

KNOWLEDGEATE® - OCTOBER 2021
IMPARTING KNOWLEDGE ON LATEST CORPORATE LEGAL AND
INTELLECTUAL PROPERTY MATTERS

**FORD AND GENERAL MOTORS SETTLE
TRADEMARK DISPUTE**

Ref: [bloomberqint.com](https://www.bloomberqint.com), Saturday,
02.10.2021



The tit-for-tat legal skirmish between Ford Motor Co. and General Motors Co. is finally being settled out of court. Latter had sued the former for violating its trademarked driver-assist technology. Ford in turn fired back by reaching out to USPTO with an appeal to strip GM of two of its trademarks. GM claims to be the first one in introducing the brand Super Cruise allowing the driver to take their hands off the wheel for brief periods. The entire trouble arose when Ford renamed its CoPilot360 automated driving system as Blue Cruise.

**SOCIAL DISTANCING BENCH GETS A
PATENT**

Ref: timesofindia.indiatimes.com, Friday,
08.10.2021



A unique bench that helps in maintaining social distance between the occupants with easy sanitization features has bagged a patent recently. This invention comes in the wake of post pandemic scenario where the world braces itself to navigate its way out and reconstruct itself from

the ravages of the century's biggest tragedy. This bench has been invented by researchers at MS University keeping in mind the large footfall that is expected at public places after relation of covid rules. This bench is made of aluminum and its cushion seats are made of foam and rexine with a distance of one metre between two seats. The same can be placed at railway station, bus stops, hospitals, airports and offices.

**APPLE FILES A PATENT FOR
AROLLABLE SCREEN WITH USPTO**

Ref: republicworld.com, Sunday, 11.10.2021



A recent patent filed by apple gives an impression that the company is working steadfastly on an expandable smartphone with a rollable screen. The patent has been filed for the application titled "Electronic Devices having sliding expandable displays." The unique feature of this patents is its high degree of flexibility as a result of which the display rolls inside the casing when not in use. The rollable display can resolve major issues that foldable smartphones are facing presently. Indeed innovation and creativity is the only way to resolve issues whether concerning humanity or technology. Encouraging protection of intellectual property and supporting a robust infrastructure for development of IP can promote growth and development in many areas.

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**INDIA AND US JOIN HANDS FOR A
ROBUST IPR REGIME**

Ref: theoutreach.in, Friday,15.10.2021



As India once again features on the “Priority Watch List” of US trade representatives on account of lack of adequate IP protection and enforcement, a wonderful opportunity presents itself to both the sides during their consultation meetings which are scheduled to be held as a part of India-US Trade Policy Forum. This will not only give an opportunity to India to defend itself and argue against their inclusion in the list but also at the same time highlight areas of concern for Indian industry specifically in US such as high cost of patent filings, online piracy and unfavourable enforcement of industrial design. Towards this, the Department of Policy for Investment and Internal Trade has already circulated proforma to the Indian industry seeking inputs. Many auto-component manufacturers in India have been facing problems in US on account of unreasonably being charged of violation of designs which believe to be as their own leading to losses. Consistent debates regarding Section 3(d) of the Indian Patents Act too will get an opportunity to be resolved. Further, recent changes made in the Indian-IPR regime to make it time bound and user- friendly including compatibility of e-transactions has potential to become a unifying factor for both the countries to find a way out of any deadlocks.

**RELIANCE JOINS HANDS WITH MANISH
MALHOTRA DESIGNER**

**Ref: economictimes.indiatimes.com, Friday,
15.10.2021**



Mukesh Ambani led Reliance Industries Ltd. has agreed to buy a 40% stake in a company under the name and style MM Styles Private Ltd owned by ace fashion designer Mr. Manish Malhotra. This brand was founded in the year 2005 by the designer having a team of nearly 700 artisans and professionals. The brand has four flagship stores in Mumbai, New-Delhi and Hyderabad, two shop in shop, a virtual store and more than 12 million followers across various social media channels. Reliance brands that intends to further expand this luxury fashion brand already has a portfolio with five dozen international brands including Burberry, Coach, Diesel, Jimmy Choo, Kate Spade and Versace, Hamleys, Genesis Luxury Fashion operating Armani, Canali and Michael Kors. The designer Manish Malhotra will continue to remain the managing and creative director of the brand and his name will further result into expanding the amalgamation of two business giants across the globe.

**APEDA SHOWS GI TAGGED RICE FROM
KERALA A WAY UPTILL THE MARKET**

**Ref: thehindubusinessline.com, Saturday,
16.10.2021**



In order to facilitate proper market linkage for GI tagged rice from Kerala, APEDA has offered to

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conduct buyer-seller meetings on a regular basis. Proposals are also being discussed increasing the share of rice production from Kerala by expanding area for production and adopting new technologies. India though ranking first as an exporter of rice to major importing countries of China, Philippines and Nigeria facing many constraints in the form of excessive use of pesticides, lack of quality seeds, untimely rains, irregular supply, quality deterioration due to lack of proper storage facilities at village level. In such a situation use of digital and intelligent agriculture techniques as well as building upon internet of things, artificial intelligence, big data with unique business models have the potential to increase economic viability of this sector.

**MSN LABS LAUNCHES PATENTED
DIABETES PILL JARDIANCE AFTER
DRL, HEATS UP POTENTIAL LEGAL
BATTLE**

Ref: legal.economictimes.indiatimes.co,
Tuesday, 19.10.2021



A Hyderabad drugmaker, MSN Laboratories has launched most affordable copy of the top selling patented anti-diabetes pill – Jardiance that is currently sold by German ace drug-maker Boehringer Ingelheim. It will be selling the tablet under the name and style “EMPAONE” which has been developed at its inhouse R&D Centre. With millions of people in India suffering from Type 2 Diabetes, this drug will definitely offer respite for existing patients.

**FRENCH PUBLISHERS ENTER INTO CR
AGREEMENT WITH FACEBOOK**

Ref: economictimes.indiatimes.com,
Thursday, 21.10.2021



The social media giant Facebook has signed a copyright agreement with Alliance de la Presse, a French news publishers’ lobby group according to which Facebook shall be paying for news content on its platforms in France. The agreement here will enable each member of the lobby to sign individual licensing agreements with Facebook. These licenses will be of two kinds- one will be for use of news content on facebook’s main platform and one will be for its upcoming Facebook news service that will curate stories from selected publications. These agreements have been signed in the wake of European Union guidelines that provide for creation of a “neighbouring right” for news content available online

**SUFFIX WAR BETWEEN BHARATPE AND
PHONE PE LANDS AT DELHI HIGH
COURT**

Ref: livemint.com, Wednesday, 27.10.2021



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The tug of war that has been going on between BharatPe and PhonePe over suffix “Pe” has stretched further on account of filing of a fresh petition by BharatPe for cancellation of registered trademarks belonging to PhonePe. A total of six cancellation petitions have been filed by the parent company of BharatPe operating under the name and style “Resilient Innovations Pvt. Ltd” before intellectual Property Division at the Delhi High Court. The lawsuits between both the companies have been going on since the year 2018. Both Delhi High Court and Bombay High Court have found PhonePe’s assertions to incorrect be in the past few years with the latter even clarifying in its orders that PhonePe has no registration of the word “Pe” in its name and instead it has a label with the Devanagari word Pe. This ongoing battle over IP has constantly resulted into exhaustion of resources for both sides and at the same time impacting the consumer base as well. Protection of IP rights being a significant aspect of any business these days are gaining more and more importance as IP too is being considered as a valuable asset of any business.

**SEXUAL HARASSMENT CASE AGAINST
TOP COP**

**Ref: barandbench.com, Wednesday,
27.10.2021**



A suspended Special DGP facing sexual harassment charges pressed by a woman IPS officer filed a petition before the Madras High Court for setting aside order passed by Chief Judicial Magistrate but the same was dismissed and the plea to transfer the trial to another jurisdiction failed. Not only the petition was dismissed, but orders too were passed to complete

the trial within a span of three months. In this matter, a case was registered by the police against the office U/S 354(A)(2), 341, 506(1) IPC and Section-4 of Tamil Nadu Prohibition of Harassment of Women Act. Though the dismissal was on technical grounds concerning jurisdiction to be exercised by chief judicial magistrate but the fact that extreme punitive action is being taken against officials at top positions in sexual harassment cases points towards a welcome trend regarding successful implementation of POSH measures.



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