

Maharashtra Educational Society's
H.K COLLEGE OF PHARMACY
Oshiwara Jogeshwari (w). Mumbai

Report on seminar entitled "Overview of Intellectual Property Rights"

Date: 15th February 2019

Presented by: Dr Ashwini Sandu, Strategic IP Advisor - ITAG Business Solutions, Mumbai

Program Highlights:

The department of Pharmaceutical Chemistry organized a seminar on "Overview of Intellectual Property Rights" for the bachelor and master students. The aim of the seminar was to orient the students to different aspects of intellectual property with emphasis on patents. Dr Ashwini began the seminar with an animation by which explained what is an invention. This was followed by her lecture. She discussed the definition of intellectual property and explained the correct meaning of the term giving specific examples. She listed the types of IPR namely, Trademark, Copyright, Design, Geographical Origin, Trade Secret and Patent. She discussed these divisions of IPR one by one and explained with the help case studies. With respect to Trademarks she explained how these have to be non-related and non-subjective which do not describe the product. The case studies discussed were of GluconD versus GlucoseD where the colour and image were very similar and the decision was in favour of GluconD. Similarly, the case of Bata versus Batafoam was discussed where Bata won the case. Further, Copyright was explained and Dr Ashwini mentioned that copyright provides protection for a time span of 60 years after the death of the author. The example given was of books, audio and video recordings. The discussion then moved to Design giving examples of design of various brands and how they have been protected. The case study discussed was that of the design of Benz being similar to VIP brand logo sharing similarity with Benz logo design and Benz winning the case. The next part of the discussion was on Geographical origin where specific examples such as Kolhapuri chappal, Basmati rice etc. were discussed. The case of rice from Texas wrongly called as basmati was discussed where the producers of Texas rice renamed the rice as Texmati after losing the case. This section was followed by Trade Secret where the importance of trade secret was discussed and the example of Coca Cola recipe being a trade secret guarded by a handful of very senior authorities was mentioned. The seminar then discussed patents in depth with emphasis on Indian Patent Law. The process of patent application was explained with the help of flow

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diagram and various criteria for patentability were also discussed. It was also discussed regarding the opposition process for a patent application in India. Various time frames between the time of provisional application to the filing of specifications were also summarized. The locations of Indian patent offices were also told to the audience and the value of patents was emphasized to the students. The seminar was very informative and students were greatly benefited by it. The seminar ended by question answer session and a vote of thanks.



Figure 1a: Technical Director Prof. V. S. Velingkar felicitating Dr Ashwini Sandu
Figure 1b: Dr Ashwini Sandu presenting her talk on Intellectual Property Rights

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23/02/2019

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