



CDIPR
Centre for Development of Intellectual
Property and Research
बौद्धिक संपदा एवं अनुसंधान विकास केंद्र



NAOVINA
Development of
Intellectual
Property and
Research Foundation
Centre for Development of Intellectual Property and Research

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Centre for Development of Intellectual Property and Research
Naovina Development of Intellectual Property and Research Foundation
(A Section 8 Non-profit Organisation registered under the Companies Act, 2013)

SL-PN/D/15/Sep/2024

Dated: 15.10.2024

To,

1. All Office Bearers, Stakeholders
2. Public Notice
3. IPR Centres, Research Organisations
4. Academic Institutions/Universities

Sub: Webinar on “The Impact of Trademarks on Business in India: A Deep Dive into Trademark Law and Its Distinction from Other Intellectual Property”

We are pleased to inform you about a one-day webinar titled ***“The Impact of Trademarks on Business in India: A Deep Dive into Trademark Law and Its Distinction from Other Intellectual Property”***, scheduled for **20th October 2024**. As part of our ongoing efforts to raise awareness about Intellectual Property Rights (IPR), this webinar will focus on the role trademarks play in shaping and protecting brand identities in India's dynamic business environment.

The details of the webinar are as follows:

Title: *The Impact of Trademarks on Business in India: A Deep Dive into Trademark Law and Its Distinction from Other Intellectual Property*

Description:

In today's competitive business landscape, trademarks play a pivotal role in defining brand identity and ensuring market differentiation. This comprehensive webinar will explore the crucial impact that trademarks have on businesses in India, from protecting brand value to building consumer trust and driving market growth. The session will begin with a detailed overview of Trademark Law in India, including the registration process, enforcement of rights, and remedies

India's First Non-Governmental Research Organisation dedicated to Intellectual Property Rights

Offices: Wadhwa Complex, Laxmi Nagar, New Delhi - 110092 (Delhi)

Sri Nagar Colony, Tetri Toli, P.O./P.S. Namkum, Ranchi, Jharkhand - 834010 (Jharkhand)

Administrative Mail: cdipr@icchr.in | **Contact Mail:** cdiprofficial@gmail.com

Website: <https://cdipr.icchr.in>

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available for infringement. Our expert speaker will provide valuable insights into how businesses can leverage trademarks to safeguard their brand assets and boost visibility in both domestic and international markets. The webinar will also cover the distinctions between trademarks and other forms of Intellectual Property (IP) such as patents, copyrights, and trade secrets. It aims to help businesses understand the unique protections and strategic advantages each IP category offers, enhancing their approach to long-term brand strategy and legal challenges.

Key Topics:

- Overview of Trademark Law in India and the registration process
- Case studies on the impact of trademarks on brand value and business success
- Strategies for managing trademark infringement and disputes
- Comparative analysis: Trademarks vs. Patents, Copyrights and Trade Secrets
- Best practices for aligning trademarks with business growth and expansion plans

Date: 15th September, 2024

Time: 11:00 AM to 1:00 PM (IST)

Guest Speaker: Dr. Gargi Chakrabarti (*Associate Professor of Law, Dharmashastra National Law University*)

Dr. Chakrabarti specialises in Intellectual Property Rights (IPR), particularly trademark and copyright law. She brings extensive experience in teaching and research, with a keen focus on the intersection of IPR and business growth. Dr. Chakrabarti has participated in numerous national and international conferences, sharing her expertise on how businesses can protect and enhance their brand assets through effective trademark strategies.

Target Audience: Business owners, legal professionals, entrepreneurs, students and stakeholders in the business.

Organiser Team:

Sriram Shirke (Phone: 9767592904, Email: connect2sriramshirke@gmail.com)

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Ritik Khurana (Phone: 9306413093, Email: ritikkhurana15@gmail.com)


Arijit Kundu (Phone: 7980209773, Email: arijitkundu108@gmail.com)

Sawai Sharma (Phone: 7300224129, Email: thesawai504@gmail.com)

Pathmanabhan Sooraj (Phone: 6235737635, Email: pathmanabhansooraj@gmail.com)

Priyal Bansal (Phone: 8302781850, Email: priyal.b2005@gmail.com)

Regards,


(DIPENDU DAS)
Director, CDIPR

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