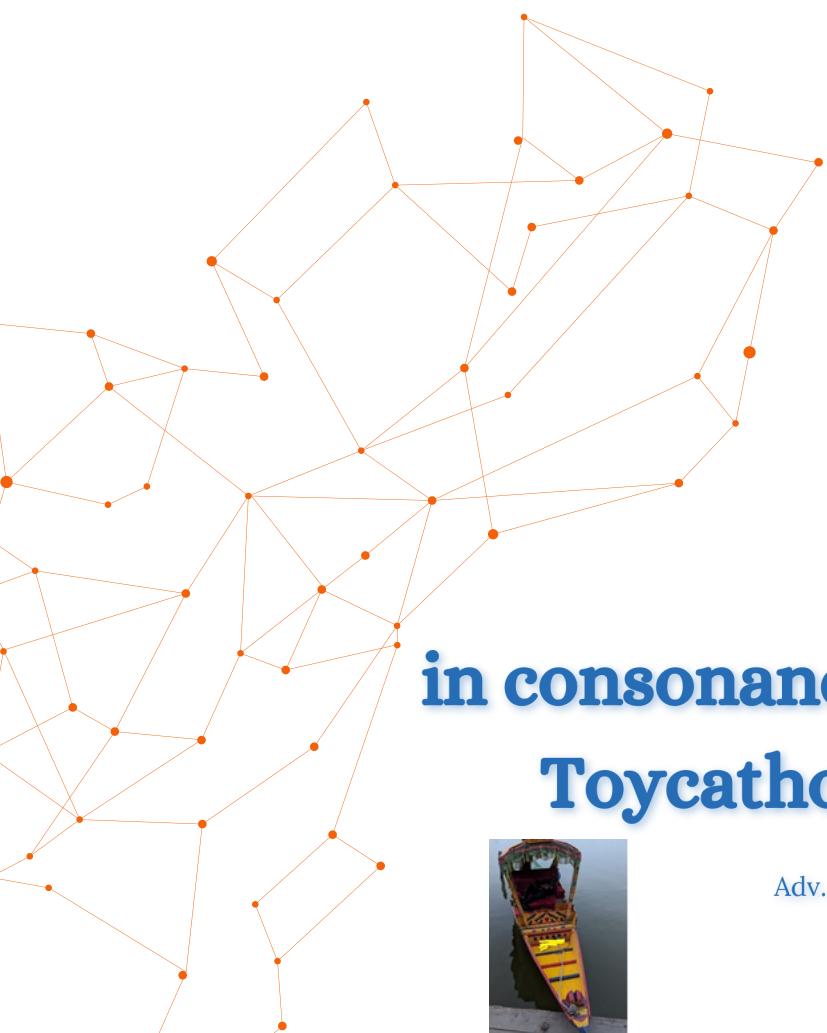


AN EXTRA MILE
.....TOWARDS HEAVEN ON EARTH



**in consonance with
Toycathon 2023**



Adv. Dr. Deepak Mehra
IP Mitra

Foreword



Prof. (Dr.) Unnat P. Pandit

Controller general of Patents, Designs, Trademarks
(CGPDTM)

Herculean efforts of Prof. Parikshat Singh Manhas, Director SCERT, J&K in conceiving, organizing and steering Toycathon 2023 gave an opportunity to Indian Patent Offices to contribute in innovation and IP awareness mission, and the process resulted in our team of IP Mitra and Controllers directly interacting with winning students and take forward efforts of students and SCERT back to their office for prosecution, resulting in a proud conclusion of 115 such designs getting Design Protection for 15 years in India.

This illustrious execution is the first of its kind in India, and many of such designs have potential to be commercialized!

Our IP offices have proved that we are organized to execute & multiply such phenomenon, which has not been earlier experimented anywhere in Bharat, or rest of the World.

My compliments to SCERT, J&K and all connected officers of Indian Patent Office for achieving such unprecedented success. This booklet is sure to be a source of inspiration.

Date: 15 August, 2024

Prof. (Dr.) Unnat P. Pandit
(CGPDTM)

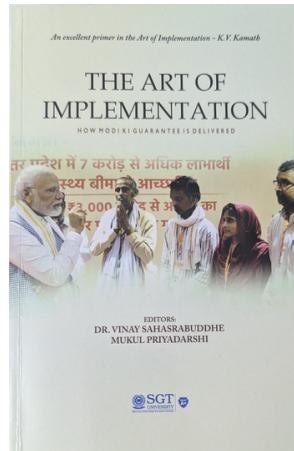
Preamble

State Council of Educational Research and Training (SCERT) of Jammu and Kashmir, in collaboration with the office of CGPDTM (Controller General of Patents, Designs, Trademarks) organized a huge innovation event titled “Toycathon 2023” under the vision of Prime Minister Shri Narendra Modi.

For deeper details, please refer chapter 15: “Toycathon: Neonatal Innovation and Intellectual Property Creation” described in the book “The Art of Implementation” by Dr. Vinay Sahasrabuddhe and Mr. Mukul Priyadarshi, wherein Prof. Unnat P. Pandit and Prof. Parikshat Singh Manhas have given a concentrate of the entire initiative.

The office of CGPDTM created a team of four Controllers and an IP Mitra to assess the best toy designs of students for Design Registrability and collect required technical inputs in situ.

This booklet captures significant experiences around related actions of this exemplary initiative and subsequent journey resulting into 115 of those designs getting registered by the India Design Office under the office of CGPDTM.



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Team of V5

It was in December 2023 that the Controller General (CG) Shri Unnat Pandit advised IP Mitra to prepare for a visit to Jammu and Kashmir. The very next day, the CG asked IP Mitra to “call” Shri Parikshat Singh Manhas, Director SCERT! With such minimal push and not much clarity of what IP Mitra would exactly do, his command was followed as a divine invitation to IP Mitra from “Vaishno Devi” and “Jyestha Mata”.

Shri Parikshat Ji activated his aide Shri Vivek Jandial , who swung into action and the ball was set rolling. Vivek shared some excels of assessed designs of students of Jammu and Kashmir by NIPAM, and it started emerging what was in store....

A fortnight later, CG shared names of four Controllers of Design from Indian Patent and Design Office; and a team of the IP Mitra and four Controllers got created, for a mission, which none of the team members had full understanding of.

To bond the IP Mitra and the nominated Controllers, the CG addressed we five (later referred as V5) on a video call and floated us in the sea of excitement!

Vivek proved to be a spine of this Mission Specific team of V5.

Get, Set, Go.....

It emerged after few short telephonic discussions with Vivek that more than 100 students of Jammu and Kashmir along with their models of Toycathon 2023 would be with us, in two different cities & at different times; and V5 would need to do “everything” to extract and generate required details of their registrable designs. Normally, Controllers as well as Patent Agents get required product details from inventors/applicants; however, all our inventors were students and minors, and therefore, oblivious of such process!

A clear challenge was to

- (i) understand function/purpose and generate required views of their models after due diligence, and
- (ii) obtain a valid authorization from them to register their designs

It was implicit that V5 were to resolve all prosecution matters so that time period of filing of the design applications and prosecution would be shrunk to bare minimum.

We needed minimum infra-structure to shoot views of each product as per Design Rules 2001; and this mundane need wasn’t so insignificant as it appears!

Vivek swung into action and connected IP Mitra with a professional photographer from Jammu. IP Mitra realized that the photographer was skilled to photograph smiling faces, and it was going to be a challenge to deploy his skills for engineering shoot. It turned out to be more challenging than apprehended!

At Jammu

IP Mitra and two of the Controllers, all three from three far off parts of India, arrived at Jammu on day ZERO. Vivek and his colleague took personal efforts to make this Jammu IP team comfortable and ready for day ONE.



On day ONE, the IP team was received very warmly by Dr. Sindhu Sharma, Joint Director SCERT, Divisional Office Jammu and her charged team. They appeared well prepared for enabling the mission. Dr. Sindhu Sharma set the tone of the two day agenda in her inaugural address to Jammu IP team and her team.

Controllers - Ms. Sonia Sharma of Chennai office and Mr. Goutam Sahoo of Kolkata office assumed charge of their new role of facilitating the process of a smooth and efficient capture of designs of students, towards a speedy prosecution subsequently.



The charged team of Dr. Sindhu Sharma arranged a mini exhibition of students with their models. Controllers and IP Mitra commenced with the process of “assessing” design registrability of their work.

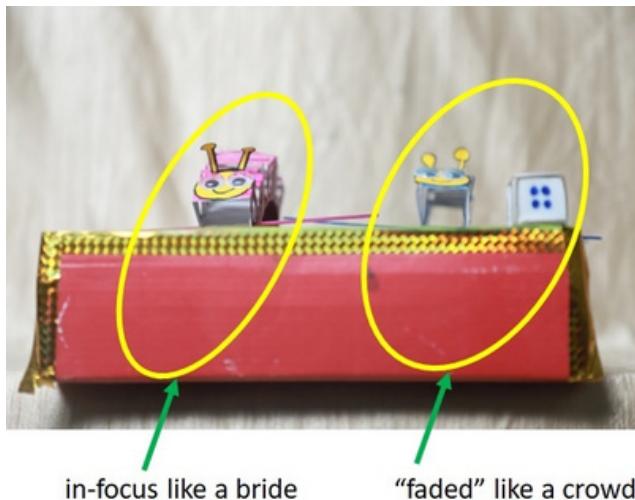


Jammu stage

Vivek and his colleagues supported IP Mitra in setting up a shooting studio in Divisional office of Jammu. IP Mitra familiarized the photographer with seven engineering views concept, including perspective view, front, rear, left, right, top and bottom views.

It turned out that for the photographer it was a challenge to comprehend, since the photographer, a super expert in marriage and event photography had never earlier encountered such a way of photography.

Interestingly, the photographer was skilled in capturing identified part, like a bride, and “fading” insignificant surroundings like a crowd; and every photograph he clicked was sort of unacceptable as can be gauged by seeing the one such unacceptable photograph here!



Capturing “Top View” required the photographer to position the camera almost orthogonal to the product, and likewise, capturing an acceptable side view wasn’t as easy as it is imagined.

IP Mitra had previously faced such challenge since daily photography largely comprises around perspective views! IP Mitra had therefore carried a print of illustrative views document of a simple product (as seen on next page), and it eased the challenge, though only a bit.

Photography process jerk started, with almost a breakdown with the photographer! Controllers of the team also realized probably first time that what they inspected day in and day out wasn’t in fact so easy to photograph!

Illustrative Product Views for Design Registration in India

Generally, 7 views are submitted to the Patent and Design Office.
Attached an illustrative set.

Front View



Back View



Top View



Bottom View



Left View



Right View



Perspective View



These views could be pictures of an actual product, or CAD images or hand sketches. The views could be black & white or coloured. Views should NOT have prominent shadow, and any extraneous matter.

Strategy

Expert eyes of the Controllers and IP Mitra could not ignore that few products were NOT registrable due to lack of clear novelty. Also, there were products which were copyrightable at the very best but not design registrable. Several of them lacked registrability due to workmanship, though idea was original!

However, the IP team never wished to give rejection impression to any student!

The consensus decision taken was to collect technical views of ALL products exhibited and filter them out at a later date.

As an extra-extra mile, Controllers and IP Mitra also resolved to improvise on models, wherever possible.



Several students had come from far off places, and were anxious to return due to safety reasons. This implied much to do in a span of less than two days. Nevertheless, the charge and excitement in the atmosphere overpowered every limitation.

Learnings of Day ONE

In the evening, when the Controllers and IP Mitra reviewed first day's outcome, it emerged that we had amassed too many photographs and linking them with corresponding inventors posed a big challenge.

Also, there were many students with identical names which posed another operational challenge not to mix up between students and their work.

Amusingly, several students, in their hurry to return, motivated the photographer to click their pictures when the IP team had taken lunch break! Most such pictures were NOT proper as required under our rules. Many of them couldn't be photographed again....

To top it all, both the Controllers of Jammu team were to return to their respective cities next day and we realized that we wouldn't be left with enough time to review next day's information.

More challenges led to higher zeal ! Systems and procedures evolved.....



Wrap up at Jammu

Controllers reviewed few models and we re-photographed few models of the previous day where the photographs taken earlier were not up to the mark, and students had fortunately not carried back their models and instead left them in the SCERT premises.

It was pleasing to note the effective application of unique provision of Rule 2(e) defining a "set" in The Design Rules 2001, to protect dresses of Indian communities.



Controllers also prudently suggested to use such concept of "set" as per the Rule 2(e) for an illustrative model which would otherwise not qualify as new or original u/S4(a) if photographed individually.



Next stop – Kashmir

Day THREE was for new team of two Controllers to arrive directly at Kashmir, while IP Mitra along with spine - Vivek transitioned from Jammu to Kashmir.

Arrangements at Kashmir appeared more challenging than at Jammu, still Vivek made sure that the Kashmir IP team faced no discomfort in delivering.

Learning about engineering photography was to be repeated with a new photographer. With previous learning, IP Mitra was better prepared now and after struggle, Vivek could fix a photographer after few iterations!

IP Mitra transferred experience with Controllers of Jammu team to Controllers of Kashmir team – Mr. E Srihari from IPO, Chennai and Mr. Parameshwar Sahoo from IPO, Kolkata. Kashmir IP team proceeded with refined plan. Controller Srihari took upon himself an exemplary responsibility, along with Controller Parameshwar, to assess each click there and then before proceeding with next models.

Kashmir stage

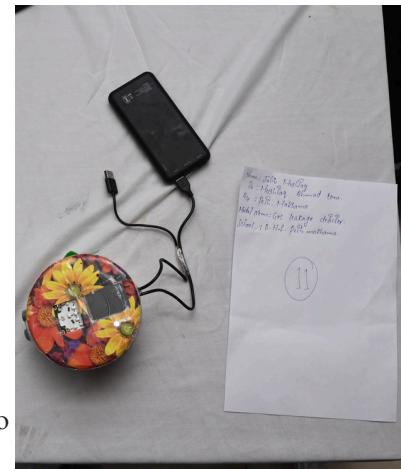
The photographer turned out be very cooperative and proactive, while Kashmir students and their models seemed second to none! The weather was colder but the warmth in the ambience was comforting.

Three out of many unique experiences are worth explaining:

- A student demonstrated a model of flammable gas leakage detection. It was a working model which was demonstrated by creating actual leakage of flammable gas from a lighter. This impressive working model was, however, not properly packaged so as to be able to get protection as shape and configuration.

Appreciating that the concept was unignorably inventive, particularly considering intellectual contribution of the student, and which was more protectable under Patent Act than Design Act, IP Mitra advised the student to re-assemble his model and present to the Kashmir IP team again the next day.

The student presented his model next day and it was then accepted by Controllers to be protectable under Design Act. Brother of the student confided that the student had not slept the previous night in order to improvise his model as advised.

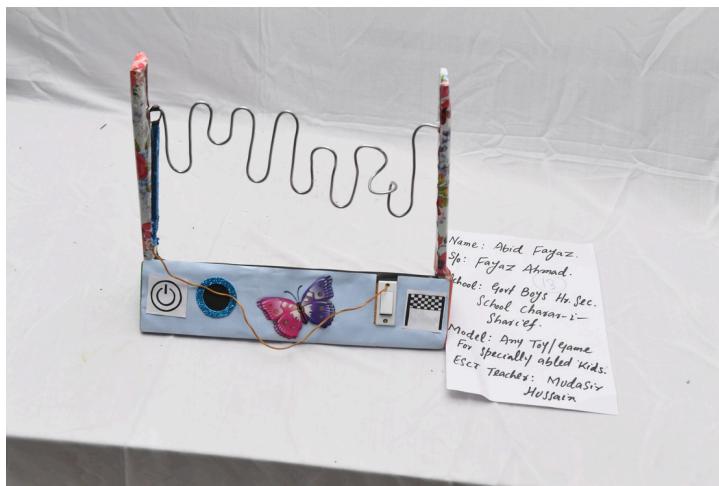


- Another student presented a model comprising tiny stylish manually folded color paper pieces and it was found to be the most apt model
READY TO BE COMMERCIALIZED.

In fact, the IP Mitra offered the student to sell it to him which the student excitedly accepted and the IP Mitra now possesses it with pride and delight.

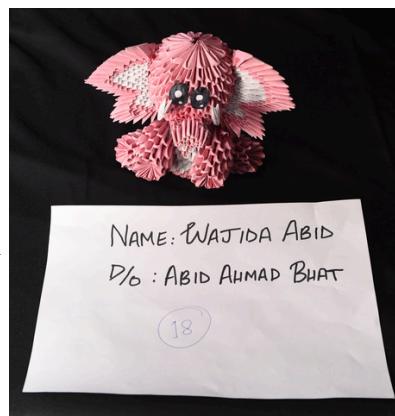
This story is about amalgamating creativity with commercialization approach, and is not common in the 41 years of corporate experience of IP Mitra, and particularly involving a student!

- It was unexplainably touching that several students presented creative models for the benefit of privileged children and elders – for hearing impaired, vision impaired, etc.



Technically, the model presented for people with shaky hands appeared out of the blue! It involved a simple electric circuit deploying a zig-zag coil. The practicing person was expected to run a metallic ring around the coil, which would buzz, if the metallic ring touched the coil.

IP Mitra felt that the model deserved to be considered for its patentability along with very distinct, novel and original shape and configuration.



Mission Kashmir was concluded with taste of homemade food of our hosts, and



on load bearing shoulders of Vivek, the spine.



Jammu IP team with Prof. Parikshat Singh Manhas

Preparation of Design Applications for e-filing

Office of IP Mitra simultaneously started preparing Representation Sheets, Form-1 along with POA of each application. Ms. Grishma Nair in the office of IP Mitra rose to the occasion.

She scrutinized photographs yet again and found several pictures to be on borderline of acceptance. IP Mitra contacted Vivek multiple times to get connected to respective students and get proper pictures. Each of them responded with speed and gratitude.



Most painful “correction” was deletion of India’s tri-color because of strict advise from Controllers to DELETE or MASK Indian flag, which would have been put by our students with pride.



Prosecution

Soon after the office of IP Mitra completed e-filing of 115 design applications in a record time of two weeks, a senior Controller of Kolkata Design office raised objection on ALL POAs (Power of Attorney) submitted along with each application !

ORIGINAL GENERAL POWER OF AUTHORITY BEING FILED WITH THIS APPLICATION

115

Stamp Duty Ref No. 87AA 557692

FORM 21

GENERAL POWER OF AUTHORITY

The Design Act, 2000

Section 43

In connection with filing of new applications, handling current applications and necessary registrations of all my designs, I, Zainab Magboor, age 13 years, an individual, Indian inhabitant, son/daughter of Shri Mohammad Magboor Sofi, having address at Meezaakshah Colony Habak Srinagar, hereby authorize Dr. Deepak Mehra, a patent agent (No: IN/PA-413), whose address is 612-B, CASCADE-3, Kulupwadi, Borivali(East), Mumbai – 400066, Maharashtra, INDIA; to act as my Agent and to receive all notices, requisitions and communications until further notice.

I revoke any previous authority given by us.

All communication relating to such applications may be sent to the following address in India:

Dr. Deepak Mehra,
VIDURNEETI,
612-B, CASCADE-III,
Kulupwadi, Borivali (East),
Mumbai – 400066,
Maharashtra, INDIA.
email: deepak.vice@gmail.com
Mobile: 7738346719

Dated this 22 day of December 2023

Zainab

Applicant

Dr. Zainab Ahamed

Guardian

Jt. Director (Trgs) / Principal
State Institute of Education
Kashmir (Upgraded to SCERT-KD)

TO
THE CONTROLLER OF DESIGNS,
THE PATENT OFFICE, KOLKATA.

Noteworthy that the IP Mitra had initially brought to the attention of the Controller General (CG) that since all Applicants are “minor” in age, the POAs would need additional authorization but it would NOT be possible to obtain such counter authorization from their parents as apprehended by Vivek of SCERT. Towards this mandatory requirement, the CG had previously given an apt solution to get POAs counter authorized by SCERT, since SCERT is in fact facilitator as well as guardian for all students of SCERT. SCERT had duly accepted this process and each POA was such authorized.

Also, noteworthy that the suggestion to overcome objection as given by the senior Controller was unreasonable and NOT acceptable to the IP Mitra! IP Mitra provided the opinion on this matter, which was accepted.

One or more other objections were raised on about 45 Applications by respective Controllers, and each objection was responded to or resolved by office of IP Mitra within 2 to 20 hours of receipt. A large number of them were telephonic. Prosecution Controllers were kind to raise objections of several applications together, making it possible to address and overcome in bulk and in minimal time.

IP Mitra placed on record the exemplary support of the prosecuting Controllers in resolving objections.

115 Design Registrations were born!

In short

The entire experience of this one of its own kind from the day of the CG’s “uvach”-TO GO, till the IP Mitra received 115th Design Registration certificate from Design Office, runs like a fairy tale.

Who would have thought that a team comprising officers of Indian Patent & Design Office would accompany IP Mitra to the Gemba (現場) – the Japanese term used for “actual place,” particularly deployed by Corporates and Conglomerates for the shop floor or any place where value-creating work actually occurs.

The designs assessed had substantive contents of a mix of state culture, homogeneously wrapped on technical acumen of budding innovators, resulting in Intellectual Property, as a feather to their respective caps, and adding to kitty of the nation.

This phenomenon is also an ideal illustration of vision cast by our Prime Minister and executed by Shri Parikshat Singh Manhas and Shri Unnat Pandit, within their resources.

Beyond doubt, such truly “out-of-box” initiative, simply multiplied, would speed up India’s journey to be a VIKSIT BHARAT.

In days to come, such initiatives, fortified by

- a steering towards “finish” & COMMERCIALIZATION, and
- an “eye” for also capturing product and or process innovation

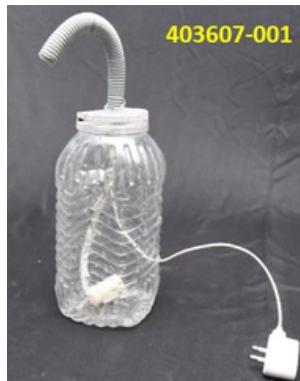
would extract every left over drop of nectar!



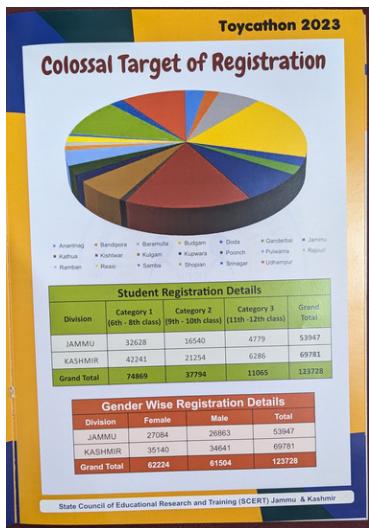
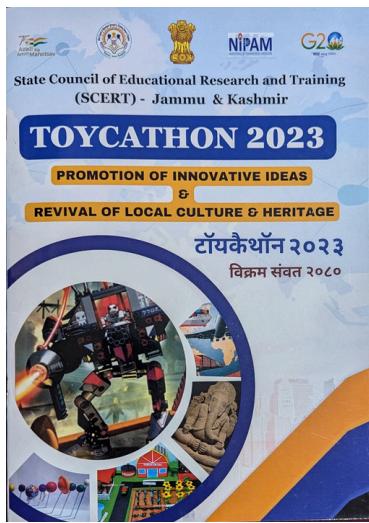
Such events are only possible with divine support!

Glimpse of few versatilities

Details of these registered designs are published and accessible on database of Indian Design Office <https://search.ipindia.gov.in/designsearch>



Toycathon 2023



TOYCATHON is an initiative of Government of India to crowd source[1] innovative ideas for toys and games, providing students with the opportunity as envisioned in National Education Policy 2020. Under the Atmanirbhar Bharat Abhiyan initiated by our Honorable Prime Minister Shri Narendra Modi, the first Toycathon was started in 2021.

An initiative was proposed by State Council of Education Research and Training (SCERT) J&K to organize Toycathon 2023 under the theme “Promotion of Innovative Ideas and Revival of Local Heritage” to Engage, Entertain and Educate the child. Under the guidance of Hon’ble Lieutenant Governor Shri Manoj Sinha, Toycathon 2023 was initiated on 12th may 2024.

More than 1.23 Lakh students from 5600+ schools across the union territory of J&K participated in the school level competition and the best three entries from each school were submitted in categories 1, 2 and 3.

These entries then passed through district level scrutiny and Competition.

The initiative was supported by the office of the Controller General of Patents, Designs and Trademarks (CGPDTM) as the knowledge partner[2]. NIPAM, the training arm of the Indian Patent Office conducted awareness programmes to foster the spirit of creativity and innovation among J&K students.

Team of V5 was privileged to witness the outcome of this SAMUDRA MANTHAN in the form of best models, which emerged from the Toycathon 2023; and were privileged to drive the bestest models therefrom towards the glory of grant of 115 Design Registrations by the Indian Patent Office.

[1] From brochure of Toycathon 2023

[2] From book “The Art of Implementation”

Above pictures are from Toycathon 2023 brochure

Design Protection

How does a 6 year old child pick up a toy of his or her liking?

How does a modern person select a car of his or her choice ?

By its looks, finish and aesthetics.

Be it a toy or a car, in the current competitive world, most products are available from different sellers competing with one another; and products which have some striking aspects different than others sell more and sell at a higher premium.

For a car, “INVISIBLE” inventive constructions leading to higher ground clearance, better fuel efficiency, more reliable brakes, airbags for elbow protection in a side hit, etc.. are protected as a Patent. On the other hand, the “VISIBLE” unique and distinct shape of the car, its seats etc. are protected as a Design.



It is easy therefore to appreciate that toys are more likely to have dominant “VISIBLE” innovation, though modern smart and robotic toys also have “INVISIBLE” innovation like an electrical/electronic circuit, a software code, etc.

Lots of products have BOTH – INVISIBLE innovation as well as VISIBLE innovation.

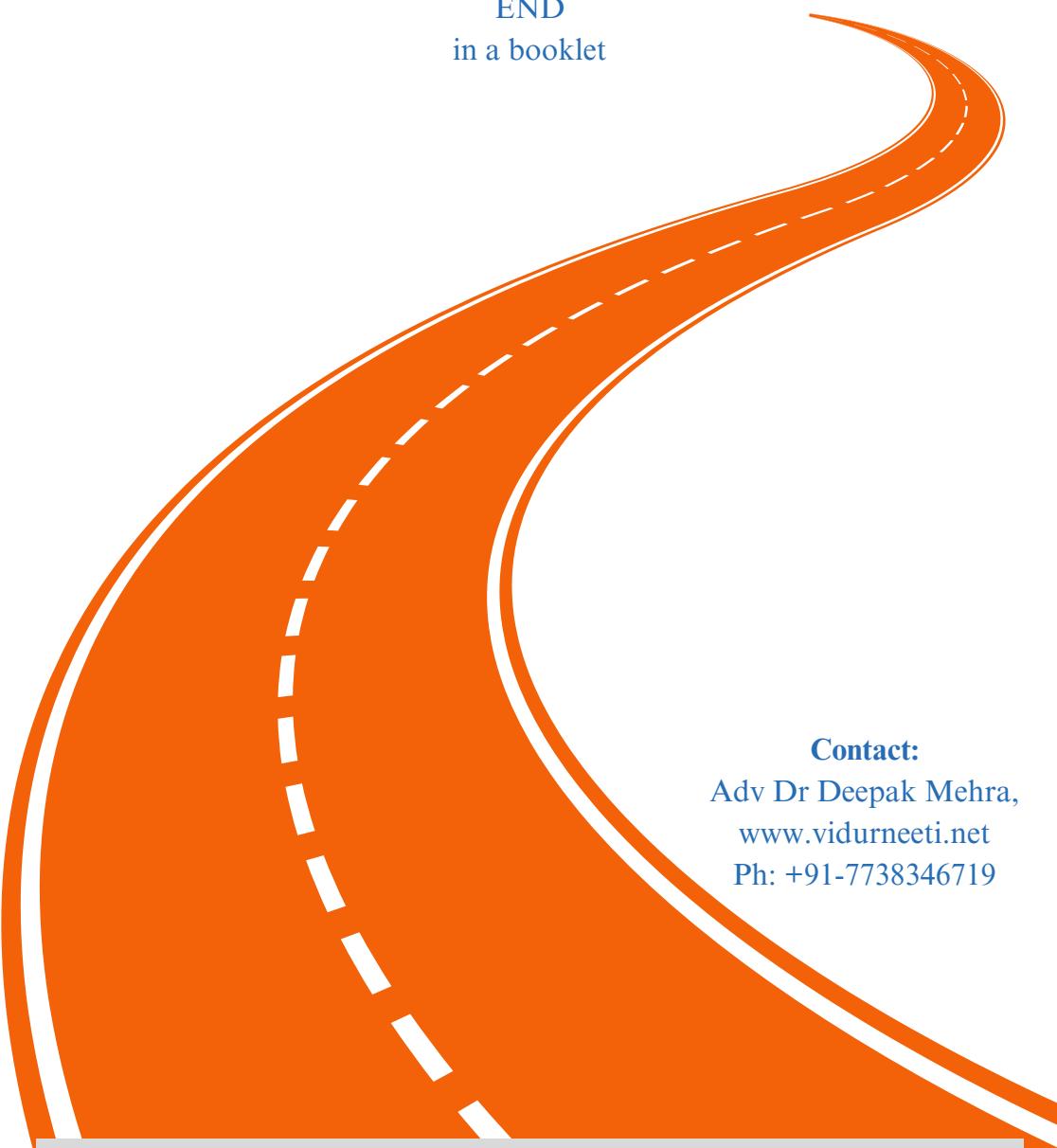
All such innovations involve intelligence and efforts of creator and they are termed as INTELLECTUAL PROPERTY (IP). Intellectual property, like any other valuable possession, needs to be protected so that the efforts of creator are not “stolen”! Importantly, the creator can either himself or herself commercialize the IP and be an entrepreneur; or can “sell” the IP.

Indian Patent and Design office provides Patent protection as well as Design protection. The Design protection is relatively simpler to apply and obtain. The creator just needs to click pictures of different views of the product, as illustrated earlier. Several IP Mitra associated with the Indian Patent and Design Office are raring to help in facilitating the design protection process.

Website www.ipindia.nic.in of Indian Patent and Design Office provides elaborate details for applying and obtaining Patent protection and Design protection, besides protection for other IP.

Note: Contents are oversimplified and concentrated to maintain quick understanding.

Such initiatives never
END
in a booklet



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