



### Notes:

For the cartoon strips, students from your class may be involved to enact the situation depicted.

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### Notes:

You may organize an interactive session in the classroom and ask the students to suggest/ come up with unique names for the ice-cream parlour. You are

encouraged to very briefly analyse the suggested trademarks from a distinctiveness point of view. This exercise should not be longer than 5-10 minutes.

**Please Note:** Avoid adjectives like 'nice', 'efficient', etc., or suggestive terms like creamy, snowy, cold, etc., names of person or places like India; Obscenity; Religious or Government words or symbols (like the Ashok Chakra); Common shapes (sphere), while applying for protection of a trademark.

- ✚ A good trademark must be distinctive in order to get registered. A distinctive mark is one which has a unique feature that distinguishes the mark from the rest.
- ✚ A bad trademark is one which is descriptive and suggestive of the product. Thus to make a good trademark it must be fanciful, like or a coined word like 'Maggi' for noodles or Kodak for camera.

## Revision

- ✚ Using the internet, find out the "well-known trademarks" in India.
- ✚ What is a trademark?
- ✚ Imagine a footballer sets up his own company to launch and sell his own range of clothes. What can he use to prove that the clothes are made by his company?

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## Slide 20



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