

KNOWLEDGEATE® -JULY 2024

IMPARTING KNOWLEDGE ON LATEST CORPORATE LEGAL AND INTELLECTUAL PROPERTY MATTERS

ICFAI COLLABORATES WITH KNOWLEDGENTIA

Ref: Tuesday, 23.07.2024



Knowledgentia Consultants is proud to be a partner for ICFAI orientation series lectures on innovation and IPR. The same involved active interaction with the new students as part of the Deeksharambh Programme.

WOCKHARDT TO LAUNCH ANTIBIOTIC

Ref: Business Standard, Saturday, 29.06.2024



WKC 5222 or Zaynich is ready to be launched by the research giant Wockhardt this year. This antibiotic is for antimicrobial research (AMR) and the number of patients sufferings are

increasing who have this ailment. Zaynich a combination of Zidebactam and Cefepime is effective in treatment of infections caused by drug resistant pathogens. After obtaining all trials and approvals most likely, the launch will be in 2025 – 2026. The company intends to market the drug all in India and other markets for tie ups in developed markets.

PATANJALI ACQUIRES PATANJALI AYURVED

Ref: Business Standard, Tuesday, 02.07.2024



Patanjali Foods is ready to acquire the non food segment of Patanjali Ayurved for whopping Rs. 1100 crores. The acquisition shall be as sale of ongoing concern and shall bring the various segments of dental care, skin care, home care and hair care products under the ambit of Patanjali Foods. The portfolio of well recognized brands shall also add value to the current IP portfolio.

IIT D ASSESSMENT OF T1 AIRPORT

Ref: Business Standard, Tuesday, 02.07.2024



IIT D structural engineers have been engaged to file a complete report after assessment of the roof

collapse incident of Terminal 1 Airport in New Delhi within a month. This has been instructed by Ministry so as recommence access and operations from IIT Delhi. The Airports Authority of India (AAI) has been directed to issue a circular to all minor and major airports to conduct a thorough inspection of structural strength. "Based on the findings, the need for increased safety measures and the development of long-term policies to prevent the recurrence of such unfortunate incidents will be formulated at priority," the ministry said in the statement.

GOOD MANUFACTURING PRACTICES OF PHARMA

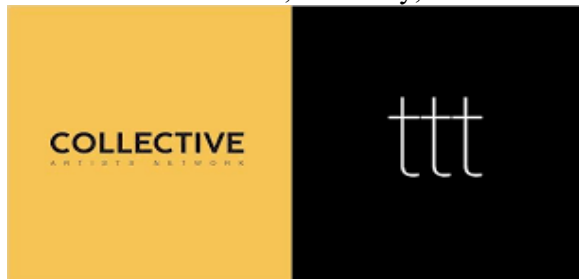
Ref: Business Standard, Wednesday, 03.07.2024



Pharma sector is being revamped and firms are upgrading their manufacturing units Revamped Pharmaceuticals Technology Upgradation Assistance Scheme (RPTUAS). This move will regularise the firms and companies to work in a proper manner with revised standards. The firms which have a minimum average revenue will be eligible for investments from the government under the said scheme. This scheme will promote companies in pharma sector and boost their business as well.

TERRIBLY TINY TALES ACQUIRED

Ref: Business Standard, Thursday, 04.07.2024



Terribly Tiny Tales is a flash fiction platform founded in 2013 and hosts content across social

media platform. The acquisition has been by Collective Artists a media company to be in consonance with the strategy for the entity. The community had over 5 million creators including web series and animated films as well. It is interesting to see the growth of the content - based copyright created platform in the niche area of children storytelling.

COGNIZANT SETTLES CFO LAWSUIT

Ref: Business Standard, Thursday, 08.07.2024



The Chief Financial Officer (CFO) of Cognizant has amicably settled the non – compete law suit which was filed by WIPRO. The terms of settlement were kept confidential however the same is without admission by either party and is on the basis of payment of approximately \$505,087 (around 4.1crore) as well as the reimbursement of his legal fees. The CFO was working for 21 years prior to resigning and joining Cognizant. Thus, the companies should have strong employment agreements so as to protect their confidential data as well as enforcement is quintessential for safeguarding the data of companies.

AI AND TECHNOLOGY

Ref: Business Standard, Friday, 12.07.2024



AI has been rampantly used and in today’s dynamic technological environment it is becoming a part of daily life of children, adults,

elders as well as corporates, institutes and even government entities. The advent of AI represents “Tech Colonialism” and encompasses a plethora of algorithms which generate profits for companies. AI can do things which are beyond creators’ understanding and thus its black box effect is also dangerous. Thus, balance has to be maintained where human intellect should be used and where AI and thus the brains cannot be replaced by technology and the pros and cons should be well understood.

GODREJ DEVELOPS REPELLANT MOLECULE

Ref: Business Standard, Saturday, 13.07.2024



Godrej Consumer Products (GCPL) recently announced that it has developed a mosquito repellent molecule ‘Renofluthrin’. The company has filed a Patent for the said innovation which will be instrumental in this niche area of mosquito control and can multiply the efficiency of the liquid vapor-based solutions. The demand of these solutions is high in both urban as well as rural areas where the ailments from mosquito bites have increased manifold. and with climatic changes the advent of mosquitos and ailments arising therefrom.

EWASTE GENERATION FASTEST IN INDIA

Ref: Hindustan Times, Sunday, 14.07.2024



India saw 163 per cent growth being the highest so far in generation of electronic waste from

screens, computer and small IT and telecommunication equipment (SCSIT) between the years 2010 and 2022, as per report of United Nations Trade and Development (UNCTAD). On one hand we as a global economy are advocating sustainability and on the other hand with so much changes in technology, the e waste being generated is immense. India is making an endeavour by use of recycled material and e waste for various purposes as it does not degrade and its toxic and hazardous.

HOLIDAY HOME CLUB MALPRACTICES

Ref: Hindustan Times, Monday, 22.07.2024



Consumer Affairs Ministry is planning to launch guidelines for holiday home club practices. The assurances and verbal promises made by them to the public at large are not being adhered to and the target consumer is being duped of their hard-earned money. These companies are luring the individuals of luxuries but fail to provide them nor even give honest and transparent services. Under the clout of the misleading advertisements, they should be penalized and further penalties including refund of money along with compound interest should also be stipulated.

WIPO GUIDE ON TRADESECRETS

Ref: Business Standard, Monday, 22.07.2024



Recently, importers and exporters are aggrieved by the misuse as well as leaking of confidential

data submitted by them to the Customs through ICE-Gate portal. WIPO Guide on the protection of trade secrets is available for access and guidance which has separate section dealing with strategic roles of Trade secrets in the innovation ecosystem. Trade secrets are confidential information, not generally known among, or accessible to, the persons in the relevant business sector but are of commercial value. Thus, the holder has a responsibility of ensuring that reasonable steps are taken for its protection. As we do not have a statute for its protection, thus common law can be enforced through courts as applicable. The WIPO guide is an elaborative compilation and should be used as a ready reckoner compendium for all interested parties.

**MISLEADING ADVERTISEMENTS
CENTRALISED DASHBOARD**

Ref: Hindustan Times, Wednesday, 31.07.2024

The Hon'ble Apex Court has asked the government to consider a centralized dashboard for publishing and tracking the complaints regarding misleading advertisements pertaining to medicinal and allied healthcare products and services. This would streamline compliances

under the Drugs and Cosmetics Act and guidelines of Ayush Ministry.



**W - 19, L.G.F, GREATER KAILASH II,
NEW DELHI – 110048**
Telephone No:
**Delhi - 011 - 49122916; 9910734340;
9810296002**
Chandigarh - 0172-2544552
Email: info@knowledgegentia.com
Website: www.knowledgegentia.com
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