

# Do you want to protect your Intellectual Property Right

Since for many businesses and entrepreneurs an idea is their key to economic success, being able to protect intellectual property is crucial in today's information economy. Bestselling novels, advanced technologies and new businesses: all of these things, and more, began with an idea. As a result, intellectual property law has played an important role in shaping today's world; it also faces quite a few challenges and controversies going forward.

The problem we all face is working out how to ensure that the valuable IP rights are usable, and how to ensure that their value is preserved in the face of relentless infringement on an enormous scale. We cannot sit by while rights that have been developed to nurture innovation and encourage investment are rendered impotent. This is true whether it is caused by the deliberate behavior of serious infringers or by the unthinking actions of people who don't appreciate the harm that is caused by watching free streaming sites or buying "bargain" counterfeit goods.

With the large number of intellectual property infringement litigation publicity in the news media, more and more enterprises realize the risk of infringement is present throughout the whole process of business activities, which needs to pay more attention. A key priority for us is to "know the enemy"; good evidence, and clear intelligence about the harm caused by infringement and the business models that facilitate and profit from it, are central to an effective response. This is why the strategy contains a commitment to develop a robust methodology for measuring the harm caused by IP infringement.

To put it in raw terms, intellectual property prevents one person or organization from stealing another person or organization's ideas. Intellectual Property Right refer to the legal ownership by a person or business of an invention/discovery attached to particular product or processes which protects the owner against unauthorised copying or imitation. IPR covers the following areas:

## **Patents**

A patent is an exclusive right granted for an invention, which is a product or a process that provides, in general, a new way of doing something, or offers a new technical solution to a problem, giving the owner the right to exclude others from making, using, selling, offering to sell, and importing an invention for a limited period of time, in exchange for the public disclosure of the invention.

## **Copyright**

A copyright gives the creator of an original work exclusive right over their literary and artistic works, usually for a limited time. Works covered by copyright range from books, music, paintings, sculpture, and films, to computer programs, databases, advertisements, maps, and technical drawings.

## **Trademark**

A trademark is a recognizable sign, design or expression which distinguishes products or services of a particular trader from the similar products or services of other traders.

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## **Industrial Designs**

An industrial design right protects the visual design of objects that are not purely utilitarian. It consists of the creation of a shape, configuration or composition of pattern or color, or combination of pattern and color in three-dimensional form containing aesthetic value. Generally speaking, it is what makes a product look appealing, and as such, it increases the commercial value of goods.

## **Geographical Indications**

A geographical indication (GI) is a sign used on products that have a specific geographical origin and possess qualities or a reputation that are due to that origin. Effective planning is crucial and significant to the successful completion of any project. Before starting any project, our team of experts will first assess your goals and requirements and then will provide you with an estimate and time-line for completion of the project. We always ensure the job be done right while saving time, money, and aggravation at the same time. The ultimate solution to the issues relating to protection of intellectual property right is to take the assistance of a competent team of professionals.

The “B2C Eventures Private Limited” is more than two decades established and growing organization; have been rendering IPR related services to around 150 clients till date. B2C Eventures is equipped with as many as fifty experts and professionals, comprising advocates, Chartered accountants, Company Secretaries and MBAs.

Senior Attorneys with many years of experience understand the intricacies of litigation involving issues around Intellectual Property Rights. We have been handling various disputes related to IPR infringements which include representing our clients before various courts, authorities and forums in complex litigations issues, appeals and opposition proceedings. Our deep understanding of IPR laws enables B2C Eventures to deliver positive results to the needs and satisfaction of clients.

**As far as specific consultations and expertise are concerned, B2C Eventures provides the following IPR related services:**

- Drafting, Filing, Prosecution and opposition of applications of Trademarks, copyrights and other Intellectual Property Rights;
- Drafting of various Agreements pertaining to Assignment and Licensing of Intellectual Property Rights and providing advisory services on different transactional work involving IP Rights
- Initiating legal action for Infringement of Trademarks;
- Preparation of Journal Review Reports and sending updation mailers to clients;
- Execution all formalities with respect to enrolment and litigation matters of Trade Marks and Service Marks, along with drafting technology transfer and licensing compliances, estimate of intellectual property;
- Representation before and liaising with various authorities such as Trade Mark Registry, Copyright Office, Intellectual Property Appellate Board (IPAB) and other concerned Authorities;
- Drafting of agreements for assignment of trademarks;her concerned Authorities;
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#### **Trademark Application:**

We filed the trademark application for one of our client under Class 5 on behalf of a Company in respect of Pharma & Medical products. In response of which, the Trademark Department issued an Examination Report that the mark is deceptively similar to the already registered mark and for the similar goods or services. Further, it shall not be registered because of its identity with an earlier trade mark and similarity of goods or services covered by the trade mark.

Thereafter, the reply to examination report is filed by our professional team to explain the department that how the mark is distinctive from the mark already registered on various grounds with regard to its usage, business, purpose etc. The department then scheduled the hearing in respect of our mark. The hearing was attended by our legal expert and after hearing the arguments presented by our professional, hearing office noted that our argument had a sense of clarity and our client's mark was distinctive from the already registered mark. Finally, the mark was Accepted and Advertised by the department. And then the mark was objected by a third Company claiming that its mark is similar to our client's mark. On which our team filed counter statement in form TM-O to convince department that our mark is different to the opponent mark on various grounds. A professional attended the hearing and the mark was successfully registered on Trademark Portal.