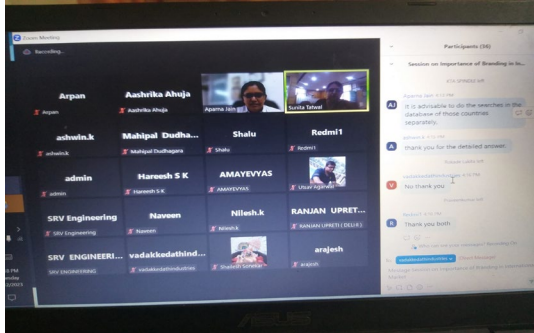


IMPARTING KNOWLEDGE ON LATEST CORPORATE LEGAL AND INTELLECTUAL
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**BRANDING FOR INTERNATIONAL
BUSINESS**

Tuesday, 12.09.2023



Founding Partner, Knowledgentia Consultants, Ms. Aparna Jain, conducted an online session on importance of branding for international business. The event organised by FIEO on 12.09.2023 saw active participation from many exporters and importers.

**KORAPUT KALAJEERA RICE GETS GI
TAG**

Ref: deccanchronicle.com, Sunday,
03.09.2023



‘Koraput Kalajeera Rice,’ an aromatic rice variety with nutritional value, has got Geographical Indications (GI) status. The farmers of Koraput district in Odisha, the centre of origin of cultivated rice, have domesticated Kalajeera rice over generations. With the support of the National Bank for Agriculture and Rural Development (NABARD) and the Odisha government’s department of agriculture, the farmers’ organisation received the GI tag for ‘Koraput Kalajeera Rice.’ Koraput Kalajeera Rice known as the ‘Prince of Rice’ is an aromatic variety originating from Koraput district of Odisha. Upholding the nutritional and cooking quality, the rice looks

like coriander seeds. The ancestors of the present tribal communities of Koraput district have domesticated the rice in the region for thousands of years contributing to conservation of crop. It is popular among rice consumers for its black colour, good aroma, taste and texture. The rice is grown in Koraput district’s Tolla, Patraput, Pujariput, Baliguda and Mohuli areas. The ancient text explains that Kalajeera rice improves memory and controls diabetes. It is believed to increase haemoglobin levels and the body metabolism. This fragrant grain has antispasmodic, stomachic, carminative, antibacterial, astringent and sedative properties.

**DELHI HIGH COURT DIRECTS
REGULATION OF TRADEMARK AND
PATENT AGENTS**

Ref: barandbench.com, Thursday,
07.09.2023



Delhi High Court in the case titled Saurav Chaudhary v. Union of India & Anr, has sought clarity from the Controller General of Patents, Designs and Trade Marks (CGPDTM) to reveal how it intends to regulate or supervise the functioning of trademark and patent agents in the country. This timely and effective supervision by the high court is expected to streamline the working of IP officials.

**MANGOES FROM BENGAL’S MALDA
GET GI TAG**

Ref: indiatoday.in, Thursday, 07.09.2023



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Three varieties of mangoes from West Bengal's Malda- The Lakshmanbhog, Fajli and Himsagar have been awarded the Geographical Indication (GI) tag for their unique taste and quality. The certificate will inspire and promote mango farming and help the world recognize the distinct flavour and aroma of Malda mangoes.

**HC DENIES INTERIM RELIEF TO
PRINCETON UNIVERSITY IN
TRADEMARK SUIT**

Ref: [indianexpress.com](https://www.indianexpress.com), Friday, 08.09.2023



The Delhi High Court in the case titled *The Trustees of Princeton University v. The Vagdevi Educational Society & Ors*, has denied interim relief to Princeton University in its suit against six Hyderabad-based educational institutions alleging infringement of its mark 'Princeton'. The institution filed a lawsuit against Vagdevi Educational Society which runs the six institutions, including Princeton School of Education, Princeton School of Engineering and Technology, among others. Princeton University had approached the court arguing that it was founded in 1746 and has been using the mark 'Princeton' in India since 1911. It was observed that there is no evidence of continuous use by the American Ivy League college of the "Princeton" mark prior to the year 1991 which was the date of "first use" by the defendant institutions of the "Princeton" mark. The plaintiff is the foremost higher educational institution in the world, and provides no services outside the US. The defendants' institutions are situated entirely within the State of Telangana and do not even have any branch outside the said state. No aspirant to the portals of the plaintiff-institution is likely to mistakenly join the defendants; equally, no student, who wants to join one of the defendants' institutions,

is likely to mistakenly approach the plaintiff, believing them to be inter-related. It was further observed that since the defendants' institutions have been functioning since 1991, it would be on the Ivy League university to establish that they have suffered an irreparable loss due to the use of the Princeton mark by the defendant for seeking an interim order, however, no arguments were made on this point.

**APPLE TO MANUFACTURE ALL
WATCHES WITH CLEAN
ELECTRICITY.**

Ref: [livemint.com](https://www.livemint.com), Tuesday, 12.09.2023



Apple has set an ambitious target to fully neutralize its carbon emissions across its operations and entire supply chain by 2030. This commitment trickles down into its products like the new iPhone 15. It is among the largest buyers of clean energy globally. As it has expanded into new products, its electricity consumption has more than doubled over that same period, to reach 3.2 terawatt hours. To maintain its 100% renewable status, Apple will need to invest tens of millions of dollars into clean energy projects in the coming years.

**NEW RULES FOR GI FOR CRAFT AND
INDUSTRIAL PRODUCTS IN THE EU**

Ref: euipo.europa.eu, Tuesday, 12.09.2023



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European Parliament has recently approved new EU rules aimed at safeguarding the geographical indication for craft and industrial products. These new rules extend protection to locally renowned non-food products such as lace, glass, natural stones, jewellery or porcelain across the EU and globally. The goal of this regulation is to harmonise differing national systems, increase consumer awareness and enhance the competitiveness of producers. The legislation foresees a regular two-step registration, starting at national level and followed by an examination of the application by the EU Intellectual Property Office (EUIPO) at EU level. Member states may request to be exempted from setting up a national registration procedure. In those cases, the EUIPO will be in charge of the whole procedure. Finally, the Member States will have one year to inform the Commission and the EUIPO which of the names already protected nationally should also be registered and protected at EU level. The Council needs to formally approve the agreement. The Regulation will then enter into force twenty days after being published in the EU Official Journal and its application is scheduled to commence two years from that point.

**URUGUAY TO BECOME A MEMBER OF
PCT AT THE END OF 2023**

**Ref: intellectual-property-
helpdesk.ec.europa.eu,
20.09.2023**

Wednesday,



Uruguay is expected to become a contracting state of the Patent Cooperation Treaty by the end of 2023. Once Uruguay enters the PCT, all countries in Latin America will be a member, except Argentina, Bolivia, Paraguay and Venezuela. The Patent Cooperation Treaty

(PCT) assists applicants in seeking patent protection internationally for their inventions, helps patent offices with their patent granting decisions, and facilitates public access to a wealth of technical information relating to those inventions. By filing one international patent application under the PCT, applicants can simultaneously seek protection for an invention in a large number of countries.

**IP PROTECTION AT THE 2023
HANGZHOU ASIAN GAMES**

Ref: asiaiplaw.com, Friday, 22.09.2023



Intellectual property protection measures are in place for the 2023 Asian Games in Hangzhou, China, which will run from September 23 to October 8, 2023. In 2018, organizers of the quadrennial multi-sport event had applied for a “special symbol” status for its emblem, slogan and mascots. The application has been approved, placing the emblem, slogan and mascots under the Hangzhou Key Trademark Protection list. The organization committee of the Asian Games in Hangzhou had registered 20 symbols – including images of the mascots, Chinese and English versions of the official emblem – as special symbols under 45 trademark categories. Special symbols are valid for four years once approved. The Administrative Regulations for Special Symbols create a ‘licensing program’ that enables the owner of registered special symbols to manage the usage of special symbols. Unauthorized usage may result in pecuniary sanctions. Also duly protected are the mascots’ industrial design and the copyright for Asian Games-related creations such as literature, music and graphic works. The above IP protective measures are enforced by a provincial level administrative regulations that specify punishments for unlicensed use of the special symbols or trademarks or unauthorized broadcasting of the Asian Games, including the opening and closing ceremonies. Other IP protection measures for Asia’s version of the

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Olympic Games include conducting intensive inspections at venues and on goods, publicity campaigns to educate the public about IP protection, and availability of channels through which complaints and reports may be made, among others. Originally scheduled in 2022, the 19th edition of the Asian Games was moved to 2023 due to Covid-19 restrictions.

**DELHI HIGH COURT RECORDS
EVIDENCE BY LIVE TRANSCRIPTION
IN PATENT INFRINGEMENT SUIT**
Ref: livelaw.in, Monday, 25.09.2023



In a case titled, Communication Components Antenna Inc. v. Rosenberger Hochfrequenztechnik GMBH & Co KG & Ors, Delhi High Court, for the first time, has recorded evidence by way of live transcription, in a patent-related suit. The high court had, in July, relied on Rule 16 of the High Court of Delhi Rules Governing Patent Suits, 2022 and with the consent of both parties, it was decided that issues will be framed, and suit heard, with the evidence to be recorded using live transcription. A transcription agency was to be engaged by the plaintiff who had filed the suit and the costs for the same would be shared equally by the parties. Subsequently, an agency was roped in, and two transcribers were present in court, one a citizen of Australia and other of the USA. The evidence was recorded of two witnesses relied upon by the plaintiff in the suit and the court posted the matter for recording of witnesses cited by the defendants. As far as the process is concerned, it was held that the transcription agency shall e-mail the final version of the transcription as also the audio recording for the cross examination of the Court Master. The edited transcription for the day, incorporating any corrections directed by the court shall be read through by the witnesses. The witnesses may sign the same. The

witnesses shall be accompanied by at least one counsel. The counsel for the parties will also sign the documents.

**TAMIL NADU CM STALIN RELEASES
TOURISM POLICY 2023**
Ref: thehindu.com, Tuesday, 26.09.2023



The Tourism Policy 2023 released recently by Tamil Nadu CM envisions both enhancing and upgrading the existing tourism infrastructure, along with establishment of new greenfield projects. This policy is valid for five years. A Tourism Facilitation Cell will be created which will work towards investment promotion, facilitation and monitoring of private sector investment in tourism, including attracting fresh investments in the tourism sector. Under this policy, the Department will support private sector investments across tourism projects located in certain geographies titled “Focus Tourism Destinations” and certain corridors titled “Focus Tourism Corridors” only. The policy also mentions that existing towns and cities with good quality urban infrastructure will be developed as Gateway Hubs, from where the visitor to Tamil Nadu can initiate their journey. The State is also looking at enhancing Golf tourism and Sports tourism. The Department envisages to promote film tourism across all segments – Bollywood, Kollywood, Documentaries, TV Productions, Foreign Movies and Shows and other regional movies. A Film Tourism Scheme will be separately launched outlining guidelines and incentives for film shooting in Tamil Nadu. Activity operators’ licenses will be issued by the Department for operating scuba diving and snorkelling activities at few locations. The policy is expected to provide for interest subvention, payroll incentive, quality

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certification incentive, sustainability initiatives
incentive, among others.

EU JAPAN ECONOMIC PARTNERSHIP
Ref: agriculture.ec.europa.eu, Wednesday,
27.09.2023



The EU-Japan Economic Partnership Agreement, which entered into force on 1 February 2019, protects the listed agri-food names against imitation and usurpation, bringing mutual trade benefits and introducing consumers to guaranteed, authentic products from two regions with a rich culinary and cultural tradition. This Partnership Agreement between the EU and Japan is one of the most important agreement so far as regards agri-food business. Japan is the 5th largest outlet for EU's agrifood exports. The main products exported by the EU to Japan include pork, wines and spirits, cigars and cigarettes, cheese, chocolate and sugar confectionery and other processed agricultural goods. The EU imports mainly soups and sauces, vegetable products, as well as food and cereal preparations.



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