



Department of Computer Applications

Trademarks



COURSE : 23CAT608- ENTREPRENEURSHIP DEVELOPMENT

UNIT IV : INTELLECTUAL PROPERTY RIGHTS

CLASS : I MCA / II SEMESTER



Trademarks

- A Trademark** is any word, name, symbol, logo, wrapper or device or any combination used by a person
- A brand or logo represents business
- To identify and distinguish the goods of such person, including a unique product, from those manufactured or sold by others
- To indicate the source of the goods, even if that source is unknown.
- A trademark isn't a verb (or noun), it's an intangible asset.

**Trade Mark/
Service Mark ?**



Trade Name & Trade Mark



A **trade name** is “any name used by a person to identify a business or vocation of such person purpose of identifying the company and distinguishing it from other companies

A **trademark** is adopted and used for the purpose of identifying the company’s goods/services and distinguishing the goods/services from those produced by others





What can be registered as TM?



- Word or phrase
- Packaging
- Look and feel of something
- Color
- Sound
- Logo



Trademark Example

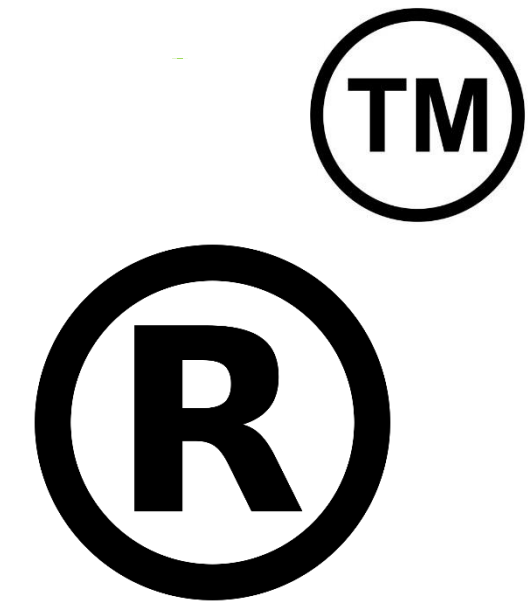




Functions of Trademark



- Provides legal protection and guard against fraud
- Identifies product/service and its resource
- Guarantees quality of product/service
- Advertises product/service
- Creates a reputation in the minds of the public
- Competitive





Identify this Source?



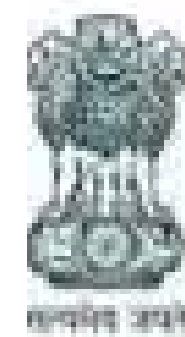
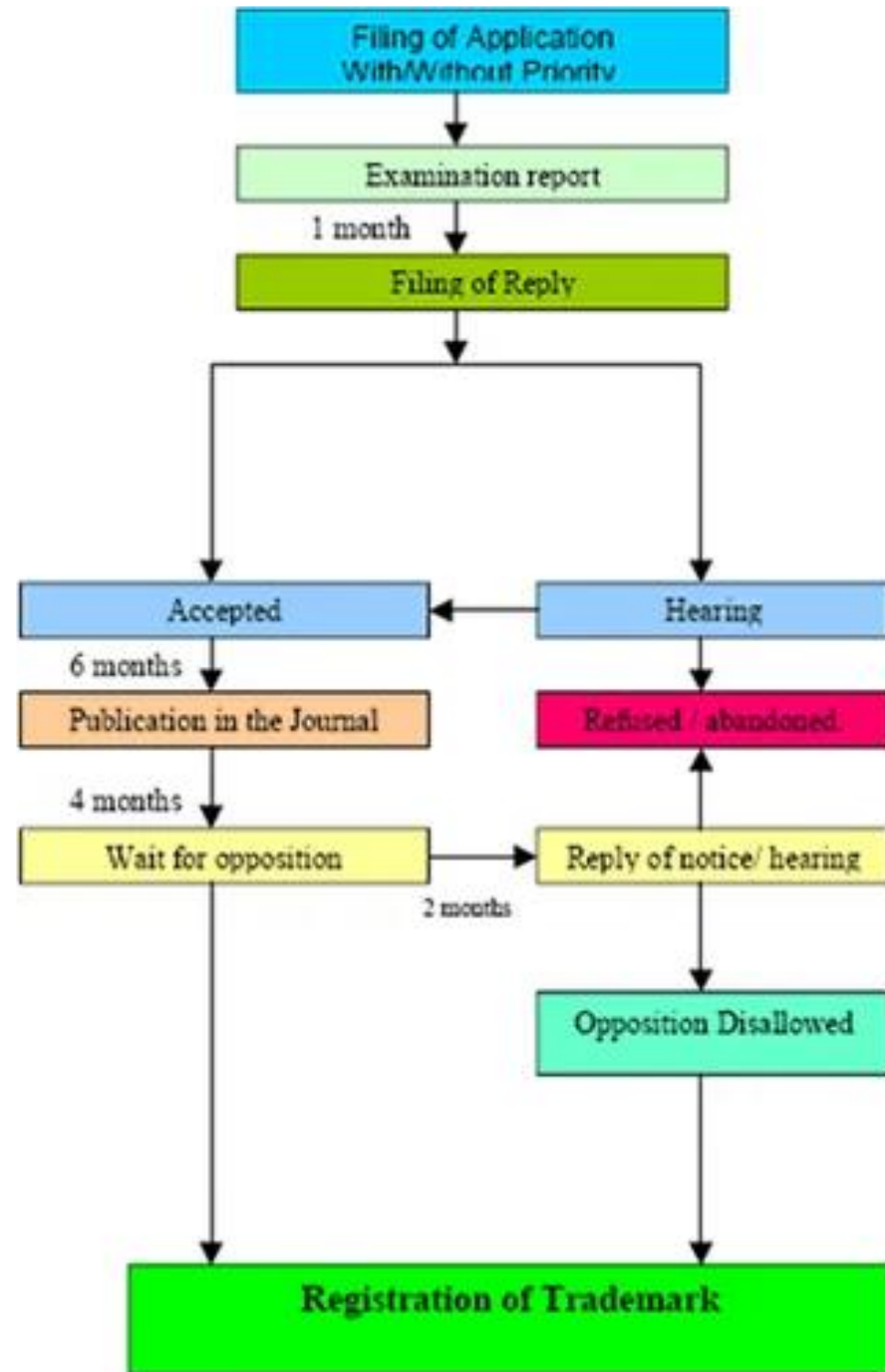


Types of Trademark

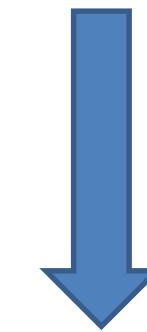
 <p>Word Marks Text based name of product /service</p>	 <p>Logos and Symbols</p>	 <p>Series Mark</p>
 <p>Service Marks</p>	 <p>Certification Mark</p>	 <p>Shape Design</p>
 <p>Geographical Indicators</p>	 <p>Collective Marks</p>	



Registration Process - Trademark



**Controller General of Patents,
Designs & Trade Marks**
Office of the Registrar of Trade Marks



Trademark Act 1999



Copyright Act, 1957



- Scope of Rights (Section 13)
- Ownership Provisions (Section 17)
- Civil and Criminal Remedies
- Creation of Copyright Office and Board
- Duration of Protection
- Fair Dealing Provisions
- Special Provisions for Software:
- Rights of Broadcasting Organizations and Performers:

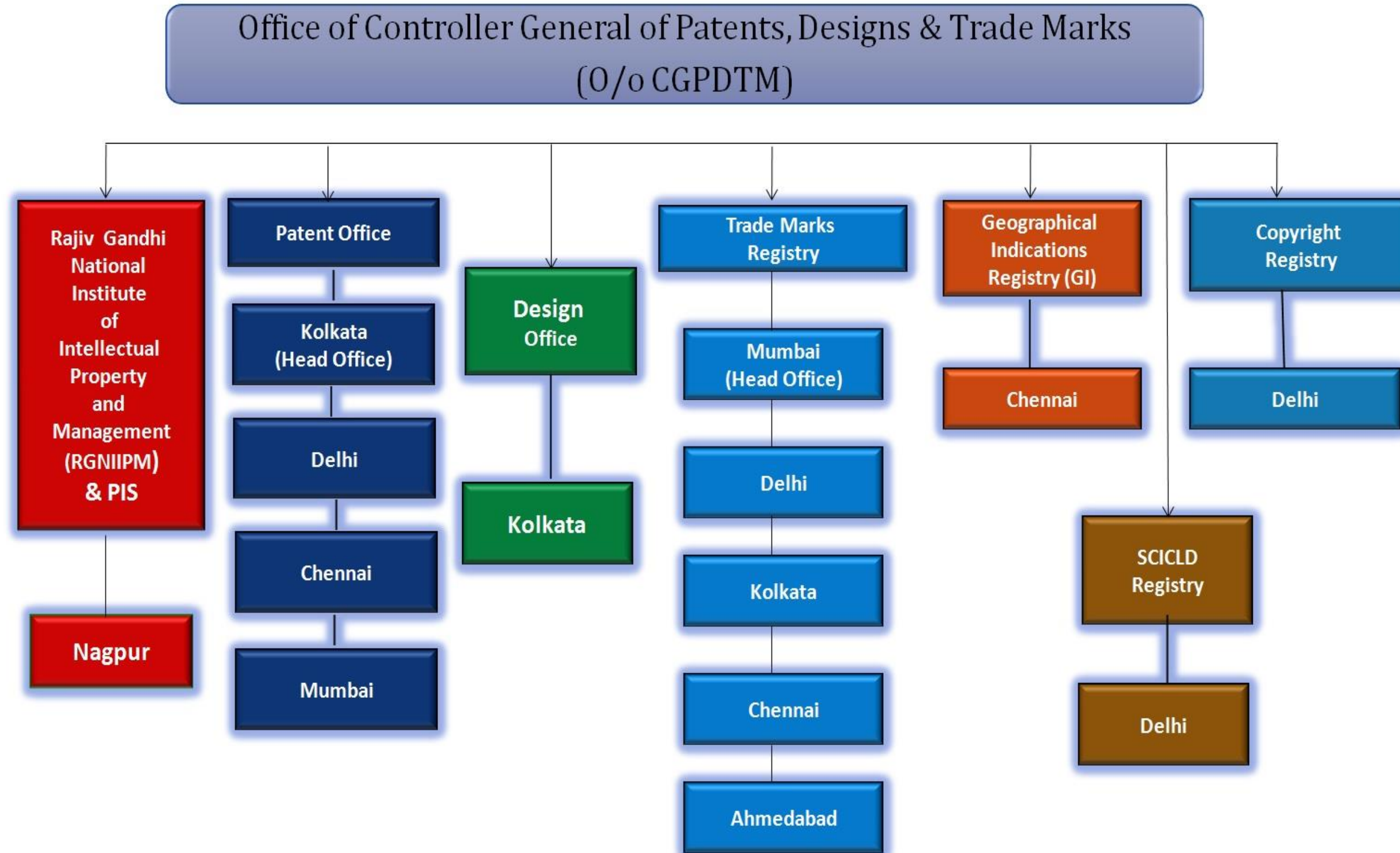


Copyright Act, 1957
Legal Environment of Business

Penalties for
copyright violation
may range from fine
to imprisonment or
both.

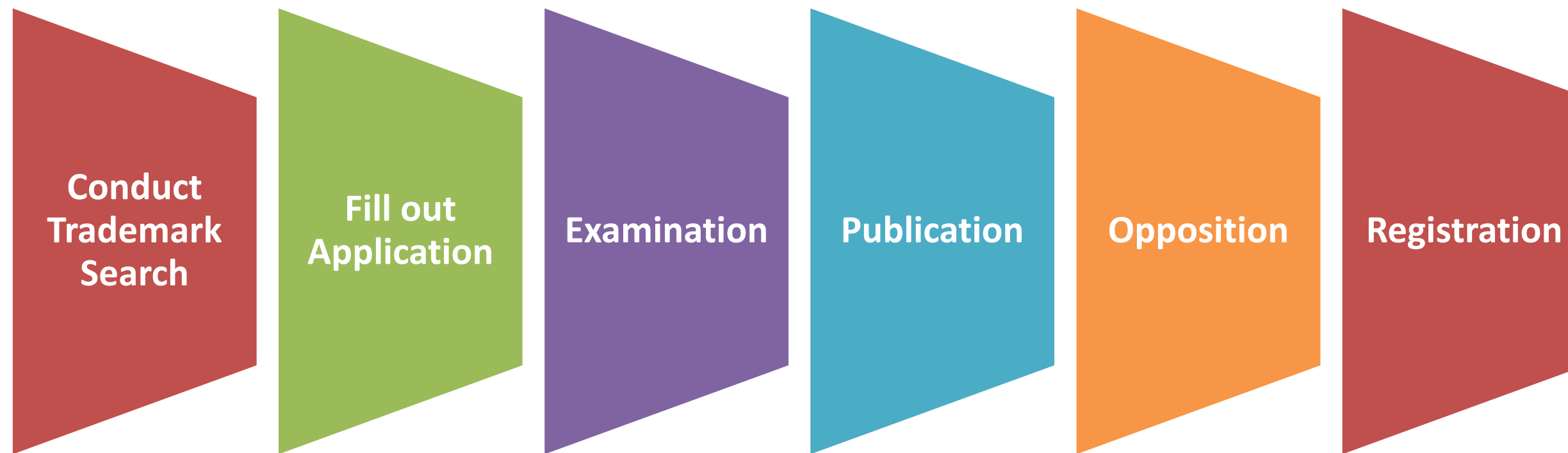


Trademark Process





Trademark Process



Avoid inadequate search,
incorrect application details and
failure to respond to office actions



Vision

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque vestibulum quis odio in pellentesque. Sed sem diam, luctus quis varius semper, dictum id felis. Integer convallis venenatis risus ac feugiat. In id fermentum lectus, a aliquam risus. Curabitur mollis, lectus sed pellentesque hendrerit, sem eros.



