



About us:

The Cell for IPR Promotion & Management (CIPAM) is a professional body under the aegis of Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce & Industry (MOCI). It was created in the year 2016 to take forward the implementation of the National IPR Policy, 2016 and ensure focussed action on issues related to IPRs. CIPAM assists in simplifying and streamlining of IP processes, apart from undertaking steps for furthering IPR awareness, commercialization and enforcement.

CIPAM is thankful to the International Trademark Association (INTA) and Fidus Law Chambers for their immense support and contribution to this comic strip series.

All information contained in this comic strip series is provided for educational, information and non-commercial purposes only, and should not be construed as legal advice or as an offer to perform legal services on any subject matter.

To know more about CIPAM and its initiatives, you may follow us at our following social media handles:



CIPAM



CIPAM India



CIPAMIndia



CIPAM India

You may visit our website: www.cipam.gov.in

You may also drop us an email at: cipam_dipp@gov.in

**BE SURE TO READ THE OTHER
COMIC BOOKS IN THIS SERIES ON:**

TRADEMARKS COPYRIGHT

PATENTS IP IS EVERYWHERE

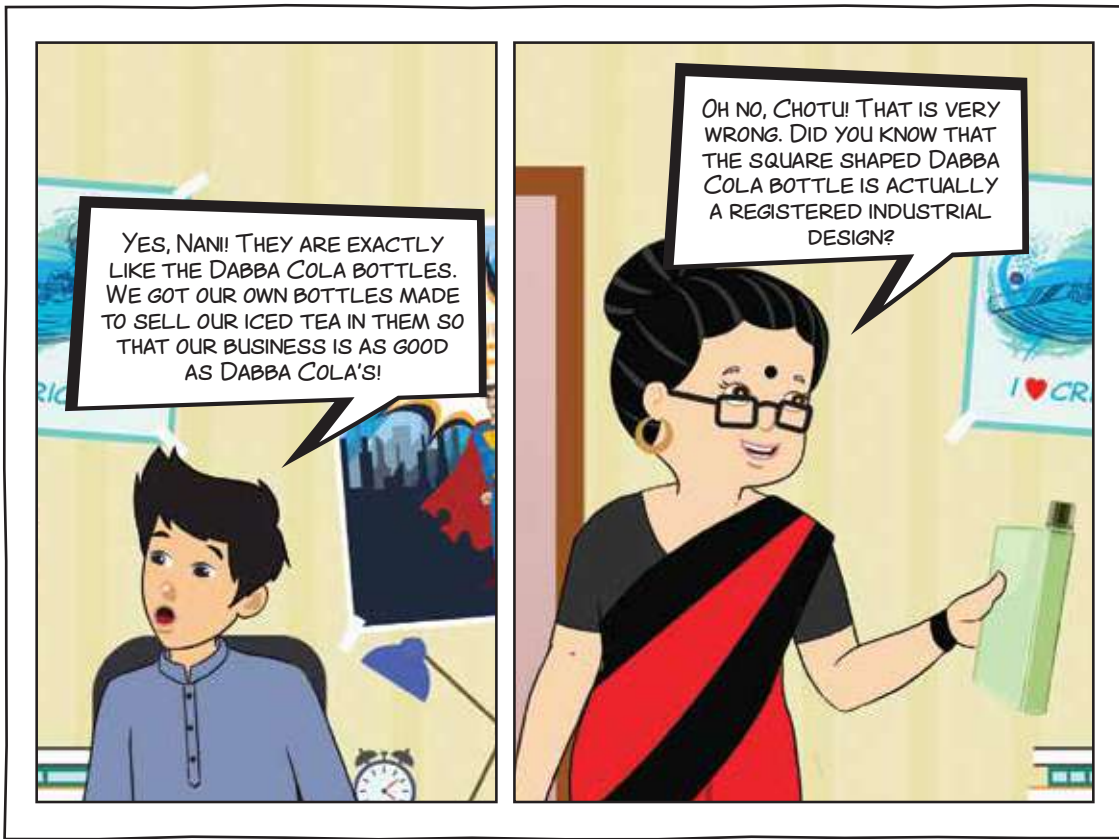
**GEOGRAPHICAL
INDICATIONS**

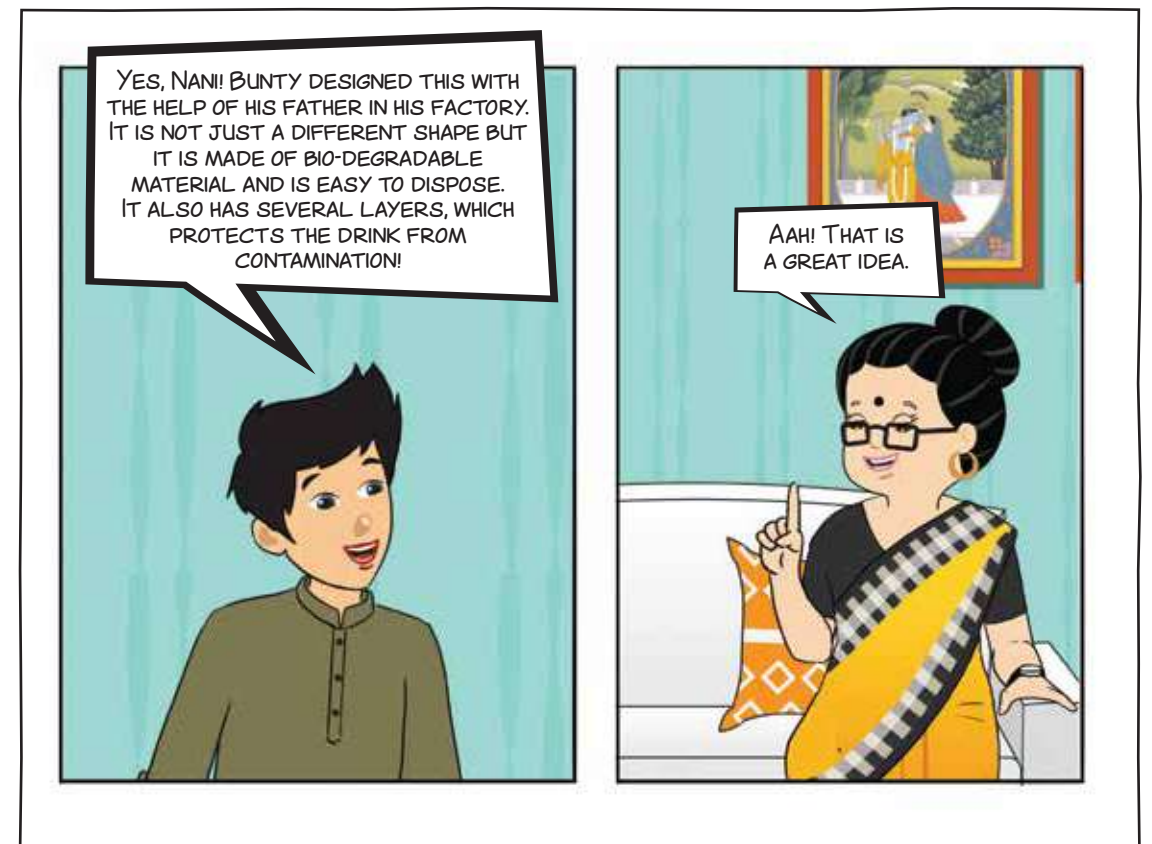
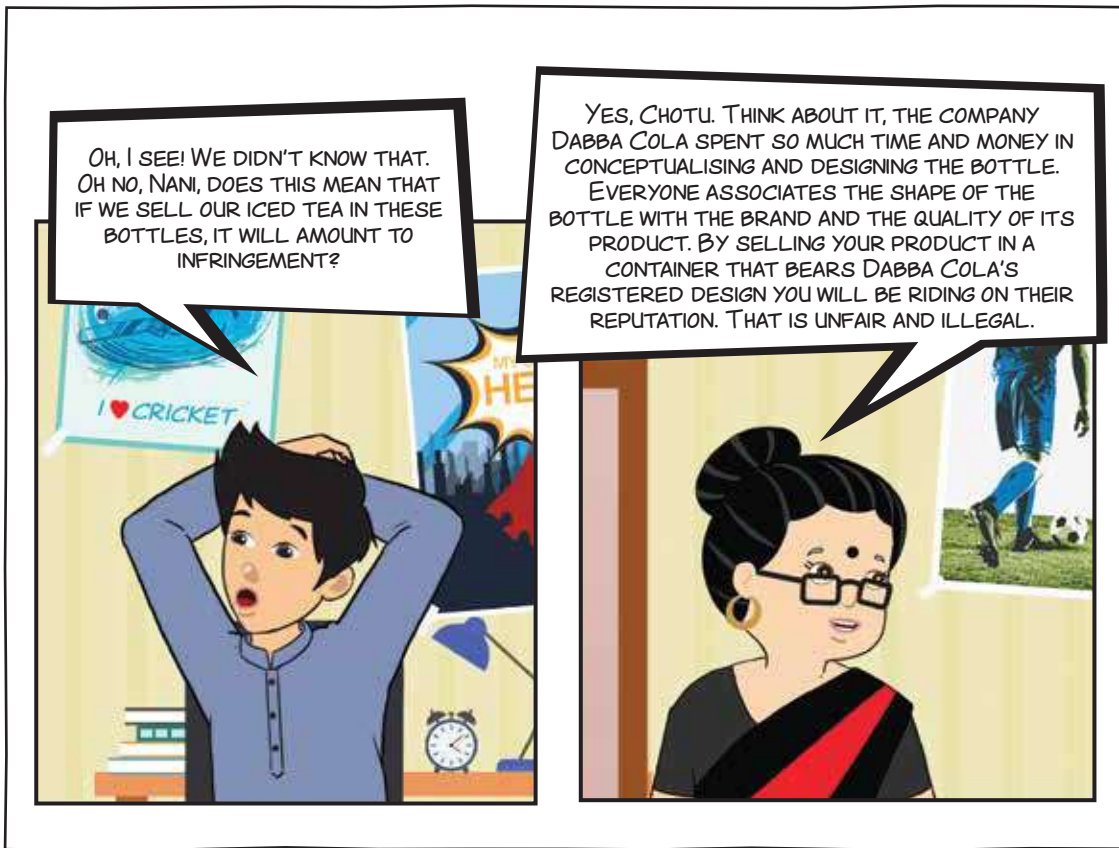
DESIGNS

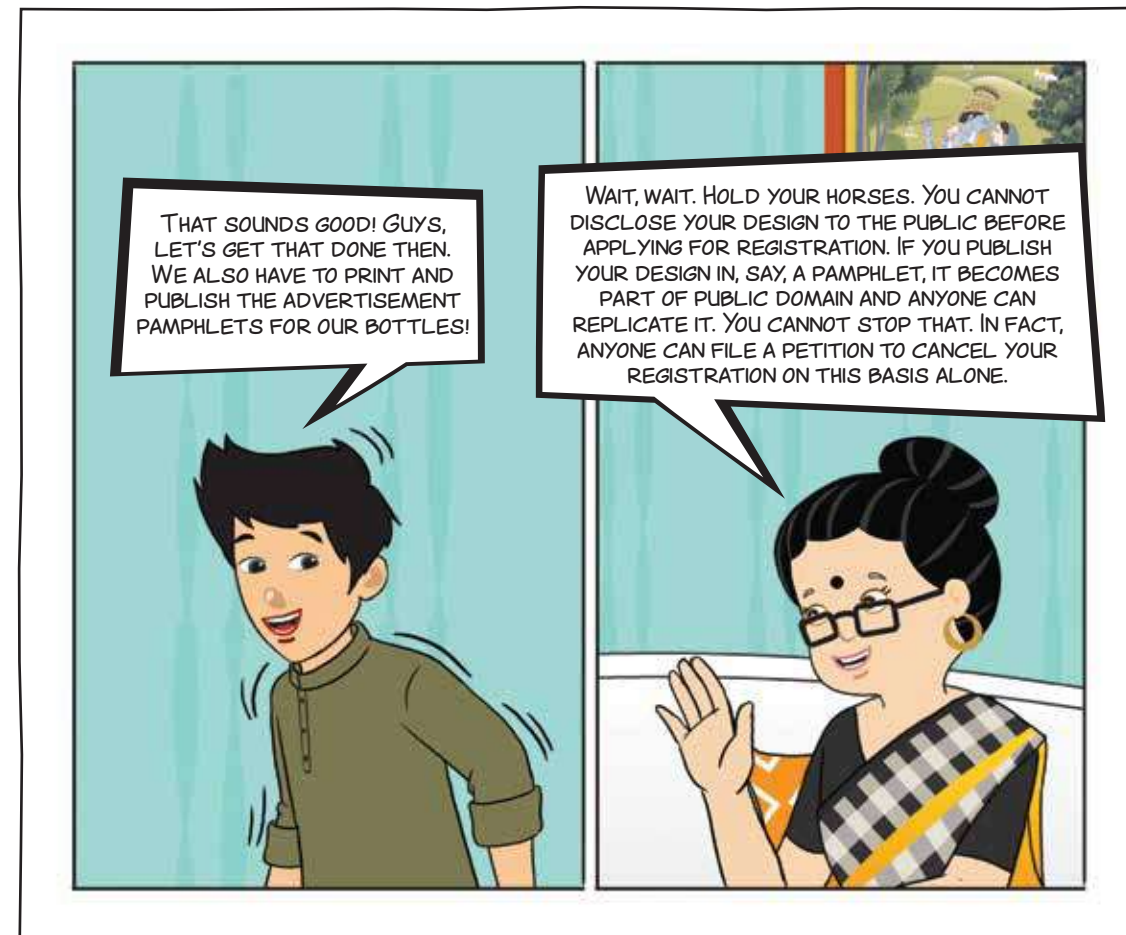


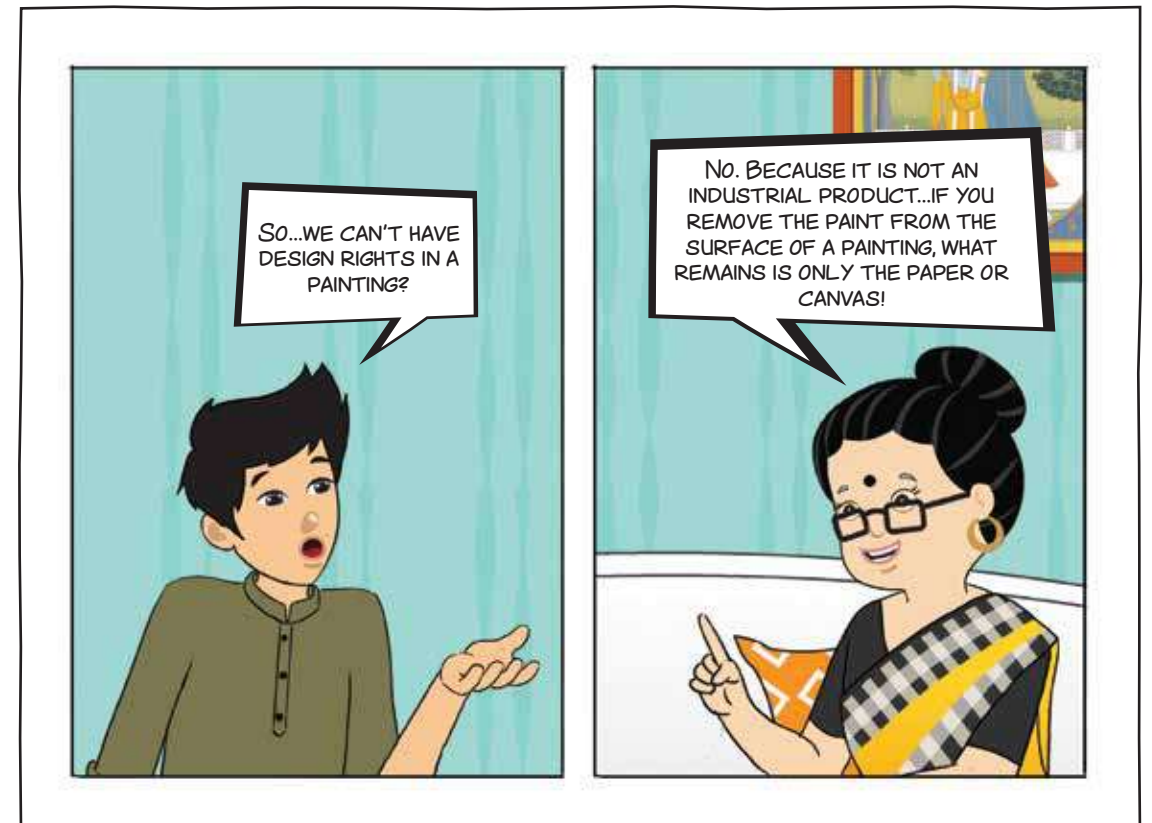
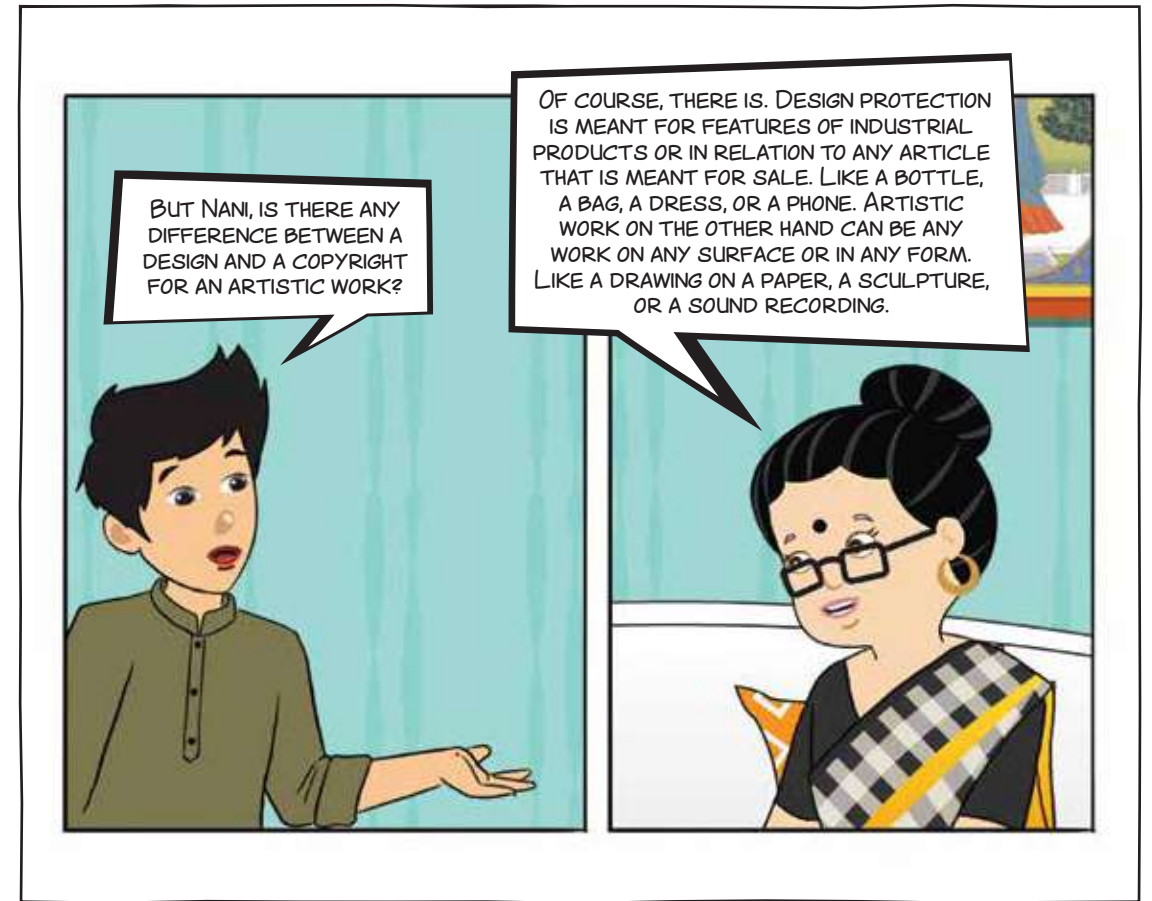
CHOTU, MINTI, AND BUNTY ARE GATHERED AROUND CHOTU'S STUDY TABLE IN HIS ROOM AND ARE INDULGED IN SOME SERIOUS DISCUSSION. NANI ENTERS THE ROOM WITH SOME SNACKS FOR THE KIDS.







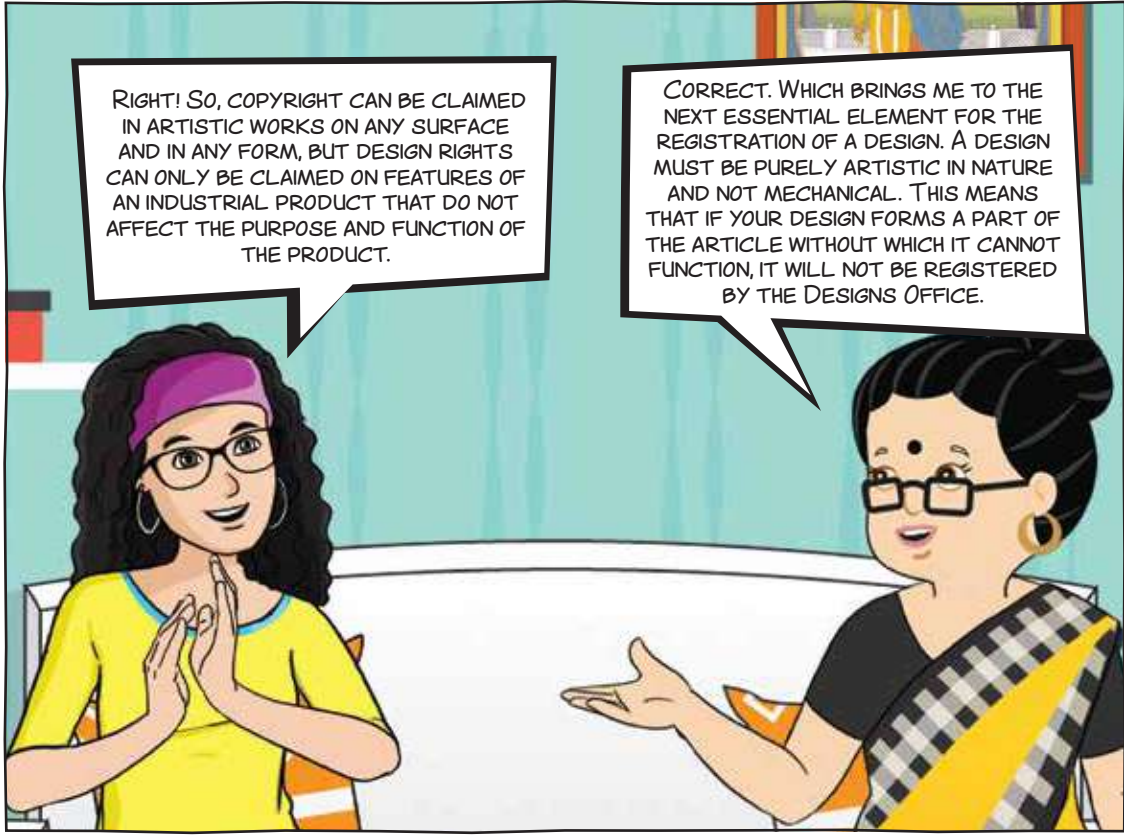






SO, IF THE DESIGN IS NOT FOR A SALEABLE INDUSTRIAL PRODUCT, ONE CANNOT CLAIM DESIGN RIGHTS?

NOT JUST THIS, IT SHOULD BE AN INDUSTRIAL PRODUCT THAT WOULD CONTINUE TO FULFIL ITS PURPOSE WITHOUT THE DESIGN AS WELL. FOR EXAMPLE, ARTISTIC WORK ON STAMPS, CARDS, TOKENS, AND LABELS CANNOT BE REGISTERED AS DESIGNS.



RIGHT! SO, COPYRIGHT CAN BE CLAIMED IN ARTISTIC WORKS ON ANY SURFACE AND IN ANY FORM, BUT DESIGN RIGHTS CAN ONLY BE CLAIMED ON FEATURES OF AN INDUSTRIAL PRODUCT THAT DO NOT AFFECT THE PURPOSE AND FUNCTION OF THE PRODUCT.

CORRECT. WHICH BRINGS ME TO THE NEXT ESSENTIAL ELEMENT FOR THE REGISTRATION OF A DESIGN. A DESIGN MUST BE PURELY ARTISTIC IN NATURE AND NOT MECHANICAL. THIS MEANS THAT IF YOUR DESIGN FORMS A PART OF THE ARTICLE WITHOUT WHICH IT CANNOT FUNCTION, IT WILL NOT BE REGISTERED BY THE DESIGNS OFFICE.



UMMM....I DON'T UNDERSTAND.

WHAT I AM TRYING TO EXPLAIN IS THAT IT DOESN'T MATTER IF YOUR ICED TEA CONTAINER IS CIRCULAR OR NOT, IT WILL STILL BE SALEABLE. BUT IF YOU REMOVE THE DESIGN ON A STAMP OR A CARD, WHAT REMAINS IS ONLY THE PAPER, WHICH IS OF NO USE!



I DON'T UNDERSTAND, NANI.

IT'S SIMPLE. WHY DO YOU THINK A CIRCULAR BOTTLE CAN BE A REGISTERED DESIGN BUT A CIRCULAR CAP OF THE BOTTLE CAN'T BE?





YES, YES, MY SKIRT IS A MAYA BATLIWALA PRODUCT. MY AUNT GIFTED IT TO ME.

YES! EXACTLY. LOOK HOW UNIQUE THE MOTIFS ARE!



YOU ARE RIGHT, NANI.

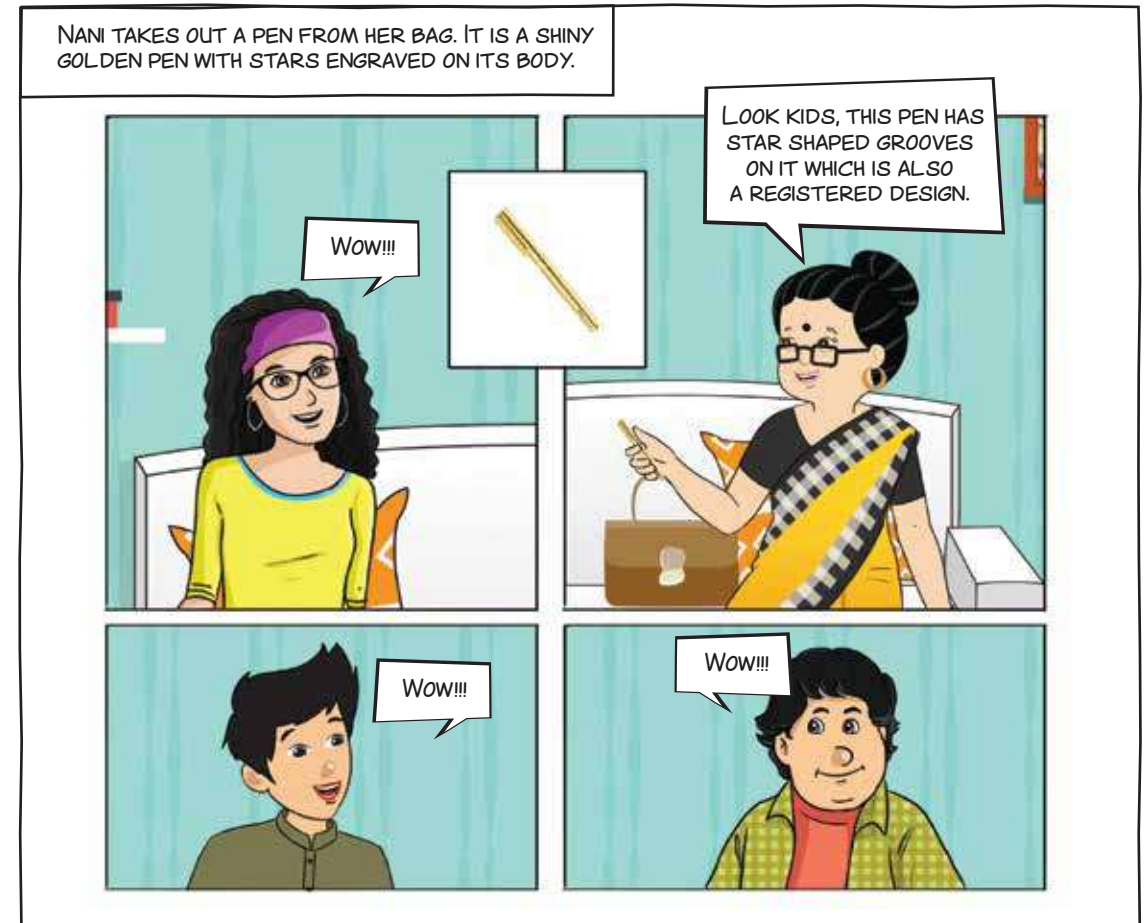
HMMM...WHAT ELSE? YES, LOOK AT BUNTY'S GLASSES! THEIR SHAPE IS SO UNIQUE, IT IS ALSO A REGISTERED DESIGN.

YES, YES!



BUT THERE ARE SO MANY REPLICAS IN THE MARKET, NANI!

IT IS ILLEGAL TO MANUFACTURE AND SELL SUCH INFRINGING REPLICAS. YOU MUST BE VIGILANT AGAINST SUCH COPIES AND NEVER PURCHASE THEM. IT ONLY ENCOURAGES THE BUSINESS OF INFRINGERS.



NANI TAKES OUT A PEN FROM HER BAG. IT IS A SHINY GOLDEN PEN WITH STARS ENGRAVED ON ITS BODY.

LOOK KIDS, THIS PEN HAS STAR SHAPED GROOVES ON IT WHICH IS ALSO A REGISTERED DESIGN.

Wow!!!

Wow!!!

Wow!!!

