

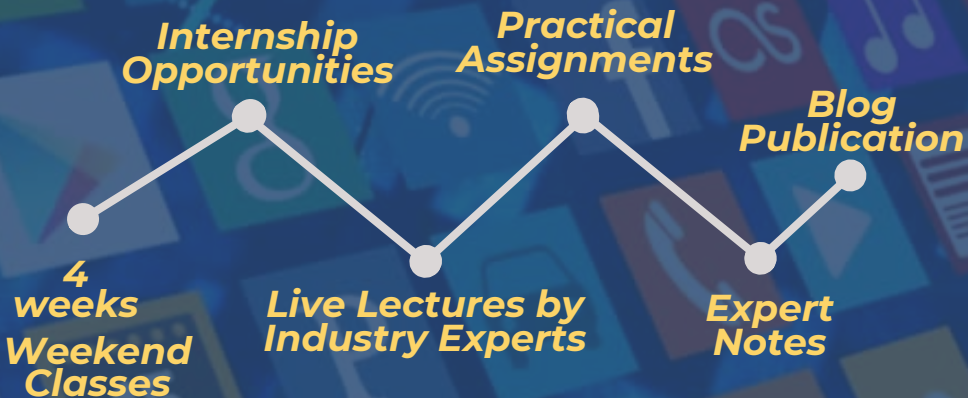


PRESENTS

MASTERING INTELLECTUAL PROPERTY

A COMPREHENSIVE COURSE ON TRADEMARK AND COPYRIGHT LAW

27th April to 12th May



*Choose your path:
enroll in both courses for a
holistic view or select the one that
suits your goals.*



FEEDBACK FROM PREVIOUS BATCHES

"The lecture on understanding objections which are raised in section 9 and 11 of the trademark act helped me understand how to overcome such objections."

Understand how to overcome objections and oppositions with real samples

Learn how to conduct searches + samples

"Being relatively new to the field of trademark law, the lecture on how to conduct public searches and the samples of drafting proved to be valuable."

"The guests lectures on how to overcome legal technicalities and how to create beneficial strategies, which is not usually given on paper but is ground reality will definitely help me in my conduct to any trademark matter."

Learn the practicalities of practice and trademarking strategies

Interactive sessions with industry experts

"The course offered wholesome interaction with guest speakers ensuring doubts were cleared for participants."

"The course benefited greatly from sessions led by highly skilled trademark attorneys."

"I think IP press does amazing job while explaining complex IPR law concepts."

"It was a wonderful experience and would like to be a part of more courses by IP Press."

FIFTY SEATS ONLY!

For more information, visit: www.theippress.com

DURATION

Four Weeks
Weekend Classes
100% Online.

WHO CAN REGISTER

Any graduate/post-graduate/scholar/professional from any field.



Tailor your learning journey to your needs – *enroll in both* Trademark and Copyright Law courses for a comprehensive understanding, *or choose the one* that aligns perfectly with your professional goals.

ASSESSMENT

- 80% Attendance
- The top three blogs authored by the participants will be published on The IP Press website.
- Top performers in the practical assignment will receive internship opportunities.

[Topic for the blogs will be shared through email.]

REGISTRATION LINKS

Early bird offer valid till 15th April, 2024
Trademark: ~~INR 2999/-~~ **INR 2499/-**
[Click here to register](#)

Copyright: ~~INR 2999/-~~ **INR 2499/-**
[Click here to register](#)

Both: ~~INR 4999/-~~ **INR 4499/-**
[Click here to register](#)



Exclusive Handbook



Get an exclusive handbook on Trademark Law and Advocacy- Master the practical nuances of protecting your client's brand with expert insights and real-world strategies.

In case of any query, write an email to us at
theippress@gmail.com

Topics to be covered - Trademark

Module 1: Basics of trademark and advocacy

- What is a trademark (and in comparison to other IP domains): Brand, trademark, other IP;
- Evolution of trademarks globally, international conventions (Paris Convention, Madrid Protocol, TRIPS etc.)
- Importance of trademark for entrepreneurs and business entities
- Evolution of trademark law in India
- Business valuation for trademarks- geographical limits, time duration, business incorporation

Module 2: Practical training on filing and examination of trademarks in India and other jurisdictions

- What can be trademarked, using names such as trademark, logos and brand names, conventional/ non-conventional trademarks
- What cannot be protected by trademark- well-known trademarks and sections 9, 11, and 13, grounds of refusal
- Trade dress, the overlap between copyright, design, and Patent.
- Searching for an optimal trademark- practical consideration behind a trademark
- Importance of registered and unregistered trademarks: Why should one file a TM application?

Module 3: In & Outs of the strategies adopted in Trade mark opposition proceedings

- Evaluation of examination report by the registry, and resolving issues.
- Advertising of trademark and opposition notices. (Responding to opposition notice) special focus on frivolous oppositions using ample examples to file a robust counter statement.
- Drafting opposition notice and counter-statement, affidavits, submitting evidence against opposition notice.
- What is an infringement and passing off?
- Filing a petition form infringement/ passing off and drafting replies against it.
- Drafting cease and desist notice and responding to it.
- Understanding parallel imports and filing applications with the customs office to prevent infringement from imports.

Module 4: Heads and Tails of advocating a Trade mark

- Protecting trademarks from being generic, monetizing trademarks
- Licensing, merchandising, franchising
- Domain names and trademarks- cybersquatting
- Trademark portfolio- goodwill and monitoring portfolios- Prevent misuse of trademarks by competitors in their comparative ads. (Like Horlicks ad using Complan packaging-is it allowed?)

Module 5: Remedies, renewal and rectification

- Civil and criminal remedies available against the infringer.
- Forums and dispute resolution mechanism
- Understanding groundless threats and how to oppose them
- Application for rectification and renewal of trademarks
- Rights of prior uses, character and personality right and defences

Topics to be covered - Copyright

Module 1: Introduction to copyright

- What kind of intellectual property is Copyright? What is the justification for according Copyright to the creator?
- For what all industries/sectors, copyright law is relevant. Who are the stakeholders in the creative industry?
- How did Copyright law evolve historically globally and in India?
- Why and how has the international community shaped copyright law globally? What are the various international conventions dealing with Copyright law? Where does India stand?[International Treaties: Berne Convention, Rome convention, TRIPs and Internet treaties (WPPT/WCT), TRIPs, Beijing Treaty on Audiovisual Performances]
- What can be protected under Copyright law- Different types of works protected under copyrights.
- The prerequisites for qualifying as Copyrightable; Understanding Originality, Idea Expression Dichotomy, Doctrine of Merger, Fixation

Module 2: Interplay within Copyright Law

- Who owns the work? How do we differentiate between authorship and Ownership?
- In what all ways an author and an owner economically exploit their work? What are the various rights available to the author and owner separately concerning various works?
- Do the author and owner have moral rights concerning the work?
- Who are the performers and broadcasters? Does a Performer or a broadcaster have rights under the Copyright law?

Module 3: Copyright Protection in India and Abroad

- How do we protect our work in India or globally? Does Indian law or international law mandate registration? What has been the approach of the Indian judiciary on the same? Can the author/owner seek remedy without registration under the Copyright law?
- Domestic filing
- Who can file the application and in what form? Can the application be filled out online or only in physical mode? Where do we file the application?
- Who are the authorities under the Copyright law?

Module 4: Menaces and Limitations to Copyright

- What is Piracy/Plagiarism?
- What are the elements of primary & secondary infringement? What are the various tests to assess infringement?
- What is the difference between Fair Use and Fair Dealing? What are the various exceptions to Copyright infringement?
- How is the concept of Parallel Importation applied to copyright?
- Where is the suit for infringement filled? What are Remedies available in dispute infringement? [Civil remedies ; Criminal Remedies; Administrative remedies]

Module 5: Impact of Technology/Innovation on Copyright Law

- Technological protection / Digital Rights Management (DRM)
- Software Protection Debate
- Artificial Intelligence Protection Debate
- 31D & controversies
- Imitation & Innovation under copyright law
- What is the concept of Creative commons/Open access content?

Module 6: Exploitation of Copyright in the Real World

- Strategizing the commercial exploitation so that it generates revenues for companies
- Assignment of copyright
- Licensing of copyright: Voluntary license; Statutory license; Compulsory license
- Creative Industries and Copyright Exploitation
- Monetization Strategies for Creators
- Role of Copyright Societies
- Emerging Trends and Future Directions

Learn the skills that will help you ace your internship and job applications at an IP firm!

Register Now!

