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# What is a Design?

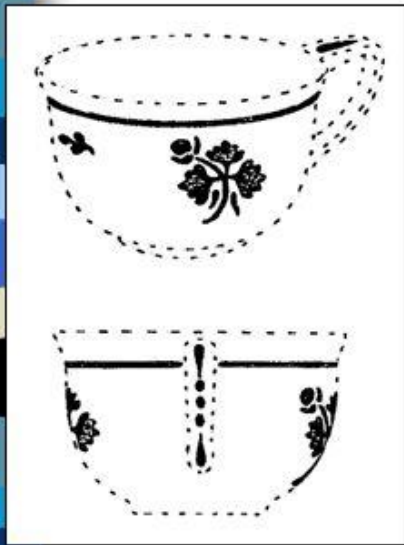
- A design refers to features of shape, configuration, pattern, ornament or composition of lines or colours applied to any article in 2D or 3D form or both.
- The design is supposed to be fit for protection if it is new and original.

- It protects the external appearance of a product.
- The term for protection of a design is 10 years which can be extended for up to 5 years.
- The registration of a design gives the owner the legal right to bring an action against those who use it without his/her knowledge or approval.

# INDUSTRIAL DESIGNS

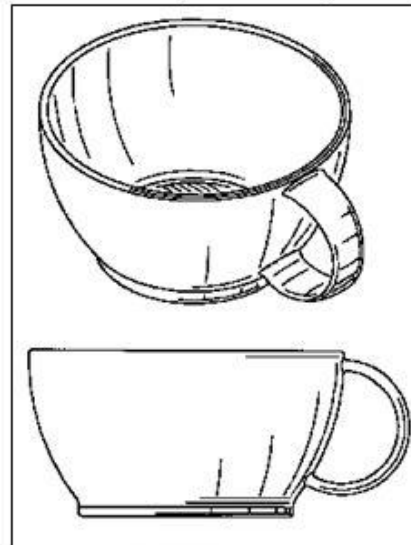
**Design may consist in configuration or ornamentation or both.**

*In re Schnell*, 8 USPQ 19 (CCPA 1931)



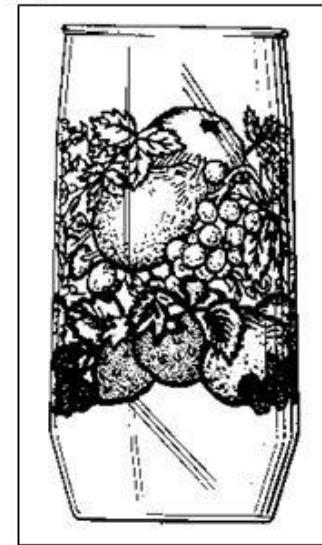
(1)

Surface  
ornamentation  
applied to  
an article



(2)

Configuration  
embodied in an  
article



(3)

Configuration  
and Surface  
ornamentation for  
an article

- **Mattel Inc., creators of the Barbie doll, won a huge case against rival toy doll maker, MGA Entertainment Inc. back in 2008.**
- MGA claimed that Mattel had copied their latest range of Bratz dolls in order to steal back MGA's dominant market share. The designs were simply too similar, featuring disproportionately large heads and slim bodies.
- However, lawyers working on Mattel's behalf managed to turn the case around, proving that an ex-Mattel designer who had subsequently worked on the design team for MGA had used designs that he had created while employed at Mattel.
- In fact, those doll designs were still the legal property of Mattel. MGA was ordered to pay damages to the tune of \$100,000,000 and temporarily remove their dolls from shelves.

# DESIGN PATENT EXAMPLES

- Coca-Cola bottle
- U.S. D48,160
- Samuelson, A.
- (1915)



HULTQUIST  
PROTECT YOUR BIG IDEAS

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# DESIGN PATENT EXAMPLES

- Statue of Liberty
- U.S. D11,023
- Bartholdi, A.
- (1879)



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# What is Trademark?

- A Trademark is a distinctive sign or a visual symbol used for services or products to visually identify them from other goods and services of similar nature.
- It identifies a good, creates an image of the goods or services and guarantees quality.
- The protection term for a Trademark is indefinite but it has to be renewed every 10 years.



YAHOO!



BBC



Walmart

CNN



Coca-Cola

FedEx Corporation

Google



NOKIA  
Connecting People

HONDA  
The Power of Dreams



IBM



TOYOTA



Mobil





# What is Geographical Indication?

- Geographical Indication (GI) is an indicator of goods origination from a definite geographical territory having particular characteristics.
- It gives an assurance of quality and distinctiveness.
- Agricultural goods derived from the place of production, influenced by specific local factors, such as climate and soil can be protected by GI.

# Some of India's famous GI's are:

- Banarasi silks
- Paschmina shawls
- Darjeeling tea
- Chanderi saree
- Basmati rice
- Assam tea

The protection term for a GI is indefinite but it has to be renewed every 10 years.

# Bihar earns 4 GI Tags for Agricultural Products - Katarni Rice, Zardalu Mango, Magahi Paan and Shahi Litchi.



# GI TAG





# Art/Craft and products- Bhagalpur saree, Madhubani art, Sikki grass craft and Sujini embroidery work.



SUJINI EMBROIDERY



SIKKI GRASS CRAFT





अतुल्य भारत की अमूल्य निधि  
INVALUABLE TREASURES OF INCREDIBLE INDIA

PASHMINA SHAWL

# Geographical Indication tags India





# What is Plant Variety Protection?

- This aims to protect the plant varieties for farmers and breeders to recognize the rights of those who have put in efforts for conserving and breeding a plant variety.
- The requirements for protection are distinctiveness, uniformity, novelty and stability.
- The term of protection for trees and vines is for 9 years and can be renewed till 18 years.
- For other crops it is 6 years and can be renewed till 15 years.



Creative  
Innovative India

National IPR Policy, 2016

PPV&FR Act, 2001  
confers rights to breeders,  
researchers and farmers  
over their plant varieties



Register your varieties with  
**PPV&FR Authority**  
to claim ownership

Narendra Modi,  
Prime Minister of India



**PROTECTION OF PLANT VARIETIES AND FARMERS' RIGHTS (PPV&FR) AUTHORITY**

Department of Agriculture Cooperation & Farmers Welfare  
Ministry of Agriculture and Farmers Welfare, Government of India

NASC Complex, DPS Marg, New Delhi-110012

Email: [chairperson-ppvfra@nic.in](mailto:chairperson-ppvfra@nic.in); Tel: 011-25848127

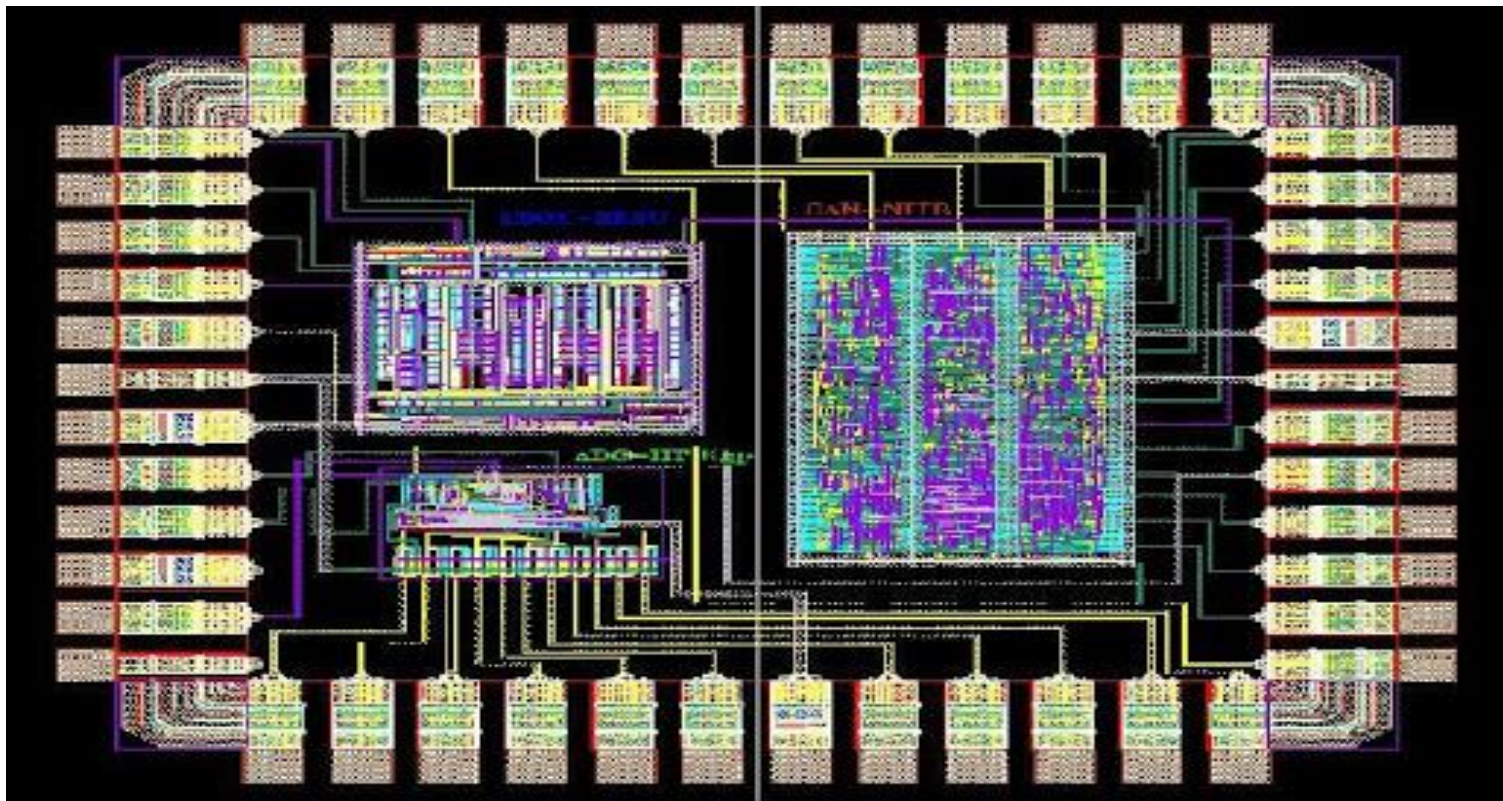
[www.plantaauthority.gov.in](http://www.plantaauthority.gov.in)



# What is Semiconductor Integrated Circuit Layout Design?

- **Semiconductor integrated circuit** means a product having transistors or other circuitry elements, which are inseparably formed on a semiconductor material or an insulating material or inside the semiconductor material and designed to perform an electronic circuitry function.
- **Layout-design** means a layout of transistors, and other circuitry elements and includes lead wires connecting such elements and expressed in any manner in a semiconductor integrated circuit.

- India has the Semiconductor Integrated Circuits Layout Design Act, 2000 for their protection.
- The term of protection is for 10 years.





# Single product, many IPRs





# What is Protected Under What?

Example 1 – ALL IN ONE

## THE "RING FENCE" OF IP







**THANK YOU**