

IMPARTING KNOWLEDGE ON LATEST CORPORATE LEGAL AND INTELLECTUAL PROPERTY MATTERS

**KNOWLEDGENTIA CONSULTANTS-
INTERNATIONAL AWARD WINNING
TRADEMARK AND BRAND
REGISTRATION LAW FIRM**

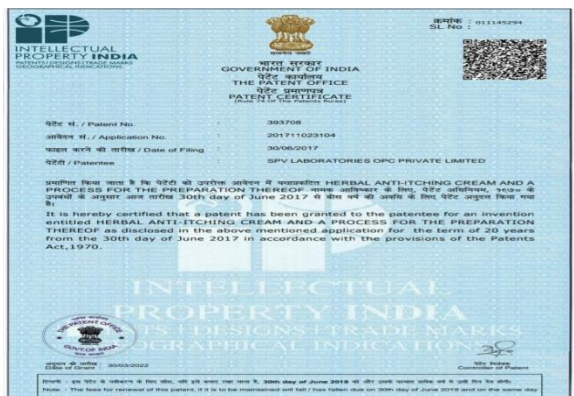


CottonBall



From corporates selling clothing, footwear headgear and vehicle tracking systems to private limited companies dealing in computer softwares to partnership firms providing services for children’s crèches, day care centers; the month of March has truly seen foremost brands and businesses partnering with Knowledgentia to launch themselves in the market. Knowledgentia team provides one of the best trademark and brand registration services locally as well as globally. 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.

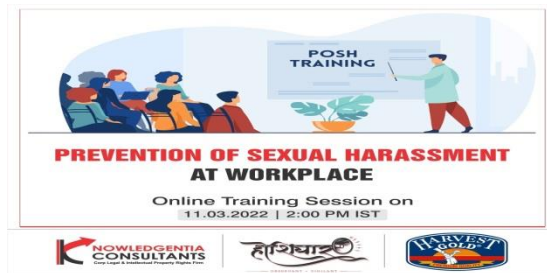
**BEST PATENT CONSULTANTS IN INDIA-
KNOWLEDGENTIA CONSULTANTS**



Supporting our prestigious clients to get patent for Herbal Anti-itching cream and process of preparation; Knowledgentia Consultants has once again supported in filing patent of green and environment friendly products in the month of March. Be it prior art /invalidation searches, patent landscaping, infringement/ freedom to operate analysis, due diligence, enforcement or filing patents; Knowledgentia can be your most trusted partner .

POSH TRAINING SESSION

11.03.2022



Expert Trainers on POSH from Knowledgentia Consultants conducted an online training session on 11.03.2022 and 24.03.2022 for Harvest Gold Workforce. Through these sessions, we have been increasing awareness on what constitutes sexual harassment at workplace and how we can establish a safe and secure working environment for all. Partner with us for effective implementation of POSH law and to address gender equality concerns at workplace.

**SONY FILES COPYRIGHT
INFRINGEMENT SUIT**

Ref: livelaw.in, Friday, 04.03.2022



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The renowned Sony Music label has sought permanent injunction for copyright infringement against Iaiyaraaja Music N Management Pvt Ltd. The bone of contention in this case has been broadcasting and distribution of Sony's songs on You Tube to the public. Iaiyaraaja Music Management Pvt. Ltd however falsely claimed ownership over song recordings and continued to publish on social media platforms. This feud that has reached an extent to demand of damages running in crores started many years ago when Echo recording company pvt ltd. acquired copyright of sound recordings from movie producers including musical works written and composed by Iaiyaraaja. Copyright was later on assigned to Oriental Records USA and Sony had acquired absolute exclusive assignment from Oriental through Catalogue Acquisition Agreement. Sony entered into Confidentiality agreement with IMMPL for purchase of remaining repertoire but illegal broadcasting has eventually raised its ugly head. Its time India puts in place a law for digital space that governs copyright and related rights. The digital revolution which the country is seeking might come at a heavy cost if simultaneous measures are not undertaken legally.

RIGHTS OF KIDS WORKING ON OTT PLATFORMS

Ref:timesofindia.indiatimes.com,Saturday, 06.03.2022



A new set of guidelines are being prepared by National Commission for Protection of Child Rights to safeguard the rights and regulate participation of children working in web series and films on OTT platforms, reality shows and

TV programmes as well as social media platforms. This move is specifically being taken to implement POCSO, Child Labour laws and Juvenile Justice Act more effectively. A plan is also underway to take care of children with disabilities. With discussions at many forums, certainly efforts are underway by bringing together different stakeholders for taking care of children in a better way either through strict and improved implementation of existing laws or through introduction of new rules and guidelines.

NGT SLAPS FINE OVER ILLEGAL EXTRACTION OF GROUNDWATER

Ref: indiatoday.in,Monday, 07.03.2022



National Green Tribunal has imposed a fine of whopping Rs 25 crore on Pepsico and Coca Cola for illegally extracting groundwater. Apparently both companies miserably failed to honor the terms of license by recharging groundwater apart from continuously extracting groundwater that too after expiration of NOC. NGT while taking a strict stance has asked Union Ministry of Forests and Environment, Ministry of Jal Shakti, Central Pollution Control Board, Central Ground water tribunal, Uttar Pradesh Ground Water department and district officers to strictly implement measures to recharge groundwater by visiting a team of experts. Strict measures from the grassroots level as well as careful implementation of statute can only ensure India drives the momentum towards achieving Sustainable Development Goals towards 2030.

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SECOND AMENDMENT TO LLP RULES

Ref:business-standard.com,Wednesday, 09.03.2022



Ministry of Corporate Affairs have recently notified Limited Liability Partnership (Second Amendment) Rules, 2022. According to this amendment, now there can be five designated partners at the time of incorporation instead of 2 without DIN. The formation process is now web-based and director details can now be also fetched from Digi Locker Database. Along with these changes there are also few changes in the forms that need to be filed. Another major change is that LLP's do not have to apply separately for PAN and TAN but the same is now included within the process of incorporation. This is definitely a significant move by the ministry and being welcomed by the concerned officials as the process of incorporation of LLPs is now much more simplified.

RUSSIA LEGALISES INTELLECTUAL PROPERTY THEFT

Ref: ipwatchdog.com, Wednesday, 16.03.2022



Russian Government has recently legalized intellectual property theft. What this means is that Russian companies can now violate IP rights without bothering to compensate IP holders from unfriendly countries. The list of unfriendly countries includes Unites States, Canada, Australia, Switzerland, Norway, Iceland, United Kingdom, Japan, South Korea, New Zealand, Singapore, Taiwan and all 27 European Union member countries. Considering the cold treatment and isolation Russia has been facing, the innovation and R&D sector has been significantly impacted. Legalization of piracy and theft seems like Russia's response to the treatment that it has been getting from the world at large. Patent infringements and other IP theft can have a detrimental impact on inventors and businesses in Russia's "unfriendly list of countries". Educated professionals from across the world will see Russia as a lucrative market to utilize their skills and get financial incentive at the same time. Offering entertainment, music, technology at minimal and free cost, Russia is now backfiring on the west with this strategy.

LICENSES GRANTED TO MAKE PFIZER'S ORAL ANTIVIRAL COVID-19 PILL

Ref:economictimes.indiatimes.com, Friday,18.03.2022



Licenses have been granted to 19 pharmaceutical firms in India to manufacture and commercialise generic version of Pfizer's oral antiviral Covid-19 pill. Medicines Patent Pool that has granted these licenses is a United Nations backed public health organization that is working to increase access to life saving medicines for low and middle income countries. This pill comprises of nirmatrelvir, which

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inhibits a SARS-CoV-2 protein to stop the virus from replicating and ritonavir which slows down nirmatrelvir breakdown so that it can remain in the body for a long period at a higher concentration. This drug is prescription –only drug and should be initiated as soon as possible after diagnosis of Covid-19 and within 5 days of the onset of symptoms. This definitely a welcome sign of increased collaboration among organizations and countries for reviving humanity from the aftermath and possible recurrence of covid-19 pandemic.

KERALA HIGH COURT ADVOCATES ASSOCIATION SETS UP INTERNAL COMPLAINTS COMMITTEE

Ref: indialegallive.com, Saturday, 19.03.2022



The Kerala High Court Advocates' Association has decided to set up an Internal Complaints Committee for women in line with mandate under Sexual Harassment of Women at workplace (Prevention, Prohibition and Redressal Act), 2013. While observing that this kind of a committee will give a sense of security and confidence to women lawyers which will protect the dignity and make right to life and personal liberty for women more meaningful. Since the number of female lawyers and their contributions have magnificently increased over a period of time, settlement mechanism in place between parties through ICC proceedings will ensure secure working environment for all women in courts.

GOOGLE ACCUSED OF RACIAL BIAS AGAINST BLACK EMPLOYEES

Ref: businessinsider.in, Sunday, 20.03.2022



A lawsuit filed in California has accused Google of systemic racial bias against black employees. It has been explicitly alleged that black employees are hired at lower levels with a less pay and all kinds of leadership roles are denied to them on account of their race. These employees face a hostile environment in case they oppose these kind of discriminatory practices. They earn and advance lesser than other employees along with suffering a higher rate of attrition. At a time when inclusivity and diversity are being almost considered a norm by many businesses, we still have such law suits being filed and conduct being reported. Ultimately achieving an inclusive, diverse and equitable workplace is a responsibility of all not just a few stakeholders.

NARASINGHAPETTAI NAGASWARAM GETS GI TAG

Ref: thehindu.com, Monday, 21.03.2022



Narasinghapettai, which is a village in Thanjavur district of Tamil Nadu is a home to classic wind instrument popularly known as Narasinghapettai Nagaswaram, used in Carnatic music. It has been recently granted GI tag based

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on application filed by Thanjavur Musical Instruments Workers Cooperative Cottage Industrial Society Limited. The instrument is made from wood of acha maram tree. Its unique feature is that it is handmade. The instrument has a cylindrical body that flares out into a bell shape at the bottom. Its length is around 2 and a half feet and it is a double reed wind instrument with a large flaring bell.

APPLE'S INVESTMENT IN GREEN BONDS

Ref: apple.com, Thursday, 24.03.2022



Apple has issued three green bonds till date with projects impressing upon the economy how investments can reduce global emissions. Apple has been purchasing direct carbon-free aluminium following a major advancement in smelting technology to reduce emissions. Aluminium is first manufactured at industrial scale outside of a laboratory without creating any direct carbon emissions during the smelting process. With a goal to become carbon neutral by 2030, apple is certainly trailblazing the way by innovating technology that produces oxygen instead of greenhouse gases. This revolutionary advancement in aluminium production and manufacturing of products like iPad Air, Mac mini and Apple watch with recycled aluminium is certainly ensuring each Apple product can have net-zero climate impact.

DELHI HIGH COURT IMPOSES RS. 1 LAKH COST FOR CONCEALING FACTS

Ref: livelaw.in, Thursday, 24.03.2022



While dealing with a batch of petitions challenging decision of Controller General of Patents, Designs and Trade Marks disallowing petitioners from filing oppositions to trademark applications; the Delhi High Court directed two officials of CGPTDM to deposit cost worth Rs. 1 lakh each with Delhi High Court Bar Association Pandemic Relief Fund. These officials appeared twice before the court and despite this they concealed important facts. Concealing important facts resulted in waste of judicial time as per the court and a conduct reprehensible in all senses. Such practices by officials have become rampant in recent times and the resulting impact is on final outcome of the cases that remain pending for years altogether. Removing pendency will indeed have to be a collective responsibility of all stakeholders instead of always just blaming on one department or another.

WHO ESTABLISHES THE GLOBAL CENTRE FOR TRADITIONAL MEDICINE IN INDIA

Ref: who.int, Friday, 25.03.2022



World Health Organisation and Government of India have signed an agreement to establish WHO Global Centre for Traditional medicine. This centre aims to harness potential of traditional medicine from across the world

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through science and technology in order to improve health of people and planet. Traditional medicine refers to total sum of knowledge, skills and indigenous practices which different cultures have used over a period of time in order to prevent, treat and diagnose physical as well as mental illness. Traditional medicine now has also been modernized to a certain extent. Artificial Intelligence is being used to map evidence and trends in traditional medicine as well as to screen natural products. The new centre that is being constructed in Gujarat will focus on evidence and learning, data and analytics, sustainability and equity as well as innovation and technology to optimize contribution of traditional medicine to global health and sustainable development.

PHILIPPINES LAUNCHES INCENTIVE PROTECTION PROGRAM

Ref: asiaiplaw.com, Thursday, 31.03.2022



As an endeavour to support women’s rights and increase participation of women inventors and designers in country’s innovation scheme; Philippines has launched Juana Patent and Juana Design Incentive Programs. Beneficiaries under this program will enjoy prioritized and fast tracked processing of their applications. In order to avail benefits under this scheme, applicant enterprise to have not more than 20 employees and must be engaged in business for atleast 1 year. Atleast one applicant must be a woman and a national of Philippines. Philippines is certainly raising the bar globally to make workplaces diverse and inclusive with this new initiative.

The logo for KnowledgeGentia Consultants features a stylized 'K' composed of a vertical red bar on the left and a black shape on the right. A red arrow curves from the top of the 'K' towards the top right. To the right of the 'K' is the text "NOWLEDGENTIA®" in red and "CONSULTANTS" in black. Below this is the tagline "Corp Legal & Intellectual Property Rights Firm" in a smaller black font.

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