

# Mark the Spot : Trademarks Talk

## Activity Report

Academic Year	2024-25
Program Driven by	
Quarter	III
Program / Activity Name	
Program Type	
Program Theme	Innovation
Start Date	24 April 2025
End Date	24 April 2025
Duration of the Activity (in Mins)	90
Number of Student Participant	75
Number of Faculty Participant	5
Number of external Participant	--
Expenditure Amount in Rs.	
Any Remark	--
Mode of Session Delivery	Offline
Objective	
Benefit in terms of Learning / Skills / Knowledge obtained	
Feedback	
Video url (mp4)	
Photograph 1 (jpg)	Attached
Photograph 2 (jpg)	Attached
Overall report of the Activity (pdf)	As given below



**Dr. P. H. Zope**  
**Coordinator**

## Report: Mark the Spot : Trademarks Talk

### ☐ Event Overview

**Title:** Mark the Spot : Trademarks Talk

**Date:** April 24, 2025

**Format:** Live-streamed event

**Link:** [Mark the Spot : Trademarks Talk](#)

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## ❑ Objectives of the Event

- **Promote Innovation and IP Awareness:** Highlight the importance of Trademarks in fostering innovation and achieving Sustainable Development Goals (SDGs).
  - **Encourage Collaboration:** Bring together stakeholders from various sectors to discuss and collaborate on Trademarks and Geographical Indication initiatives.
  - **Celebrate Creativity:** Recognize and celebrate the role of creativity and innovation in driving economic and social development.
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## ❑ Key Speakers and Highlights

### 1. Dr. Rahul Taneja, Scientist, Patent Information centre, Department of Science and Technology

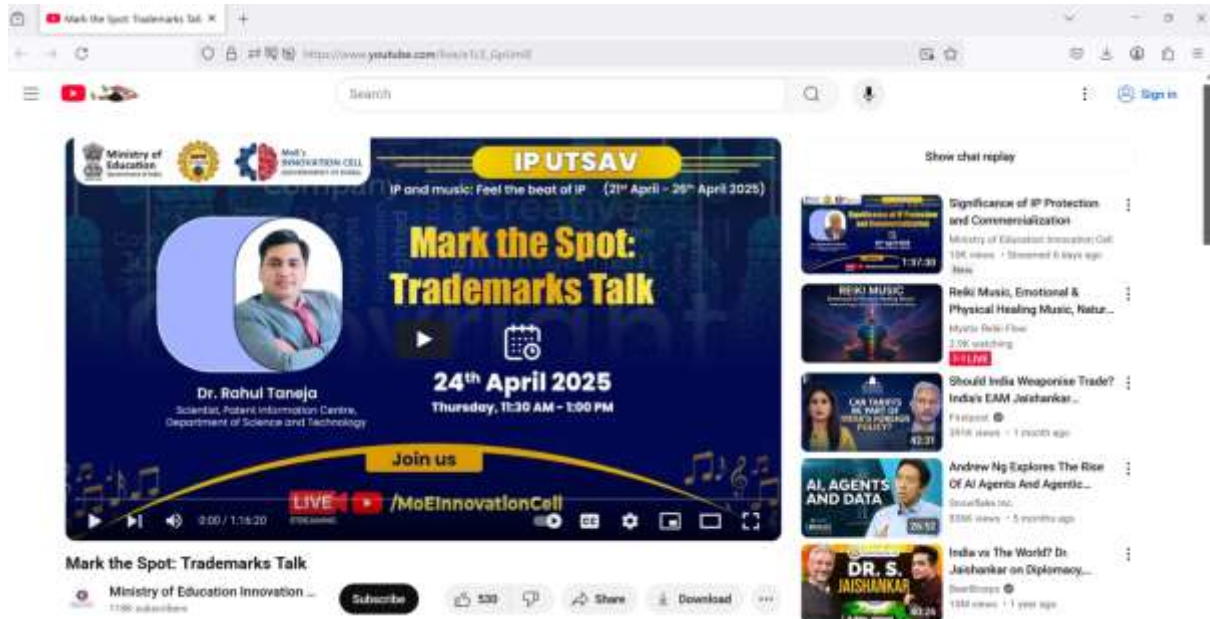
- **Key Points:**
    - Emphasized on Trademarks, Trademark usage, Madrid Protocol, Trademark Registration Process and Geographic indication.
    - Highlighted the importance of Trademarks such as symbol of Nike, and how plays important role in marketing and source of revenue through licensing trademark.
    - Detailed discussion on Trademark, Trademark registration and using website [ipindiaonline.gov.in](http://ipindiaonline.gov.in) how to do trademark search report, concept of wordmark, trademark usage, Forms and fees
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## ❑ Actionable Insights

- **Strengthen IP Ecosystem:** Develop and implement policies that support Trademark creation, commercialization.
  - **Promote Education and Awareness:** Integrate Trademark education into academic curricula and conduct awareness campaigns.
  - **Foster Collaboration:** Encourage partnerships between government, industry, and academia to drive innovation.
  - **Support Startups and MSMEs:** Provide resources and support to startups and micro, small, and medium enterprises (MSMEs) for IP-related activities.
  - **Leverage Technology:** Utilize digital tools and platforms to facilitate Trademark registration, management and dissemination.
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## ❑ Conclusion

The "Mark the Spot : Trademarks Talk " served as a significant platform to underscore the pivotal role of Trademark and Geographical indication in driving innovation and achieving sustainable development. The event brought esteemed speakers Dr. Rahul Taneja who shared valuable insights and actionable strategies about trademark registration and geographical indication to strengthen the IP ecosystem in India.



Kinds of Trademarks		
Trademarks	to distinguish goods	
Service Marks	to Distinguish Service	
Collective Marks	to distinguish goods or services by members of an association	
Certification Marks	to distinguish goods or services certified by a certifying authority	
Well Known marks	very famous in the market and as a result benefit from stronger protection	

6:00 AM	Ajanta, Citizen, I-Phone, Samsung
6:30 AM	Colgate, Close-up
7:30 AM	Nescafe, Taj Mahal, Red Label, Taaza
8:00 AM	Dettol, Lifebuoy, Lux, Cinthol
8:30 AM	Kissan Fruit Jam, Maggi Tomato Ketchup, Kellogs
9:00 AM	Maruti Suzuki, Hero Honda, TVS, Toyota
9:30 AM	IBM, Lenevo, HCL, HP
10:30 AM	Yahoo, rediff, gmail, hotmail
11:30 AM	Canon fax, Intercom
1:30 PM	Mc Donald's, Dominos, Pizza Hut, Sagar Ratna
6:00 PM	PVR, Big Cinema, V Mart, Easy Day
8:00 PM	Sony, Star Plus, Discovery, CNN
10:00 PM	Good Night, All- Out , JET

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