



**MAHARASHTRA NATIONAL LAW UNIVERSITY,
NAGPUR**

CIPR & DPIIT- IPR Chair

organises

An Expert Lecture

by

Ms. Anuja Misra

Assistant Professor of Law,

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on

DISTINCTIVENESS OF TRADEMARKS

October 20, 2022

**Maharashtra National Law University, Nagpur
Waranga, PO:Dongargaon, (Butibori), Nagpur-441108**

VIRTUAL EXPERT LECTURE DISTINCTIVENESS OF TRADEMARKS

Department for Promotion of Industry and Internal Trade (Ministry of Commerce and Industry, Government of India) Chair on IPR and Centre for Intellectual Property Rights, Maharashtra National Law University, Nagpur under the Expert Lecture Series is organizing Virtual Expert Lecture on **‘DISTINCTIVENESS OF TRADEMARKS’ on October 20, 2022 (Thursday)**

ABOUT THE UNIVERSITY

Maharashtra National Law University, Nagpur, an Institution with a student centric outlook, was established by the Government of Maharashtra in 2014. The University started its academic activities from August 1, 2016 and is currently in its sixth year of academic pursuits with sixth batch of undergraduate degree course [B.A.LL.B.(Hons.) Five-Year Integrated Degree Course]; sixth batch of postgraduate degree program [One-Year LL.M.]; and three batches of Ph.D.; Second batch of B.A.LL.B. (Honours in Adjudication and Justicing) Five-Years Integrated Degree Course programme. The University is recognised by the University Grants Commission (UGC) under 2F and 12B and the Bar Council of India (BCI), New Delhi. It is also a member of Association of Indian Universities (AIU), New Delhi and Consortium of National Law Universities (CNLUs).

ABOUT THE DPIIT-IPR CHAIR

The University is proud to have the DPIIT-CHAIR on Intellectual Property Rights established by the Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry, Government of India. DPIIT-IPR CHAIR The Scheme for Pedagogy & Research in IPRs for Holistic Education & Academia (SPRIHA) was launched in the year 2016 by the Department for Promotion of Industries and Internal Trade (DPIIT), Ministry of Commerce and Industry, Government of India. The IPR Chair was established under the scheme at selected Universities in India and MNLU, Nagpur takes pride in being one of them. The chair was established to fulfill one of the objectives of the National IPR Policy of the Government of India which was to ‘Strengthen IP Chairs in educational institutes of higher learning to provide quality teaching and research, develop teaching capacity and curricula and evaluate their work on performance-based criteria’. The Objective of the National IPR Policy is to strengthen the IPR framework of the country. The plan under the initiative of ‘AatmaNirbhar Bharat’, is to create more local brands and take them at a global outreach and Intellectual Property Rights play a key role in it. To achieve the objective of ‘AatmaNirbhar

Bharat,' the DPIIT-IPR Chair is organising several activities such as launching online programmes to increase awareness, seminars, expert lectures for imparting knowledge on the process of acquiring IPR, etc. with an intention to help the participants become self-reliant.

CONCEPT NOTE

A trademark is a sign capable of distinguishing the goods or services of one enterprise from those of other enterprises. Trademarks are protected by intellectual property rights. A trademark can be any word, phrase, symbol, design, or a combination of these things that identifies your goods or services. It's how customers recognize you in the marketplace and distinguish you from the competitors. The word "trademark" can refer to both trademarks and service marks.

By registering a trademark, one can secure the right to exclusively use the logo or phrase and remove the possibility that the competitors will try to benefit by copying others' business. Registration also protects the right to sue another company that uses a trademark to pass off as their business. Distinctiveness is important because it impacts everything from the registrability of the trade mark, to its scope of protection, to enforceability and its continuing validity once registered. It identifies the product and its origin. It proposes to guarantee the quality of the product. It advertises the product as it represents the product. It creates the image of a product in the minds of the public, especially the consumers or the prospective consumers of the product.

Hence, it is important to understand the complexities and intricacies related to trademarks.

THE OBJECTIVES OF THE EXPERT LECTURE SERIES

To promote awareness on intellectual property rights and its importance, it becomes of paramount importance to help people understand the interface of IPR with other domains. For the same, the DPIIT-IPR Chair aims to organize a series of lectures which would focus on the IPR and its relation with other domains like Space law, Entertainment and Music Industry, Sports law, Trade Marks, Designs, Semiconductors, Trade Secrets, Traditional Knowledge, Geographical Indications, Energy and Telecom Industry, Biodiversity, Pharmaceuticals, etc. One of the main objectives is to make public aware about the economic, social and cultural aspects of the IPR. In pursuance of the same this lecture in the Expert Lecture Series is being organized.

SCHEDULE FOR THE EXPERT LECTURE

The Expert Lecture by **Ms. Anuja Misra, Assistant Professor of Law, Maharashtra National Law University, Nagpur** is scheduled on October 20, 2022, from 7:00 p.m. to 8:00 pm.

Registration Details:

The registration to the expert lecture is open to

- Law students
- Academicians and Researchers
- Stakeholders
- Practising advocates and professionals

Registration Fee –There is no registration fee for the expert lecture. Prior registration to the expert lecture is **mandatory**.

Registration Link- <https://forms.gle/aVSKjizQMpuEoUCS8>

*All participants of the Expert Lecture will receive an Electronic certificate (e-certificate).



PATRON

Prof. (Dr.) Vijender Kumar
Hon'ble Vice-Chancellor,
Maharashtra National Law University, Nagpur.



Coordinator

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Contact

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