

**FASHION AND TEA BYPRODUCTS**

Ref: The Times of India, Sunday, 01.05.2016



Recently researchers from US University have developed a gel based film which gives a leather appeal by using the by-products of tea. This technological advancement aims at reducing the waste generated by Fashion industry and also facilitating environment by optimally using the waste of tea. This material can be used for clothes, shoes and even handbags and being biodegradable it is a significant innovation. We shall witness its acceptability and feasibility in the apparel industry within passage of time.

**CACTUS REPLICA FOR ELECTRIC CARS**

Ref: The Times of India, Sunday 01.05.2016



Scientists have revolutionized and developed a membrane which functions like cactus and has extensive potential to boost performance in electric vehicles. This membrane shall facilitate and enhance the water and heat management system in fuel cells for e-vehicles. Thus, this research would remove the roadblock and progress towards more efficient electric vehicles.

**AYURVEDIC V/S ALLOPATHIC**

Ref: The Times of India, Sunday, 01.05.2016

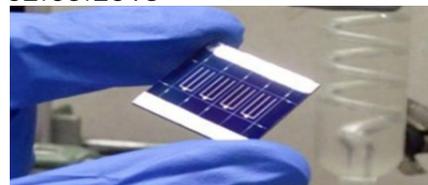


Ayurveda medicine took a spearhead when a team of well qualified and experienced doctors operated and removed a prostate weighing 240gms without using any antibiotic. The patient was 83 years old. This surgery using alternative medicines has opened new avenues for patients suffering from allergy to allopathic medicines.

The patient, who has fully recovered after being in observation for more than a month, shall be an inspiration for people globally to have faith on alternate medicines for treatment of their ailments in a more natural way.

**'ZERO-ENERGY' BUILDINGS? IS IT REAL**

Ref: The Times of India, Monday, 02.05.2016



Flexible non-toxic solar cells having highest efficiency shall be used for buildings. The vital feature of these shall be that they would generate power proportionate to the consumption. This technology termed as CZTS (Competing thin film technology) has been affirmed by U.S. National Renewable Energy Laboratory to be the world leader in efficiency. This step shall modernize the concept of architecture in a phenomenal way across the globe.

**COLGATE V/S PATANJALI**

Ref: The Economic Times, Monday, 02.05.2016



The advent of natural based products has raised concerns to market leader Colgate-Palmolive who has stated that it shall soon launch products in the herbal segment. The tall claims made by Ramdev's Patanjali shall be countered by Hindustan Unilever and Colgate-Palmolive, the giants in FMCG Sector as they intend to refurbish their segment of natural based products on a large scale. However, the products launched by Patanjali are giving stiff competition to these giants. The Indian market shall witness an imperative leap in lieu of these competitions.

**INDIRECT ENTRY BY FASHION BRANDS TO INDIAN MARKET**

Ref: The Economic Times, Monday 02.05.2016



Well-known brands globally are exercising the option of serving their customers through online modes instead of direct retail. This is a prima facie attempt to evade the laws as well as high costs for opening and maintaining retail stores/licensed stores in India and at the same time to take advantage as at present there are no laws governing online sales. Amazon in its lead on this front has recently tied up with four major

fashion brands and is looking at augmenting its tie ups as well as sales even more. Thus, India being the target market, fashion brands are opting for the online route to access its customer base here.

**FLIPKART CLAIMING ADVERT DUES**

Ref: The Economic Times, Tuesday, 03.05.2016



OR



Flipkart the Indian online giant is launching spree of court cases for recovery of crores of dues from companies based in India and abroad who have defaulted in remitting the amount due for their advertisements on Flipkart. It is interesting to know that companies who are well established are not making payments despite reminders and thus Flipkart has been left with no resort than to take them to Court. In this background, online market places are assessing whether to use the prepaid model of Amazon. Also, would Flipkart take a route of propagating about these defaulting companies on its website thus giving them negative publicity which might be deterrent to others as well as the chances of losing customers are high with this strategy.

**"I PHONE" IS NOT A WELL KNOWN MARK**

Ref: The Times of India, Thursday, 05.05.2016



Chinese Court recently ruled against Apple for the trademark iPhone being used on leather products. The manufacturer of wallets, handbags stated that he was the exclusive and registered owner of the trademark “I Phone” for the category of wallets, etc. since 2007. The Court upheld the rights of the manufacturer and this decision has further widened the rift between China and other western countries on the Intellectual property enforcement mechanism.

**WIPRO SUCCEEDS IN SEXUAL HARASSMENT CASE**

Ref: The Economic Times, Thursday, 05.05.2016

Wipro has emerged clear of the false allegations asserted against it for sexual harassment by a former employee. The UK employment tribunal upheld the averments of the company and dismissed the claims of the employee on wrongful dismissal, victimization and sex discrimination. This judgment is a precedent and also deterrent towards people who intend to misuse the laws for their personal benefits.

**MISLEADING ADVERTS ON RISE**

Ref: The Times of India, Saturday, 07.05.2016



The Ministry of Information and Broadcasting has confirmed that there have been more than 1000 complaints against misleading advertisements in the last one year. Despite appointment of ASCI to regulate the misleading advertisement the advertisers are continuing to showcase deceptive and

misrepresenting information through various modes of advertisement. Thus, it is quintessential to have a statutory authority and rules to penalize the offenders to curtail the misleading advertisements.

**GUCCI V/S ALIBABA**

Ref: The Times of India, Sunday, 08.05.2016

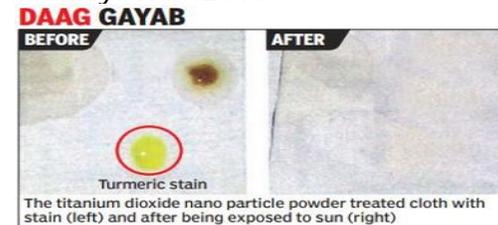
GUCCI



The International Anti - Counterfeiting Coalition took a radical turn when Gucci America quitted the same on the entry of Alibaba. Gucci is in expansive litigation against Alibaba on the ground of selling fake and counterfeit products on its portal rampantly. This move might change the preview and objective of this coalition against blatant piracy.

**STAIN SELF CLEANSED**

Ref: The Times Of India, Monday 09.05.2016



The Facilitation Centre for Industrial Plasma Technologies (FCIPT), a division of The Institute for Plasma Research (IPR) in Gandhinagar, Ahmedabad has devised a technology wherein a cloth can be rendered stain proof. Anano particle powder has been innovated by scientists wherein the same can be sprayed on clothes like deodorant and remove stains simply. One MOU is being entered into with Man Made Textile Research Association, Surat for this technology. This phenomenal and novel technology can bring the Indian soap industry to the next higher level and also shall be of immense importance in international businesses through joint ventures and licensing of this technology.

**HOLOGRAPHIC PHONE LAUNCHED**

Ref: The Times of India, Tuesday, 10.05.2016



Canada researchers have developed the first Holographic flexible smart phone. This phone shall enable users to interact with 3d images and video without glasses or any headgear. Termed as 'Holoflex' this phone shall bring the virtual world to reality.

**NASA FREES PATENTS FOR USE**

Ref: The Economic Times, Tuesday, 10.05.2016



Commercialisation of Intellectual property is the key to increasing innovation and NASA has taken a major step towards the same. NASA has released more than 50 of its patented technologies in public domain. The crucial reason being it shall facilitate further innovation and optimum commercialization by entrepreneurs. As these patents are freely available, there shall be no additional costs or paper work for licensing the same in any manner and this shall give additional boost to entrepreneurs in the said arena. The impact shall be apparent within the coming years.

**RAY BAN CURBING FAKES**

Ref: The Economic Times, Friday, 13.05.2016



**E-COMMERCE**

Ray-Ban in pursuit of curbing pirated products and ensuring quality and genuine goods to its customers has launched its e-commerce platform. Ray Ban and its parent company Luxottica has been twined in litigations against Shop clues and other infringers for selling pirated products which has caused huge losses to the company. Thus, having their online platform shall deter piracy and also enhance their sales manifold.

**DEFAMATION CASES JURISDICTION**

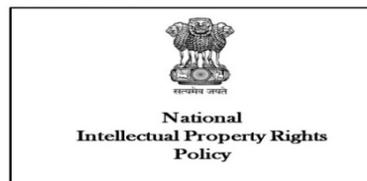
Ref: The Times of India, Saturday, 14.05.2016



Supreme Court taking cognizance of multiple defamation cases against an individual stated that the High Courts of various jurisdictions' shall have the power to determine court of competent jurisdiction for trial to take place. This ruling shall be a relief against contradictory judgments being passed and then assailed before higher courts and shall also stall multiplicity of cases.

**IPR POLICY - PRO PUBLIC OR DETERRING INDIVIDUAL INNOVATORS**

Ref: The Times of India, Saturday, 14.05.2016/The Economic Times, Monday, 16.05.2016



The government while promulgating the National Intellectual Property Policy stated that the same shall ensure that the life-saving drugs are not monopolized under Patent laws and their affordability shall not be affected. Further, trademark registration process shall be expedited.

On the contrary, in the practical realm the new IPR policy is very vague and lacks clarity. The policy is apparently to please and facilitate expedited examination and other benefits for the multinational companies alone who can afford such high fees for meeting the pre requisites. Further, still there is no onus on the government officials nor timelines have been fixed for them to work but only on the Patent attorneys or applicants to complete work within reduced time limits. This policy lacks the main objective of encouraging innovation as interest of the individuals and small enterprises are not catered to in any manner whatsoever.

We shall witness the implementation of this policy and hope that with more amendments it becomes expeditious and also cogent.

**POWER FROM SEA**

Ref: The Times of India, Monday 23.05.2016



Scientists in Japan have used sunlight to efficiently turn seawater into hydrogen peroxide, which can then be used in fuel cells to generate electricity. In a first of its kind experiment, the researchers have developed a new photo electrochemical cell, which is basically a solar cell that produces H<sub>2</sub>O<sub>2</sub>. The system has a total solar-to-electricity efficiency of 0.28%. This development would open up new

avenues for power generation using solar energy which is again a natural resource and available in abundance.

**ANTI TRAFFICKING LAW NEEDS STATUTORY LEGISLATION**

Ref: The Economic Times, Monday, 23.05.2016



Central government is working on the draft bill against the heinous offence of trafficking. There is a need for stricter laws and its implementation so as to safeguard the interests and lives of the younger generation and women and children at large. The bill shall aim at creation of special court which handles issues of exploitation, sexual exploitation as well as forced labour. Presently there are quite a few laws including the Immoral Traffic (Prevention) Act, sections of the Indian Penal Code, the prohibition of Child Marriage Act and the Protection of Children from Sexual Offences Act, but they are inadequate as a comprehensive legislation is the need of the hour. It is pertinent that all aspects concerning both the victims, witnesses as well as accused is be promulgated in the legislation. The law might be respite for victims, witnesses as per legal experts.



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