

## IP Mascot & Tie-Up with Entertainment Industry

- CIPAM launched an IP Mascot titled 'IP Nani', who is a tech-savvy grandmother helping the government and enforcement agencies in combating IP crimes with the help of her grandson "Chotu" aka Aditya.



- IP Nani spreads awareness about the importance of Intellectual Property Rights (IPRs) among people, especially children, in an interesting manner.



- CIPAM launched an Anti-Piracy Video Campaign in collaboration with Viacom 18 Media Pvt. Limited using the popular cartoon characters – Motu and Patlu, to raise awareness in kids on piracy.



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



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