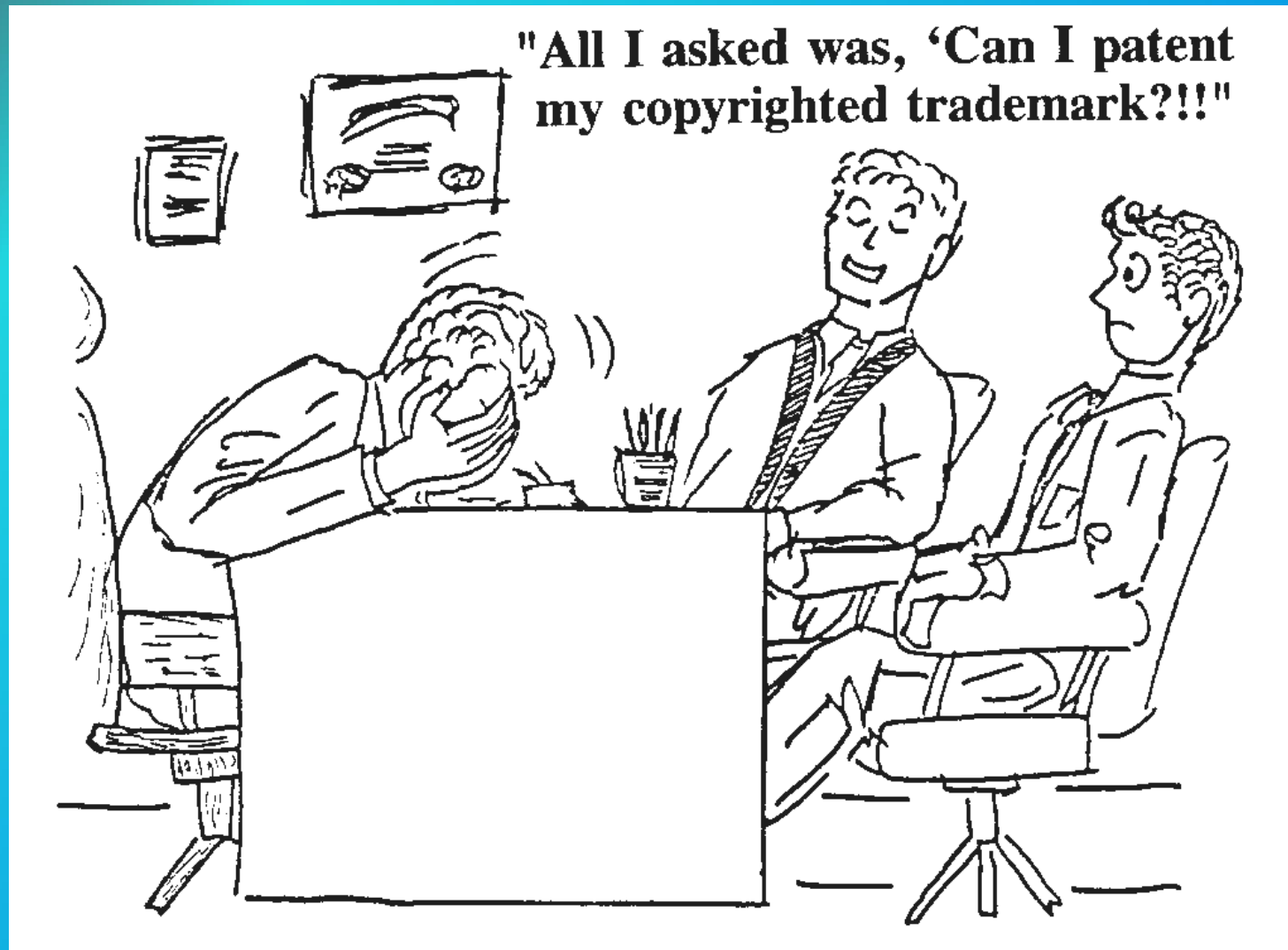


# INTELLECTUAL PROPERTY RIGHTS (IPR)

*“Know Your Rights”*

If you don't see a problem with this question, you need the class!



# Overview

- ❑ Law governing IP
- ❑ Meaning
- ❑ Types of IP
  - Patent
  - Trademark
  - Copyright
- ❑ Infringement
- ❑ Case Studies
- ❑ Conclusion



# WIPO



- WIPO (World Intellectual Property Organization ) was established by the WIPO Convention in 1967
- The WIPO is a **specialized agency** of the United Nations.
- It **promote the protection** of IP throughout the world.
- Its headquarters are in Geneva, Switzerland

# World Intellectual Property Day

## April 26

### World Intellectual Property Day 2012 *Visionary Innovators*

#### Your favorite visionary innovators



Source: Number of «likes» on World IP Day Facebook Page

#### How many countries reported events?



#### About World IP Day

IP Day offers an exciting chance each year to join with others around the globe, to highlight, discuss and demonstrate how the IP system contributes to the flourishing of music and the arts and to driving the technological innovation that helps shape our world.

### April 26

WIPO's birthday (1970)  
World IP Day since 2000

[www.wipo.int/ipday](http://www.wipo.int/ipday)

On World Intellectual Property Day this year, WIPO's focus is on promoting **VISIONARY INNOVATION** as the key to a secure future.



# Intellectual Property Law In India

- There are many big and small intellectual property law firms worldwide, like in India, USA, UK, Chicago etc, providing qualitative help to inventors and creators of product.
- In India intellectual property rights are safely protected and controlled by well-established statutory and judicial framework.
- Apart From that, there are many attorneys and law firm of intellectual property in India in various states.



# What is “Intellectual Property”?

- Intellectual Property is a property that arises from the human intellect. It is a product of human creation.
- Intellectual Property comprises 2 distinct forms:
  - \* Literary & Artistic Works
  - \* Industrial Property

# “Literary & Artistic Works”

\* They are books, paintings, musical compositions, plays, movies, radio/tv programs, performances, & other artistic works.

## ❖ How are they Protected?

\* Protected by “**COPYRIGHT**”



# “Industrial Property”

- Industrial Property describes physical matter that is the product of an idea or concept for commercial purposes.

## ❖ How are they Protected?

- \* By Patented objects
- \* By Trademarks
- \* By Industrial Designs
- \* By Trade Secrets
- \* By Layout-designs
- \* By Geographical Indications

# What is meant by IPRs?



**Intellectual Property (IP)** is any creations of human mind. Like tangible property, their creation has a value and, as with all property, it needs to be protected.

**Intellectual Property Rights (IPR)** gives them this protection, as well as helping them exploit and control their IP.

“The exclusive right granted by State, to prevent others from using, manufacturing, distributing - inventions, processes, applications, new and original designs, trademarks, new plant varieties, data bases and artistic and literary works”. Such a person is known as ‘rights owner’ or ‘rights holder’.

# Major Types of IP

```
graph TD; A[Major Types of IP] --> B[Functional & Technical Inventions]; A --> C[Purely Artistic works]; A --> D["A symbol, logo, word, sound, color, design, etc."]; B --> E["Patents Act, 1970  
Amended in 1999 & 2005"]; C --> F["Copyright Act, 1957  
Amended in 1982, 1984, 1992, 1994 & 1999"]; D --> G["Trademark Act, 1999  
Amended in 1994, 1996 & 2000"];
```

**Functional & Technical  
Inventions**

Patents Act, 1970  
Amended  
in 1999 & 2005

**Purely  
Artistic works**

Copyright Act,  
1957  
Amended in 1982,  
1984, 1992,  
1994 & 1999

**A symbol, logo, word, sound,  
color, design, etc.**

Trademark  
Act, 1999  
Amended in 1994,  
1996 & 2000

# Types of IPRs

Intellectual Property



Industrial Property

Copyrights and related rights

Industrial  
Designs

Patents

Trademarks  
Service marks

Trade Secrets

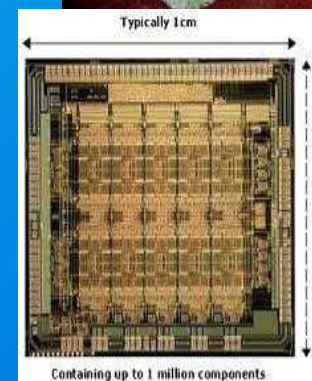
Geographical  
Indications

Layout Designs of  
Semi Conductor ICs

Plant varieties &  
Farmer's rights



*Coca-Cola*





# IPR in brief

- **Industrial Designs:** Design deals with features, shapes, patterns, etc., applied to an article by an industrial process, manual or mechanical. Eg., chair is a utility item. However, chair itself does not qualify for IPR, but its special carvings, embossing etc., is done which increases the value of chair though it's utility remains same, it becomes eligible for IPR under Designs Act. Designs can be registered based on its originality, henceforth they can use ® or registered, with registration number.



**Patents:** Is a monopoly right granted to a person, who invented a new product or process of making an article, for 20 years under the Indian Patents Act, 1970, and can be renewed after expiration of period. The inventor has to file for patent first, and then make his/ her invention to public. A patent has to be applied in each country by the inventor, to claim his rights in that country. Eg: A group of scientists working on new drug development in Himalaya Drugs for some salary. The patent of the drug developed is given to Himalaya Drugs, but not to the scientists. The drug may have many patents like composition, process, and product etc.



- **Trademarks:** Trademark can be a word, name, brand, symbol, label etc., used by a company to create a unique identity for their product. Trademark can be registered, and then use <sup>TM</sup> ®. The registration validity is for 7 years and renewable after expiry. In India, it is governed by the Trade and Merchandise Marks Act, 1958, which came into force on 25<sup>th</sup> Nov., 1959.



# IPR in brief..



- **Trade Secrets:** Trade secret is any intellectual work or product used for a business purpose that can be classified as belonging to that business provided it is not based on information in public domain.

- **Geographical Indication:** This is an indication, that originates from a definite geographical area, which is used to identify natural or manufactured product. For eg., Gadwal/ Pochampally Sarees, Nirmal paintings, Kolhapuri Chappals, Solapur Chaddar etc., qualify for registration under this category. It is valid for 10 years. The application for registration can be an association of persons, organization or by producers.

- **Copyright:** It is a negative right which prevents the appropriation of the fruits of man's work, labour or skill by another person. Copyright is an exclusive legal right to reproduce an original work of authorship fixed in any tangible medium of expression, to prepare derivative works based on original work, and to perform or display the work in the case of dramatic, music, choreographic and sculptural works. Copyright prevents copying of only the expression. Eg: Bhagwat Geeta, Pathanjali Yoga sutras, Narada Neeti, Vatsayana Kamasutras etc.,

# PATENTS

- (1) It is covered under the Act called the Patents Act, 1970 [Amended by Patents Act, 2005]
- (2) It extends to the whole of India.
- (3) It shall come into force on such date as the Central Government may publish, by notification in the Official Gazette.

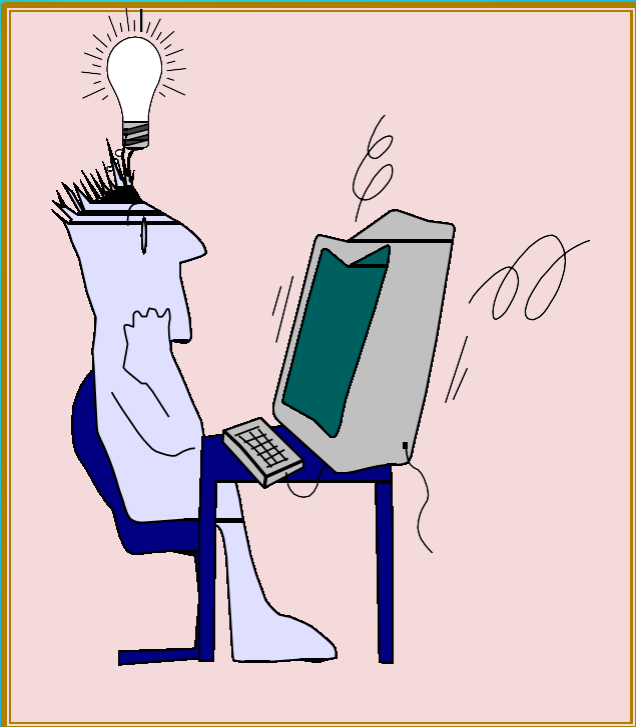




# Patents

## Definition:

- A patent describes an invention for which the inventor claims the exclusive right.



## INVENTION PATENTABLE IF.....

- ✓NEW (Novel)
- ✓USEFUL
- ✓NOT OBVIOUS
- ✓PERTAINS TO PATENTABLE  
SUBJECT MATTER

# Types of Patents

- **Utility Patent:** Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefore, subject to the conditions and requirements of this title. (35 U.S.C. § 101) E.g: (functional) toys, coatings, tools, machines, good for 20 years
- **Plant Patent:** Whoever invents or discovers and asexually reproduces any distinct and new variety of plant, including cultivated spores, mutants, hybrids, and newly found seedlings, other than a tuber propagated plant or a plant found in an uncultivated state. . . (35 U.S.C. § 161)
  - No bacteria or similar single-cell organisms need apply!
- **Design Patent:** Whoever invents any new, original, and ornamental design for an article of manufacture may obtain a patent. (35 U.S.C. § 171). E.g: (non-functional) a decoration, apparel, jewellery
  - Can easily be designed around...no functionality to protect

# Patentable Subject Matter

## **Invention**

- Relates To A Process Or Product Or Both
- Involves An Inventive Step
- Be Capable Of Industrial Application
- A Machine

# Life & Duration

- Term of the patent is 20 years from the date of filling for all types of inventions.
- Priority date- first to file
- The date of patent is the date of filing the application for patent.
- The term of the patent is counted from this date.

# Fees For Filing Patent

- The Government fee for filing a patent application in India is Rs.750/- for individuals and Rs.3,000/- for legal entities.
- No fee for 1<sup>st</sup> and 2<sup>nd</sup> year
- Renewal fee, on yearly basis, is required to be paid for 3<sup>rd</sup> to 20<sup>th</sup> for keeping the patent in force.
- Patent lapses if renewal fee is not paid within the prescribed period.

# **Is A Patent Granted In One Country Enforceable In Other Countries?**

- No, there is nothing like a global patent or a world patent. Patent rights are essentially territorial in nature
- Granting a patent in one country of the Union does not force other countries to grant the patent for the same invention.
- The refusal of the patent in one country does not mean that it will be terminated in all the countries

# Patent Holders In INDIA

- The list of top 10 patents holders in India comprises only pharmaceutical and bio-tech companies.
- In India, **184** patents are held by the Council of Scientific and Industrial Research, followed by “Ranbaxy”
- While the top 10 patents holders across the world are IT companies, in India, no IT firm has patents.



# Youngest Patent-holder on wheelchair



❖ JAIPUR: Drawing inspiration from scientist Stephen Hawking, a wheelchair-bound nine-year-old boy here has invented a game of six-player circular chess. The boy, **Hridayeshwar Singh Bhati** has got the game's design patented in his name.

# What Does a Patent look Like?



## Certificate of Grant of Patent

# COPY

Patent Number: GB2399473  
Proprietor(s): Nicholas P Le Feuvre  
Inventor(s): Nicholas P Le Feuvre

*This is to Certify that, in accordance with the Patents Act 1977,*

a Patent has been granted to the proprietor(s) for an invention entitled  
**"Loudspeaker with low distortion precise imaging and deep bass"**  
disclosed in an application filed **8 March 2004**.

Dated 19 October 2005



**Ron Marchant**  
*Comptroller General of Patents,  
Designs and Trade Marks*  
**UNITED KINGDOM PATENT OFFICE**

**The attention of the proprietor(s) is drawn to the important notes overleaf.**

# Certificate of PATENT

The  
United  
States  
of  
America



## The Commissioner of Patents and Trademarks

*Has received an application for a patent for a new and useful invention. The title and description of the invention are enclosed. The requirements of law have been complied with, and it has been determined that a patent on the invention shall be granted under the law.*

*Therefore, this*

## United States Patent

*Grants to the person(s) having title to this patent the right to exclude others from making, using, offering for sale, or selling the invention throughout the United States of America or importing the invention into the United States of America for the term set forth below, subject to the payment of maintenance fees as provided by law.*

*If this application was filed prior to June 8, 1995, the term of this patent is the longer of seventeen years from the date of grant of this patent or twenty years from the earliest effective U.S. filing date of the application, subject to any statutory extension.*

*If this application was filed on or after June 8, 1995, the term of this patent is twenty years from the U.S. filing date, subject to any statutory extension. If the application contains a specific reference to an earlier filed application or applications under 35 U.S.C. 120, 121 or 365(c), the term of the patent is twenty years from the date on which the earliest application was filed, subject to any statutory extension.*

*Bruce Lehman*

Commissioner of Patents and Trademarks

*Pamela Morton*  
Attest



US005486821A

7-53 48

**United States Patent** [19]

Stevens et al.

[11] Patent Number: 5,486,821

[45] Date of Patent: Jan. 23, 1996

[54] **ARTIFICIAL HORIZON ALTITUDE WARNING SYSTEM**

5,334,995 8/1994 Gno ..... 340/980

[75] Inventors: David E. Stevens, St. Louis, Mo.;  
Leonard A. Teabne, Pensacola, Fla.[73] Assignee: The United States of America as  
represented by the Secretary of the  
Navy, Washington, D.C.

[21] Appl. No.: 249,658

[22] Filed: May 26, 1994

[51] Int. Cl.<sup>6</sup> ..... G08B 23/00[52] U.S. Cl. .... 340/970; 340/974; 340/977;  
340/980[58] Field of Search ..... 340/970, 973,  
340/974, 975, 980, 977, 982; 342/29; 345/7,  
139; 364/433, 434[56] **References Cited****U.S. PATENT DOCUMENTS**

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 Nordwall, B. D., "Pilots Sense Altitude With Peripheral Vision Using New Garrett Display", *Aviation Week & Space Technology*, (May 8, 1989), pp. 97-99.  
 NASA Conference Publication 2306, "Peripheral Vision Horizon Display (PVHD)", (Mar. 15-16, 1983).

Primary Examiner—John K. Peng

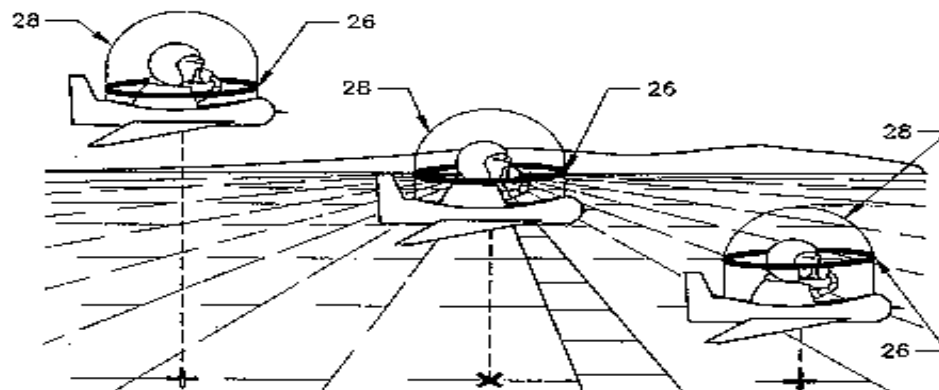
Assistant Examiner—Benjamin C. Lee

Attorney, Agent, or Firm—A. David Spovack; William C. Garver

[57] **ABSTRACT**

An artificial horizon altitude warning system is provided for helping to prevent a controlled flight of an aircraft into the ground. The artificial horizon altitude warning system comprises an altimeter for gathering altitude information about the aircraft and generating an altitude signal; a laser assembly for producing a light in a cockpit of the aircraft; and a controller for receiving the altitude signal and for positioning the light in the cockpit to form an artificial line based on the altitude signal, the artificial line being positioned so as to be disposed along the arcuate length corresponding to the location of an actual horizon as viewed by a pilot of the aircraft.

18 Claims, 3 Drawing Sheets





# Trademark

1. It is covered under the Act called the Trade Marks Act, 1999.
2. The Act came into effect on September 15, 2003. It replaced the Trade and Merchandise Marks Act, 1958.
3. It extends to the whole of India.
4. It shall come into force on such date as the Central Government may publish, by notification in the Official Gazette

# Trademarks

## ■ **Trademark:**

➤ A symbol, logo, word, sound, color, design, or other device that is used to identify a business or a product in commerce.

➤ Different Symbols are :

- TM** Intent to use application filed for product
- SM** Intent to use application filed for services
- ® Registered trademark

# Trade Marks



Name

Logotype

Symbol

Slogan

Shape

Color



orange<sup>TM</sup>



# Registration Procedure

- Application for search.
- Application for registration.
- Examination of trademark.
- Advertisement of trademark.
- Filing of opposition.
- Certificate issued.

# DURATION & FEES OF TRADEMARK

- Trademark is ***valid*** for 10 years from the date of application which may be renewed for further period of 10 years on payment of prescribed fees.
- Service mark Rights are reserved exclusively for owners for 17 year & it can also be renewed.
- The Govt. fees is Rs. 2,500 for each class of goods or services.

# Applicability Of Trademark

- A trademark is a sign **Used on**, or in connection with the marketing of goods or services.
- “**Used on**” the goods means that it may appear not only on the goods themselves but on the **container or wrapper** in which the goods are when they are sold.

# A) Set apart from surrounding text....

## Correct use:

***Raymond Textile*** is India's leading producer of worsted suiting fabric with over 60% market share.

„Raymond Textile“ is India's leading producer of worsted suiting fabric with over 60% market share.

## Incorrect use:

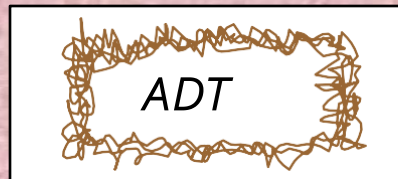
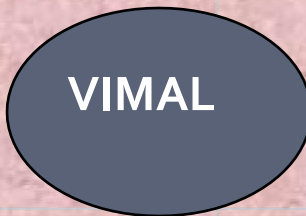
Raymond Textile is India's leading producer of worsted suiting fabric with over 60% market share.

## B) Specify font, size, proportion and placement

### Correct use:



### Incorrect use:





# C) Do not change spelling

## Correct use:

- Calvin Klein
- Tommy Hilfiger
- MPC POTTERIES GWALIOR

## Incorrect use:

- Kalvin Klein
- Tommy-Hilfiger
- MPC P/G

# Trademarks & Service Marks





# Copyright

- The **Indian Copyright Act, 1957** governs the system of copyrights in India.  
[Amended in 1982, 1984, 1992, 1994 & 1999]
- **Meaning** : It is a right which Grants protection to the unique expression of Ideas.

# Original

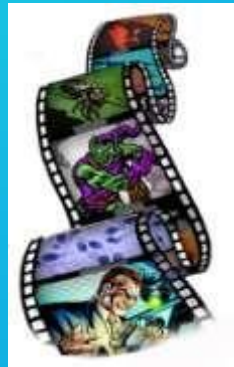
- The term original in the copyright law means that the work *originated* with the author.
- There is no requirement for *novelty or uniqueness* as there is in patent law.
- Copyright law protects the expression of an idea. Not the idea itself.

# What is covered by copyright?

**Literary**



**Films**



**Dramatic**



**Musical**



**Artistic**



**Sound Recording**



# What is not covered by copyright?

- Ideas
- Facts
- Recipes
- Works lacking originality (e.g. The phone book)
- Names, titles or short phrases



# Registration Procedure



- Register a copyright by completing a simple application form, along with the appropriate fee
- Need not send a copy of your work,
- It may appear with the same title, but if each work has been created independently, each will have its own copyright protection.

# Duration of Copyright



## **Copyright lasts for the-**

- Author's lifetime + 50 years from the end of the calendar year in which the author dies,
- 50 years for films and sound recordings,
- 25 years for typographical arrangements of a published edition,
- Copyright protection always expires on December 31 of the last calendar year of protection.



# What is “Fair Use”?

- Gives permission to use copyrighted materials if certain criteria are met
- Protects freedom of speech
- Promotes public benefits like education.



# Beware the “Fair Use Excuse”

- Never assume that your use falls under the fair-use exception!
- “Saving money” is not a sufficient excuse
- Laziness can be a trap!



# How much can I use?

- Photos and images - up to 5 works from one author; up to 10% or 15 works, whichever is less, from a collection
- Database information - up to 10% or 2500 fields or cell entries, whichever is less



DANGER!

# Take action against Infringements



# What constitutes Infringement?

- Any reproduction, use , distribution, performance, etc. of the work without the permission of the owner.
- An ***identical or substantial similar*** reproduction is also covered
- Infringement – Damages - Injunction

# Remedies for Patent Infringement



- A **suit** can lie in the District or High court ,
- It may issue **an injunction** either **to prevent** the infringer from any further use & **award damages** to the patent owner **or** will pay the patent owner **royalties** for further use.



# Apple sued HTC over iPhone patents

- Apple sued phone maker HTC and has filed a complaint with the U.S. International Trade Commission, alleging that the Taiwanese company is infringing 20 Apple patents related to the [iPhone](#)
- Steve Jobs, Apple's CEO, said in a statement "We think competition is healthy, but competitors should create their own original technology, not steal ours."



# Trademark Infringement, Counterfeiting and Dilution

- Infringement - A mark that is likely to cause confusion with a trademark already existing in the marketplace
- Counterfeiting - The deliberate copying of a mark
- Dilution - The value of the mark is substantially reduced through competition or through the likelihood of confusion from another mark
- **Offences** include falsifying and falsely applying trademarks, trade description are punishable by imprisonment and fine.



# Remedies for Trademark Infringement



**A suit** can lie in District or High court

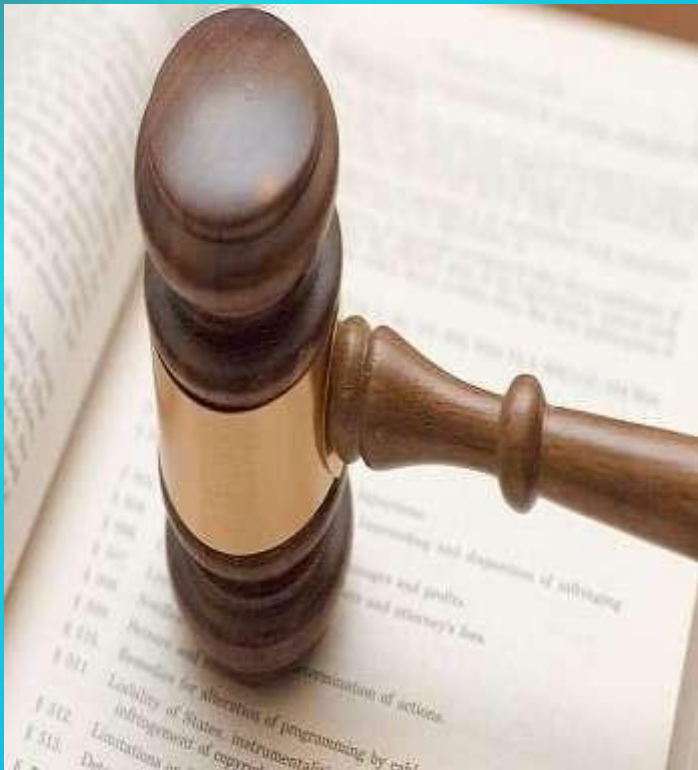
- Punishment extends from **6 months to 3 years**
- A permanent bans on engaging in commercial activities

# Example of a successful civil enforcement action

- 3 suits filed by Adidas Saloman AG in the Delhi High Court against counterfeiters
- At the initial stage, infringing goods were seized by the Local Commissioner
- Cases were decreed recently & damages of Rs. 15 lakhs was awarded to Adidas Saloman



# Remedies for Copyright Infringement



- A **suit** can lie in the district court or in a high court u/s 63 of the copyright act, 1957
- Punishable with imprisonment upto **3 years** and fined as per the claims.



# **COPYRIGHT CLAIMS ON THE BASIS OF UNDERLYING ARTISTIC WORKS**

**Ritika Limited v. Ashwani Kumar**



**Ritika Limited v. Nina Talukdar**



**Ritika Limited v. Sajid Mobin**





# “...but I didn't know!”

- Called “Innocent Infringement”
- Occurs when infringer was unaware that things were Protected.
- No excuse if work properly displays..
  - “Patent”
  - Trademark symbol: ®, TM, SM
  - Copyright notice: © + name + year

**Example: Utsav Sarees © 2011-2012**



# Trade Secrets

- A trade secret consists of
  - a formula, device, idea, process, pattern, or compilation of information that gives the owner a competitive advantage in the marketplace,
  - a novel idea that is not common knowledge and is kept in a confidential state.
- A trade secret is **not protected** by federal law
- Can only be protected through employment contracts and/or maintaining tight security
- Recipes, ingredients, codes, manufacturing costs

## **Types of IP: A General Practice Attorney is Likely to Encounter**

- Variants of Trade Secrets
  - Limited rights in technical data
  - Restricted rights in computer software
  - Government purpose rights
  - special license rights

# CONCLUSION

- Create yourself, rather than using other's creations
- Do not use competitor's mark in such way that it harms competitor in unfair way
- No comparisons that are likely to cause confusion

# CONCLUSION

- Technological advancement made the job of the CREATOR easy  
.....it also made the job of the COPY-ER easy.

# Any Questions.....





THANK  
YOU