

IMPARTING KNOWLEDGE ON LATEST CORPORATE LEGAL AND INTELLECTUAL PROPERTY MATTERS

KNOWLEDGENTIA CONSULTANTS- THE LEADING BRAND AND TRADEMARK REGISTRATION FIRM IN INDIA



Be it a private limited company dealing in goods such as paper, books, office stationery, computers, software's, electronics, metals; a sole proprietorship dealing in textile goods or a start up dealing in apparatus for heating, cooking, lighting and services relating to telecommunication and broadcasting, Knowledgentia Consultants has made its mark by starting the year by once again supporting many of our clients with registration of their trademarks, logos and brand names. For Trademark searches, filing of trademark application, clearing of objection, enforcement in courts, we have been consistently helping our clients expand their presence not just India but in other countries too by enabling them to secure brand identity and IPR protection.

KNOWLEDGENTIA CONSULTANTS COLLABORATES WITH FIEO

Tuesday, 18.01.2022



Online workshop on “Drafting an Export Contract” on 18.01.2022 conducted by Knowledgentia in collaboration with Federation of Indian Export Organisation witnessed great participation from many exporters and key industry personnel across India. The interactive

session culminated after a value creating discussion among the audience.

WEBINAR ON SIGNIFICANCE OF PROTECTING IPR
Friday, 04.02.2022



Knowledgentia Consultants under its CSR initiative Hoshiyar collaborated with ASM Institute of Professional Studies, Pune for an awareness session on IPR. Our efforts in driving the importance of role of innovation in creating a New and self reliant India has generated great enthusiasm among our clients belonging to different sectors ranging from academia, economy, business and many more.

POSH TRAINING
Saturday, 05.02.2022



IMPORTANCE AND BENEFITS OF PREVENTION OF SEXUAL HARASSMENT (POSH) TRAINING FOR YOUR EMPLOYEES

Knowledgentia Consultants conducted an online awareness and training programme on Sexual Harassment at workplace for Harvest Gold company employees and management with a mission to create a safe, inclusive and a happy work environment for all. The session witnessed participation with great enthusiasm and concluded after a value creating discussion among all participants.

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**COLLABORATION WITH IIS (DEEMED TO BE UNIVERSITY), JAIPUR
Thursday, 24.02.2022**



Under their CSR initiative Hoshiyar, KnowledgeGentia collaborated with esteemed IIS (deemed to be University) from Jaipur in Rajasthan to conduct an online session on Women and Child Protection laws in India on 24.02.2022. The session evoked great response and participation from the audience.

**PROTECTING AMAZON BIODIVERSITY WITH INDIGENOUS KNOWLEDGE
Ref: eurekaalert.org, Tuesday, 01.02.2022**



A multi-disciplinary group of researchers have collaborated with indigenous Kichwa Waorani families and a scientist in Ecuador for a research project to understand how climate change is impacting biodiversity within Amazon basin. Under this project, traditional knowledge will be used to examine tropical species interaction. With the help of traditional knowledge and support of indigenous community we will be able to utilize ecosystem resources in a way that can help in maintaining health of ecosystem for future. This model of collaboration between indigenous people and scientists could pave the way for greater advancement in protecting biodiversity and subsequently resolving many issues. Climate

change has exacerbated loss of biodiversity and associated issues across the world. The NSF Rules of Life Grant was awarded in the beginning of year 2022 and this funding will go on for next five years. This is certainly going to be a revolutionary step towards resolving many issues which science cannot sometimes provide answers for.

**IPR PROTECTION FOR START-UPS
Ref: financialexpress.com, Tuesday, 08.02.2022**



The Economic survey has revealed that India has overtaken UK to emerge as a country with third highest number of unicorns after US and China. Till date more than 61,400 start ups have been recognized in India. This has also resulted in increase in the number of patent filings. Start ups have been getting rebates of 80% in patent filings and 50% in trademark filings. As a result of lack of expenditure in R&D sector, procedural delays and complexity in the process as well as low number of patent examiners, the patent filings and grants have been impacted significantly. By bringing awareness about intellectual property rights at the school level itself, we can address these gaps over a period of time. Analytics, image processing, AI, cyber security, vehicle technology are new fields of technology that have emerged in India. Fast tracking patent process and increased collaboration between various sectors can definitely address these gaps thereby paving the way for India to emerge as a global unicorn leader.

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CROSS BORDER RECOGNITION OF DISTINCTIVE PRODUCTS

Ref: origin-gi.com, Thursday,10.02.2022



Bourbon and Tennessee Whiskey have been recognized in Japan as distinctive products of United States last year. This means that only whiskeys produced in United States can now be sold in Japan as Bourbon and Tennessee Whiskey. Both these products are currently recognized in 44 jurisdictions across the world. Recognition as distinctive products is an outcome of cooperation from both Japan and United States. Similar collaborations if undertaken by many countries of the world will directly impact cutting out counterfeiting at its root and at the same time according significance to local products from particular geographical region.

CEYLON CINNAMON RECOGNISED GI

Ref:origin-gi.com, Thursday,10.02.2022



Registration of “Ceylon Cinnamon” as a Protected Geographical Indication at EU level has taken effect from 23.02.2022. Ceylon Cinnamon is consumed as spice which is

obtained from bark and leaves of the Cinnamomum Zeylanicum Blume tree with production area covering whole of Sri Lanka. The Commission has held that the registration of “Ceylon Cinnamon” as a PGI would not prevent the use of the botanical name Cinnamomum ceylanicum for products derived from this plant and grown outside the geographical area. The label clearly shows the indication of the country of origin and does not include any further allusion to Sri Lanka. This will guarantee the correct information of consumers in comparison with the product marketed under the registered PGI.

TRADEMARKS FILED FOR VIRTUAL RESTAURANTS IN THE METAVERSE

Ref: dailymail.co.uk, Friday, 11.02.2022



Metaverse which refers to an online world in which user’s avatars meet, interact and explore a fast-growing network of virtual locations is being increasingly used by many brands as a new marketing strategy. Panera Bread, Crocs, Nike, Microsoft and Walmart are considering to enter this uncharted territory but Mc Donald’s’ has already filed a trademark for virtual restaurant in metaverse. 10 applications have been filed with the USPTO for virtual food and beverage products as of now. Facebook too has opened its metaverse world under the name and style Horizon world. Till date metaverse has been used for only gaming and socializing where plots and land is being bought and sold as non-fungible tokens.

IIT INDORE BAGS TWO PATENTS FOR COST EFFECTIVE POWER DEVICES

Ref: timesofindia.indiatimes.com, Tuesday, 15.02.2022

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Indian Institute of Technology at Indore has received two patents for next generation electric vehicles and 5G/6G communication and a fingerprint acquisition system for anti-theft fingerprint biometry. This technique of fabrication is believed by experts to revolutionize the domain of High Electron Mobility Transistor based power systems for next generation electric vehicles, 5G/6G communication and space technology thus giving a boost to Make in India initiative. The Government of India through providing many incentives is already boosting electronic manufacturing sector and simultaneously recent semi conductor chip crunch has pushed many electronic companies to expand their manufacturing capabilities.

ADMIN OF WHATSAPP GROUP NOT LIABLE

Ref: barandbench.com, Thursday,24.02.2022



Kerala High Court has recently in the case titled Manual v State of Kerala and Others, held that an admin of WhatsApp group cannot be held liable for any kind of objectionable post by a group member. It was clarified vicarious criminal liability is only possible in case if there is a provision in statue and not otherwise. A

WhatsApp admin cannot be held liable as an intermediary under the IT Act. Since he does not receive or transmit any record or deal in any service related to such record, there is no master-servant or principal-agent relationship between admin and members of a WhatsApp group. He also cannot moderate or censor messages. This order and judgement was passed in a case registered under POCSO and IT Act where accused had posted a porn video depicted children engaging in a sexual act. The WhatsApp admin was arrayed being creator and co-administrator of the group.

TWITTER DIRECTED TO TAKE DOWN TWEETS AGAINST VIKRAM SAMPATH

Ref: barandbench.com, Thursday, 24.02.2022



In an application filed by historian Mr. Vikram Sampath seeking removal of defamatory tweets against him, Delhi High Court directed Twitter to take down few tweets by historian Audrey Truschke within 48 hours. The same pertains to his works on Vinayak Damodar Savarkar. A notice was also simultaneously issued to facebook as the alleged material was also posted on social media platform. Vikram Sampath who is a fellow of Royal Historical Society in London had moved the court seeking Rs 2 crore in damages for defamation. He also sought permanent injunction on publication of one of the letters alleging similarity in content written by Mr. Vikram Sampath. In this matter High Court had passed an ad interim order restraining academicians from further posting the letter. Similar orders have been made by various courts in the past to regulate posts and content on social

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media. India indeed urgently requires a universal code of conduct for social media platforms that can cover such and related instances.

TRADEMARK AND GI RULINGS IN THAILAND

Ref: origin-gi.com, Friday, 25.02.2022



Two opposition proceedings against registration of term “champagne” as trademark for services under class 43 were filed last year which finally culminated into Thai Intellectual Property department rejecting both the trademarks. Thus, in Thailand, a trademark containing a protected GI cannot be registered. In these cases, it was clarified that in Thailand it is contrary to public policy to register a trademark containing GI even if it is not registered and if there is a likelihood of confusion for consumers.

MAHARASHTRA’S NEW AGRI EXPORTS POLICY

Ref: financialexpress.com, Friday, 26.02.2022



Maharashtra has unveiled a new Agriculture Export Policy with special focus on promoting exports of geographical indication certified products. This new trend in state policy reveals how Indian economy is now moving towards a significant new era that values intellectual property rights such as geographical indication in

order to promote local artisans and products from India. This policy specially focuses on developing entrepreneurs in agri-exports and diversifying the export basket to boost high value and value added agricultural exports. It will also provide an institutional mechanism for pursuing market access in addition to tackling barriers and dealing with sanitary and phytosanitary issues. Few clusters that have been identified to hold high potential of exports include alphonso mangoes, kesar mangoes, pomegranates, grapes, oranges, pulses, oilseeds, jiggery, spices, dairy products, fisheries, cashews and raisins. This policy has been made in line with Centre’s directives to states to formulate region specific policies with focus on promoting exports of GI tagged products.



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