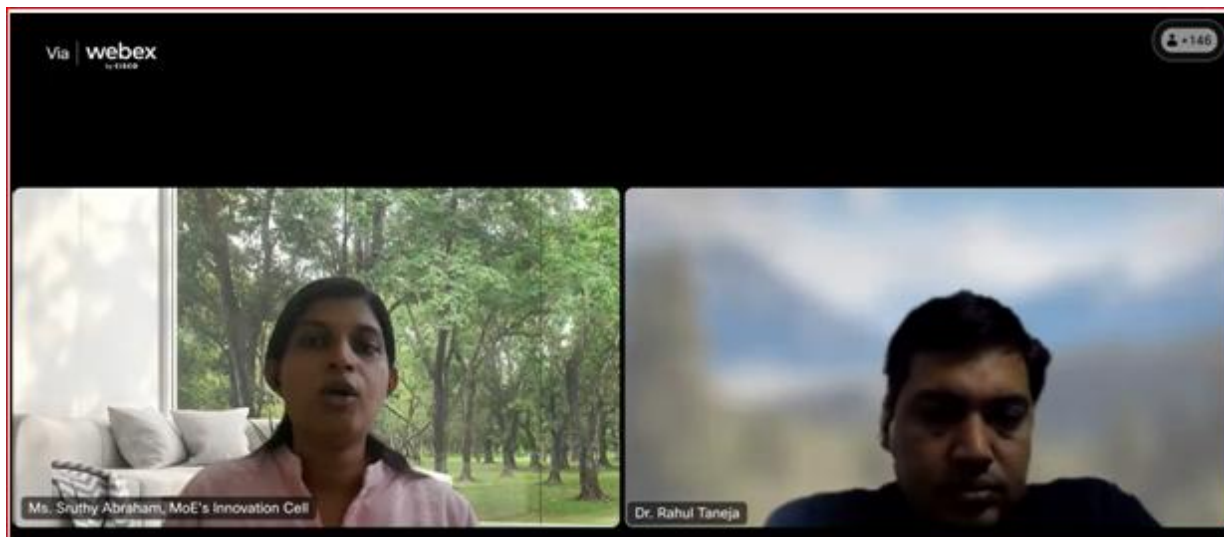


Industry Institute Interaction (IIIC) and Institution's Innovation Council (IIC)

A report on Mark the spot: Trademarks Talk: Master class on Trademarks & Geological Indications

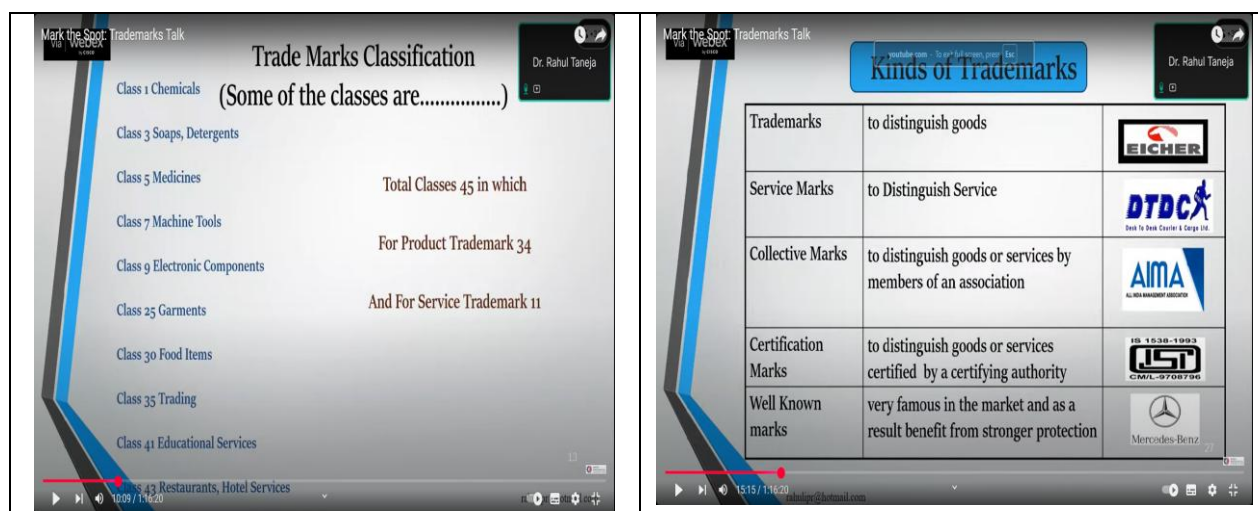
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The webinar, titled "Mark the Spot: Trademarks Talk," was part which is organized by IIC and the Ministry of Education's Innovation Cell during IP Week 2025. The session focused on "trademarks and geographical indications (GIs)", two crucial pillars of intellectual property (IP) protection for branding and commercialization. The speaker, "Dr. Rahul Panea", a scientist at the Directorate of Science and Technology, Government of Haryana, provided an in-depth discussion on trademark laws, registration processes, and their significance for businesses and startups.



At the outset, the speaker, "Dr. Rahul Panea", provided a detailed explanation about Trademarks Talk. Understanding Trademarks

A **trademark** is a recognizable sign, symbol, or expression that distinguishes goods or services of one business from another. It can include **words, logos, colors, shapes, and even sounds**. Trademarks help in **brand recognition, customer loyalty, and legal protection** against infringement. **Duration:** Trademarks are valid for **10 years** and can be renewed.



“Dr. Rahul Panea” speaks how Trademarks play a crucial role in protecting a business's brand identity by distinguishing its goods or services from competitors. They can include words, logos, colors, shapes, and even sounds, helping build brand recognition and customer loyalty while providing legal safeguards against infringement. In India, trademarks are valid for 10 years and can be renewed indefinitely. There are different types of trademarks, including **product trademarks(TM)** for goods, **service marks (SM)** for services, **collective marks** for associations, **certification marks** indicating quality standards, and **well-known marks** for globally recognized brands. Registering a trademark prevents unauthorized use, enhances brand value, and enables licensing opportunities, making it essential for startups to secure their brand early. The registration process involves searching existing trademarks, filing an application (Form TM-A), examination, publication in the Trademark Journal, and final registration. Common mistakes to avoid include using descriptive or geographically restricted names. Additionally, **Geographical Indications (GIs)** protect region-specific products like Darjeeling Tea, differing from trademarks as they apply to collective groups rather than individual businesses. For global protection, the **Madrid Protocol** allows filing in multiple countries through a single application.

Selecting an effective trademark requires careful planning to ensure legal protection and brand success. The ideal trademark should be **distinctive and memorable**, avoiding generic or descriptive terms that may be difficult to register. Invented words (like "Xerox" or "Pepsi") offer the strongest protection, while suggestive marks (such as "Airbnb" for lodging) can also work well. Before finalizing a name, conduct a **thorough trademark search** through the IP India database to check for conflicts with existing registrations. It's equally important to consider **future business expansion**—choose a name that won't limit your growth geographically or across industries. Additionally, verify that your chosen mark doesn't have negative connotations in other languages or cultures. By selecting a unique, protectable trademark early and registering it under the correct **Nice Classification** categories, businesses can establish a strong brand identity while avoiding costly legal disputes down the line. Consulting a trademark professional can further streamline this process and increase your chances of successful registration.



Trademark registration provides **legal protection** for your brand identity, preventing competitors from using similar names, logos, or slogans. It **builds brand trust** among consumers and enhances business credibility. Registered trademarks also enable **licensing and franchising opportunities**, adding revenue streams. For startups, securing a trademark early is vital to **avoid costly rebranding** due to infringement issues. Additionally, a registered trademark is a **valuable business asset** that can appreciate over time.

Trademark Registration Process in India

Trademark Search – Verify uniqueness on the **IP India website** to avoid conflicts.

Application Filing Examination – The Trademark Office reviews for objections (takes 3-6 months).

Publication in Trademark Journal – If approved, the mark is published for **4 months** for public opposition.

Registration & Certification – If no opposition, the trademark is registered, and a certificate is issued (valid for **10 years**, renewable indefinitely).

This session provided **valuable insights** into trademark laws, registration, and enforcement, emphasizing their role in **business growth and brand protection**. , “Dr. Rahul Panea” expertise and practical examples helped participants understand the **legal and commercial aspects** of trademarks and GIs. Startups, innovators, and businesses were encouraged to **secure their IP rights early** to avoid legal disputes and build strong brand identities.

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