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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.

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TRADEMARKS

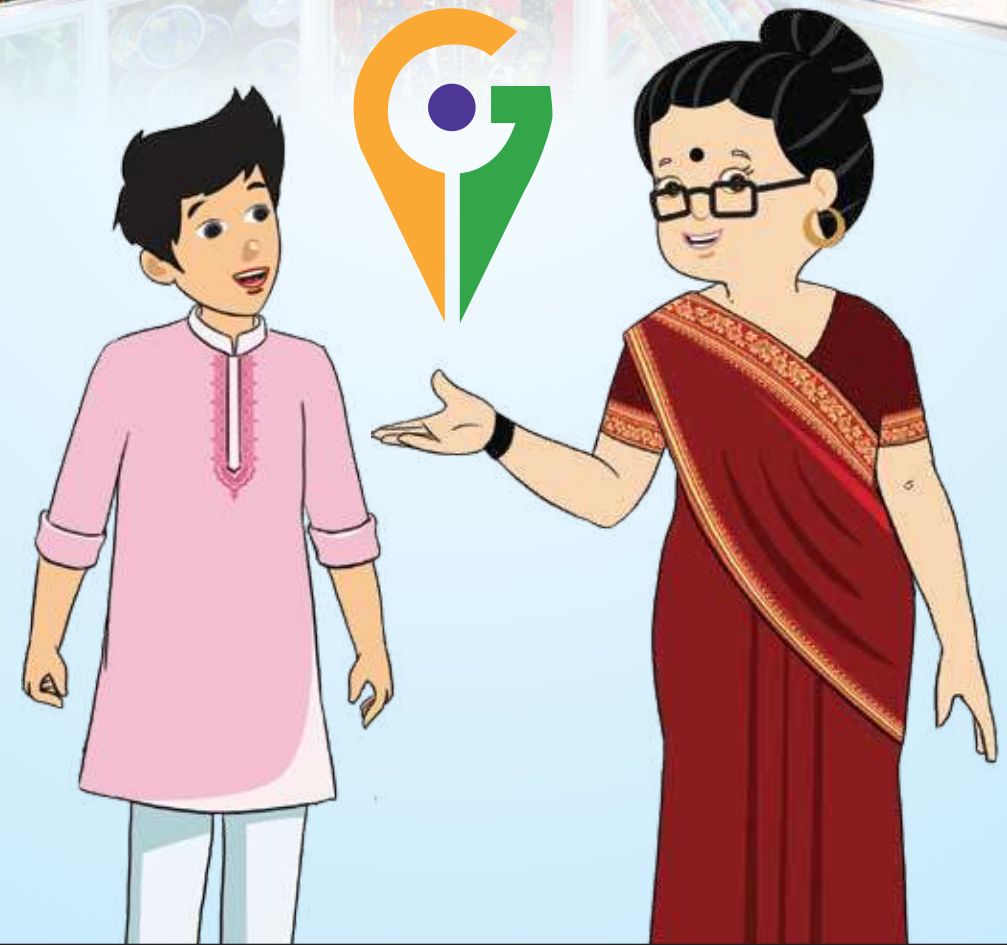
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DESIGNS

IP IS EVERYWHERE

GEOGRAPHICAL INDICATIONS



DIWALI IS AROUND THE CORNER. CHOTU HAS STRICT INSTRUCTIONS FROM NANI TO CLEAN THE HOUSE AND MAKE IT SPOTLESS FOR THE OCCASION. HE IS DUSTING THE FURNITURE IN THE LIVING ROOM.

PHEW! FINALLY DONE WITH ALL THE DUSTING. NOW I WILL GO GET THE NEW PAINTINGS THAT I GOT FROM THE EXHIBITION AND HANG THEM ON THAT EMPTY WALL!



THE DOORBELL RINGS

ARRE, NANI! YOU CAME BACK EARLY!



CHOTU GETS THE PAINTINGS (ONE OF THEM IS A MADHUBANI PAINTING AND THE OTHER IS A KANGRA PAINTING). HE HANGS THEM ON THE EMPTY WALL IN THE LIVING ROOM AND ADMIRES THEM HAPPILY.

Wow! They are so beautiful! I am very happy with my cleaning and decoration skills. Good job, Chotu!



I thought you would take forever with your Diwali shopping.

Hahahaha! Yes, I am fast. And I got all the supplies that we need for today's Pooja. I also got gifts for everyone in the family! Come I will show you...



Chotu takes the bags from Nani, quickly rushes to keep them on the dining table.

AT THIS MOMENT NANI NOTICES THAT THE LIVING ROOM IS CLEAN AND ORGANISED. SHE TURNS TO CHOTU WITH PRIDE.



GOOD JOB, MY CHILD! THE HOUSE IS SPOTLESS! SO NICE! WE ARE READY FOR DIWALI NOW.

YES, NANI! COME, I MUST SHOW YOU SOMETHING.



THAT'S GREAT, CHOTU! THESE PAINTINGS ARE VERY SPECIAL. I HOPE YOU KNOW WHY.

YES, NANI! THE LEFT PAINTING IS MADHUBANI PAINTING FROM BIHAR AND THE RIGHT ONE IS A KANGRA PAINTING. THEY ARE BOTH SPECIALITIES OF THEIR REGIONS.

AND?

WHAT ELSE?

CHOTU TAKES NANI TO THE WALL WHERE THE NEW PAINTINGS ARE HUNG.



Wow, Chotu! These painting are beautiful! Where did you get these from?

I BOUGHT THEM FROM A HANDICRAFTS EXHIBITION USING MY SAVED-UP POCKET MONEY. THIS IS MY DIWALI GIFT TO THE HOUSE.



AND THEY ARE ALSO REGISTERED GIS!

WHAT ARE GIS?

THE INDIAN GOVERNMENT GIVES PROTECTION TO PRODUCTS THAT ORIGINATE, ARE MANUFACTURED, OR ARE PROCESSED IN A PARTICULAR GEOGRAPHICAL AREA. THESE PRODUCTS ARE CALLED GEOGRAPHICAL INDICATIONS - GIS FOR SHORT.



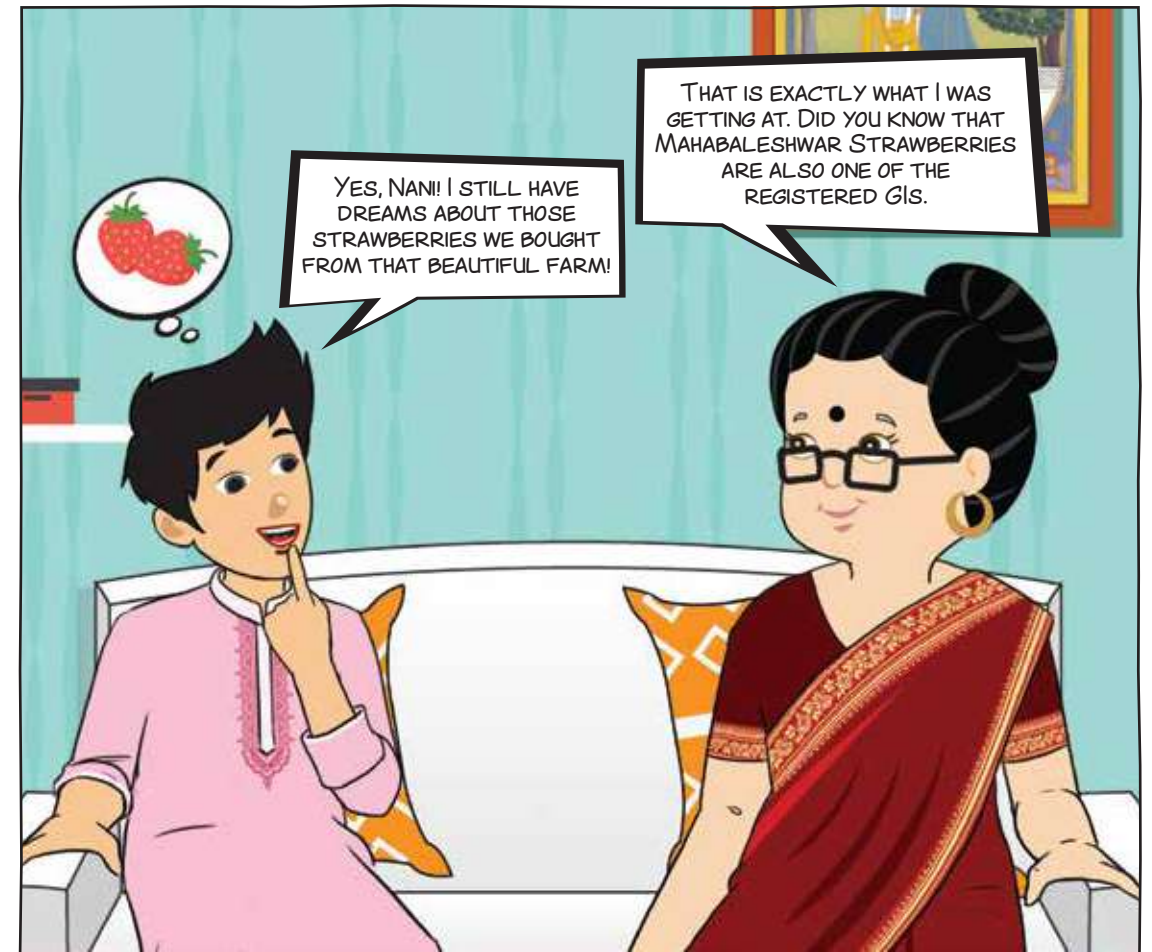
OH! I SEE. BUT WHAT IS THE POINT? EVERYBODY KNOWS THAT THESE PAINTINGS ARE FROM HIMACHAL PRADESH AND BIHAR. WHY DO THEY NEED PROTECTION?

FOR ASSURANCE OF QUALITY AND DISTINCTIVENESS. REMEMBER OUR TRIP TO MAHABALESHWAR?



YES, NANI! I STILL HAVE DREAMS ABOUT THOSE STRAWBERRIES WE BOUGHT FROM THAT BEAUTIFUL FARM!

THAT IS EXACTLY WHAT I WAS GETTING AT. DID YOU KNOW THAT MAHABALESHWAR STRAWBERRIES ARE ALSO ONE OF THE REGISTERED GIS.





REALLY, NANI?

Wow! GIs ARE VERY IMPORTANT!

YES! REMEMBER HOW TASTY THOSE STRAWBERRIES WERE? GRANTING GI PROTECTION HAS ENSURED THAT ANYONE WHO BUYS MAHABALESHWAR STRAWBERRIES IS CONFIDENT OF THEIR AUTHENTICITY AND DISTINGUISHED TASTE.



LOOK AT THIS BEAUTIFUL SAREE. THIS IS ALSO A GI FROM BANARAS. THIS SAREE IS CALLED BANARASI SILK SAREE. THIS IS A GIFT FOR YOUR MOTHER!

Wow, NANI! THIS IS BEAUTIFUL!



YES THEY ARE, CHOTU! NOW COME, I WILL SHOW YOU WHAT I GOT WHEN I WENT SHOPPING.

NANI STARTS TAKING OUT THE ITEMS ONE BY ONE FROM THE SHOPPING BAGS. THE FIRST ITEM IS A SILK SAREE.



THE SECOND ITEM SHE PULLS OUT IS A SET OF CROCKERIES.

AND THIS IS FOR AVISHKAR KUMAR AND HIS FAMILY! THIS IS BLUE POTTERY FROM JAIPUR, ANOTHER REGISTERED GI!

THESE CROCKERIES ARE SO BEAUTIFUL AND THE PATTERN ON THEM IS SO DETAILED! I AM SURE ONLY THE TRAINED AND SKILLED PEOPLE FROM JAIPUR CAN MAKE THEM AND NOBODY ELSE!



BRILLIANT OBSERVATION, CHOTU!
THE CREATION OF GI PRODUCTS
REQUIRES SPECIAL SKILLS THAT
ONLY PEOPLE OF THE LOCAL
COMMUNITY POSSESS.

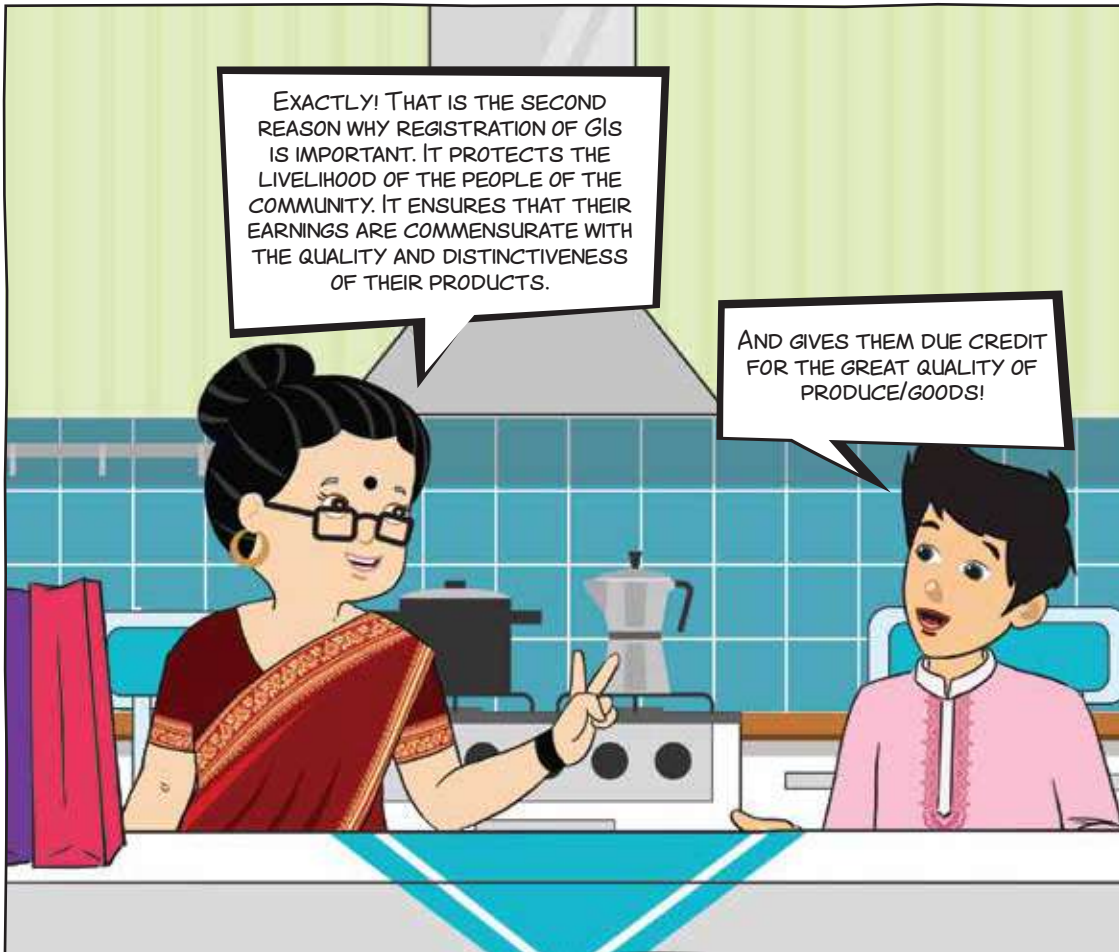


YES! AND IN CASE OF
AGRICULTURAL PRODUCTS LIKE
STRAWBERRIES, IT IS THE SPECIFIC
GEOGRAPHICAL CONDITIONS THAT
MAKE THE PRODUCT SO DISTINCT
AND SPECIAL!



YOU UNDERSTOOD IT
VERY WELL!

NOW TELL ME WHAT IS
MY DIWALI GIFT, NANI?



EXACTLY! THAT IS THE SECOND
REASON WHY REGISTRATION OF GIS
IS IMPORTANT. IT PROTECTS THE
LIVELIHOOD OF THE PEOPLE OF THE
COMMUNITY. IT ENSURES THAT THEIR
EARNINGS ARE COMMENSURATE WITH
THE QUALITY AND DISTINCTIVENESS
OF THEIR PRODUCTS.

AND GIVES THEM DUE CREDIT
FOR THE GREAT QUALITY OF
PRODUCE/GOODS!



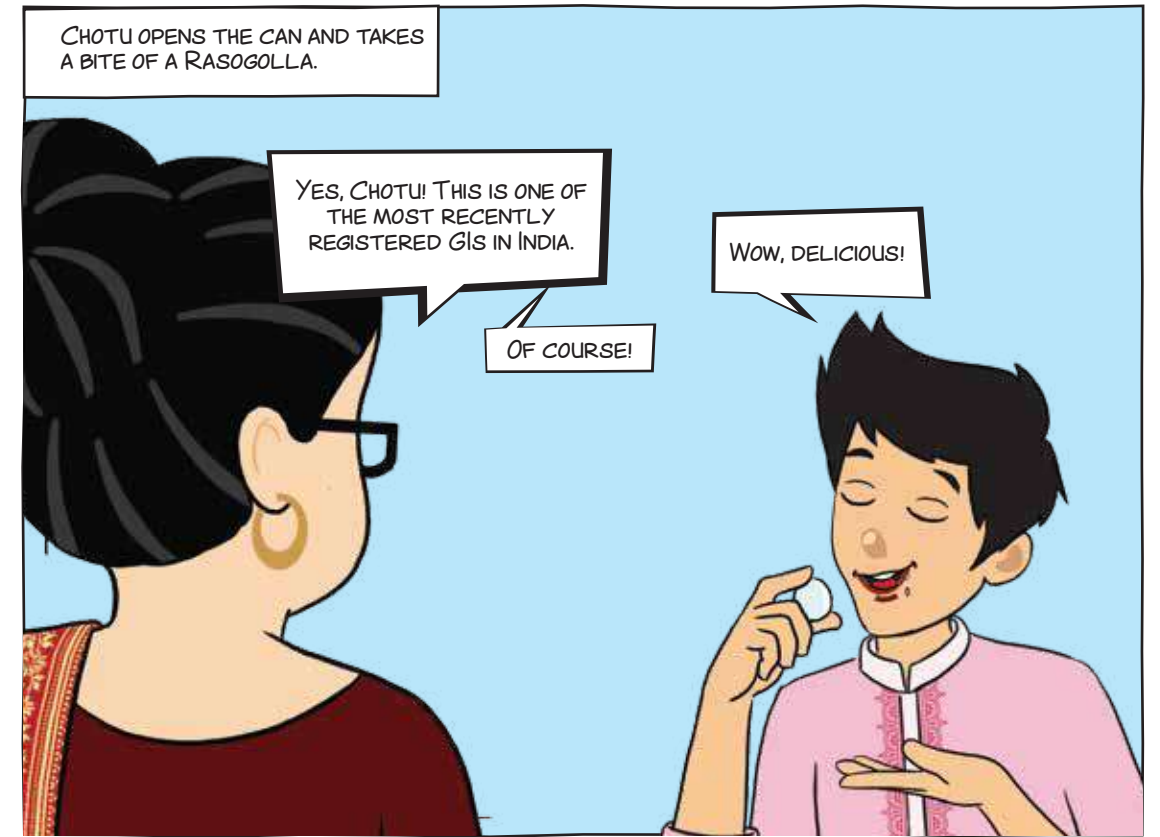
NO. THAT IS
A SECRET.

OKAY AT LEAST TAKE
ME OUT FOR A TREAT.
I CLEANED AND
DECORATED THE ENTIRE
HOUSE, AFTER ALL.



I HAD FULL FAITH IN YOU. THAT IS WHY I HAVE ALREADY GOT YOUR REWARD WITH ME! RASOGOLLA!

YOU ARE THE BEST, NANI!

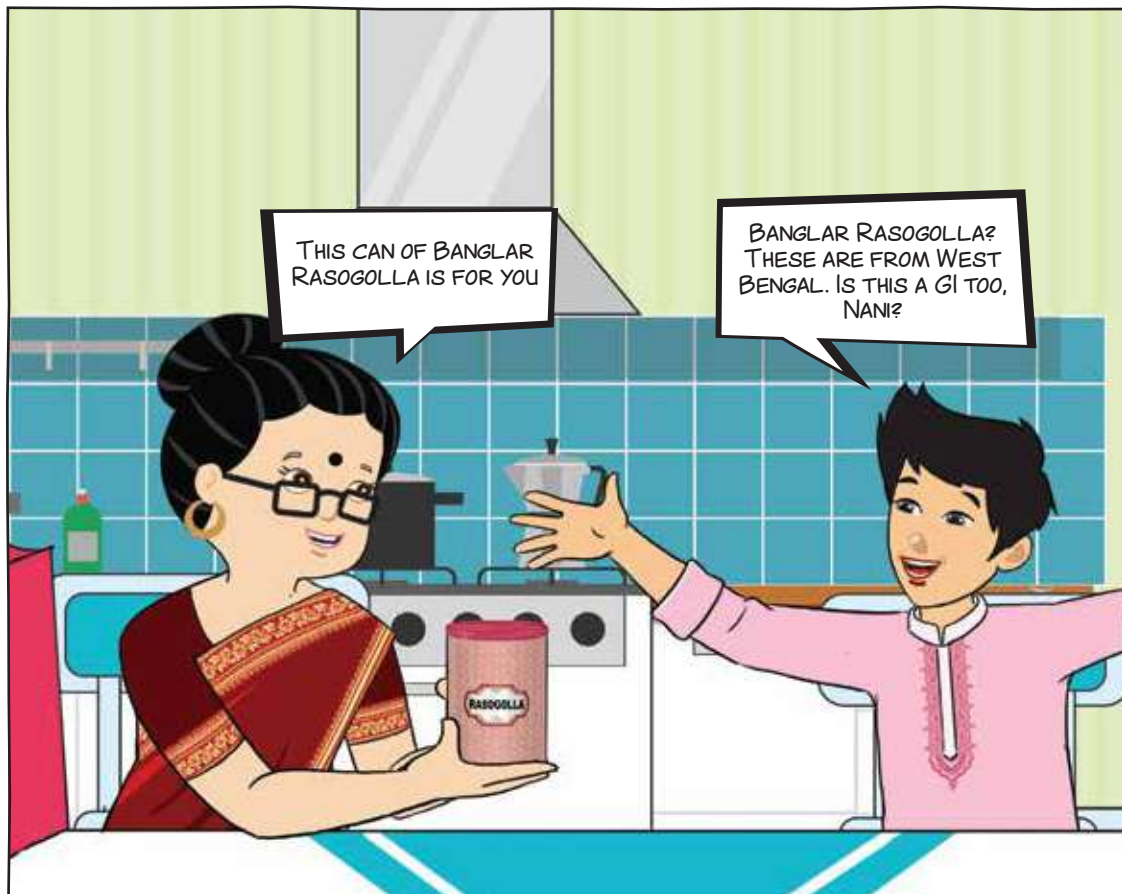


CHOTU OPENS THE CAN AND TAKES A BITE OF A RASOGOLLA.

YES, CHOTU! THIS IS ONE OF THE MOST RECENTLY REGISTERED GIS IN INDIA.

OF COURSE!

WOW, DELICIOUS!



THIS CAN OF BANGLAR RASOGOLLA IS FOR YOU

BANGLAR RASOGOLLA? THESE ARE FROM WEST BENGAL. IS THIS A GI TOO, NANI?



TELL ME MORE NANI, WHAT ARE THE OTHER INTERESTING GIS IN INDIA.

YES, YES! LET'S GO.

LET'S FIRST MAKE ALL THE ARRANGEMENTS FOR TODAY'S POOJA.

NANI AND CHOTU HEAD TO THE TEMPLE IN THEIR HOUSE AND START GOING OVER THE SUPPLIES AND ARRANGING THEM.

NANI THESE FRUITS ARE SO FRESH! ESPECIALLY THESE ORANGES!

YES CHOTU! AND INCIDENTALLY, THEY ALSO HAPPEN TO BE A GI! THEY ARE NAGPUR ORANGES!

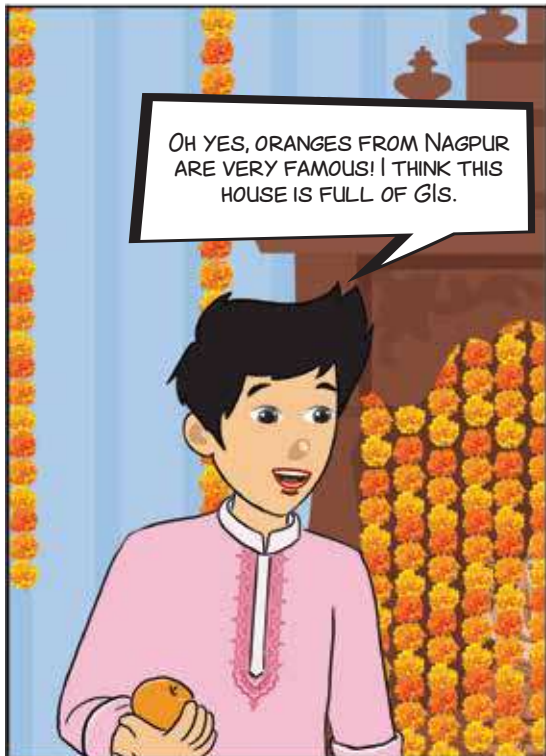


DON'T TELL ME OUR TEA IS ALSO A GI!

IT IS, CHOTU! IT IS THE SPECIAL DARJEELING TEA! IN FACT, IT IS THE FIRST EVER REGISTERED GI IN INDIA.



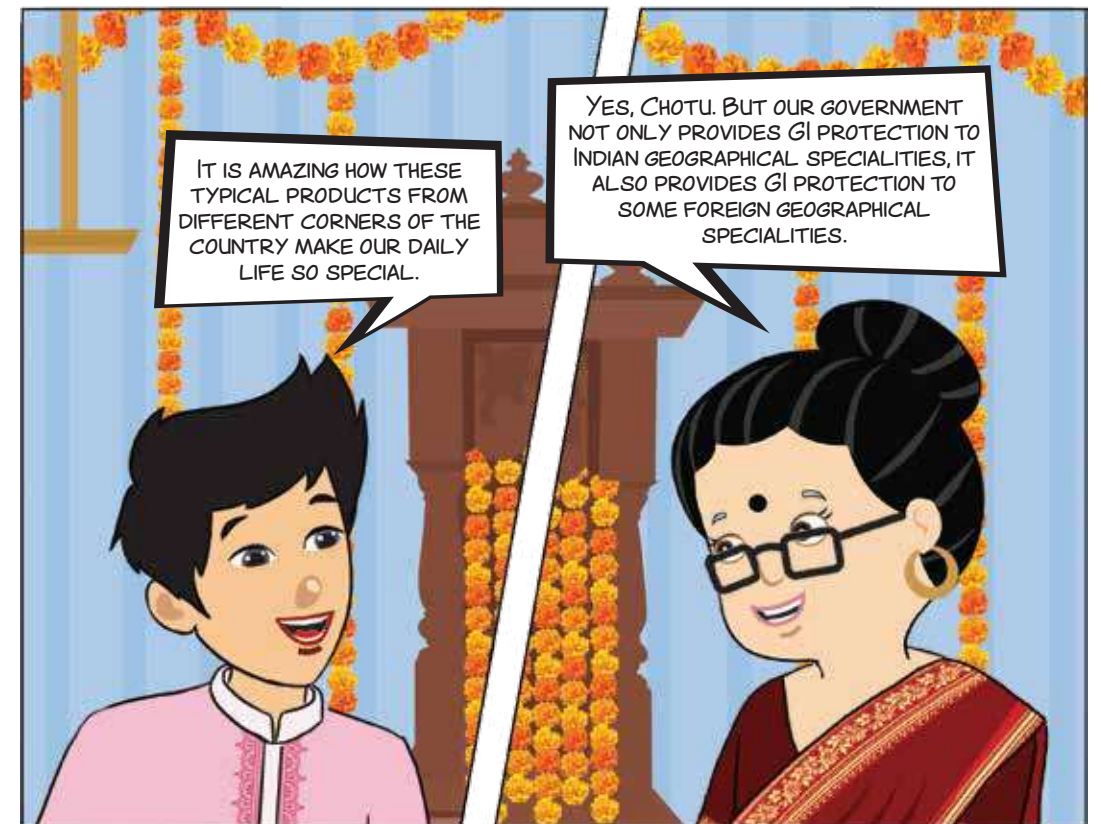
OH YES, ORANGES FROM NAGPUR ARE VERY FAMOUS! I THINK THIS HOUSE IS FULL OF GIS.



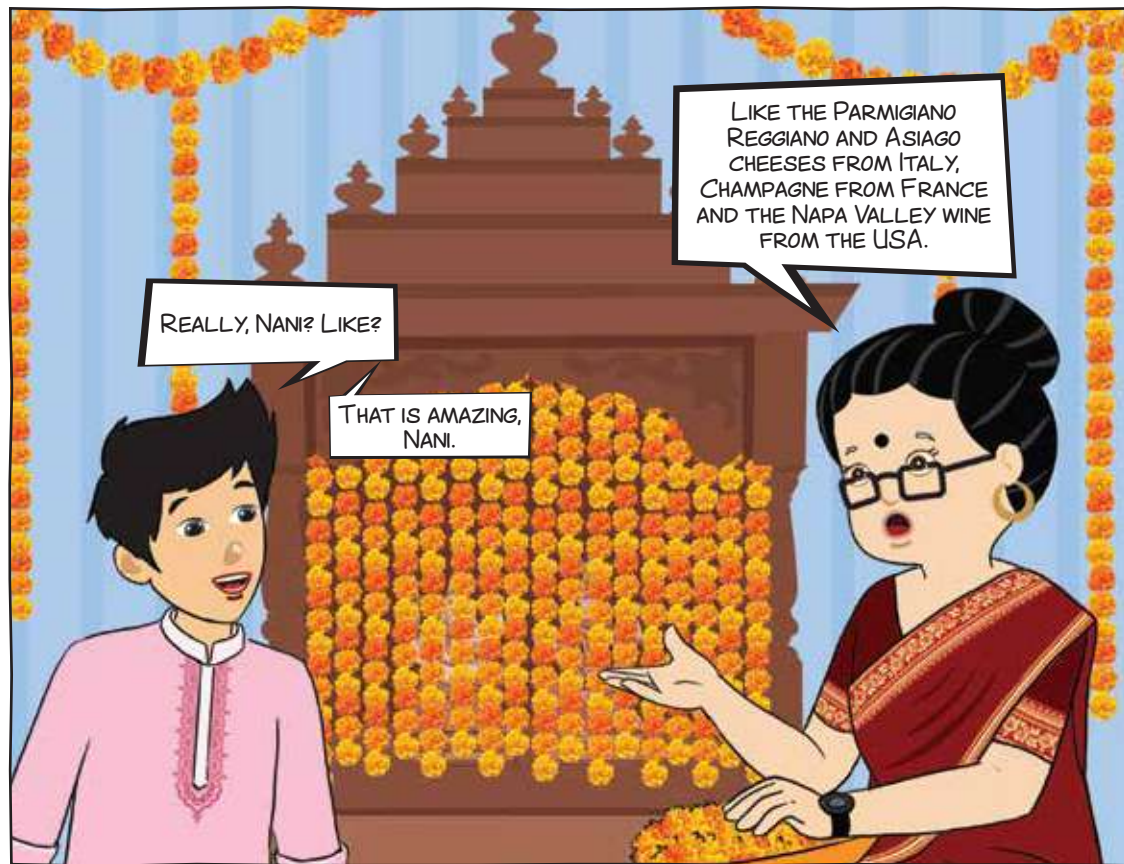
INDEED! YOU KNOW WHY MY MORNING TEA IS SO SPECIAL AND WHY EVERYONE LOVES IT?



IT IS AMAZING HOW THESE TYPICAL PRODUCTS FROM DIFFERENT CORNERS OF THE COUNTRY MAKE OUR DAILY LIFE SO SPECIAL.



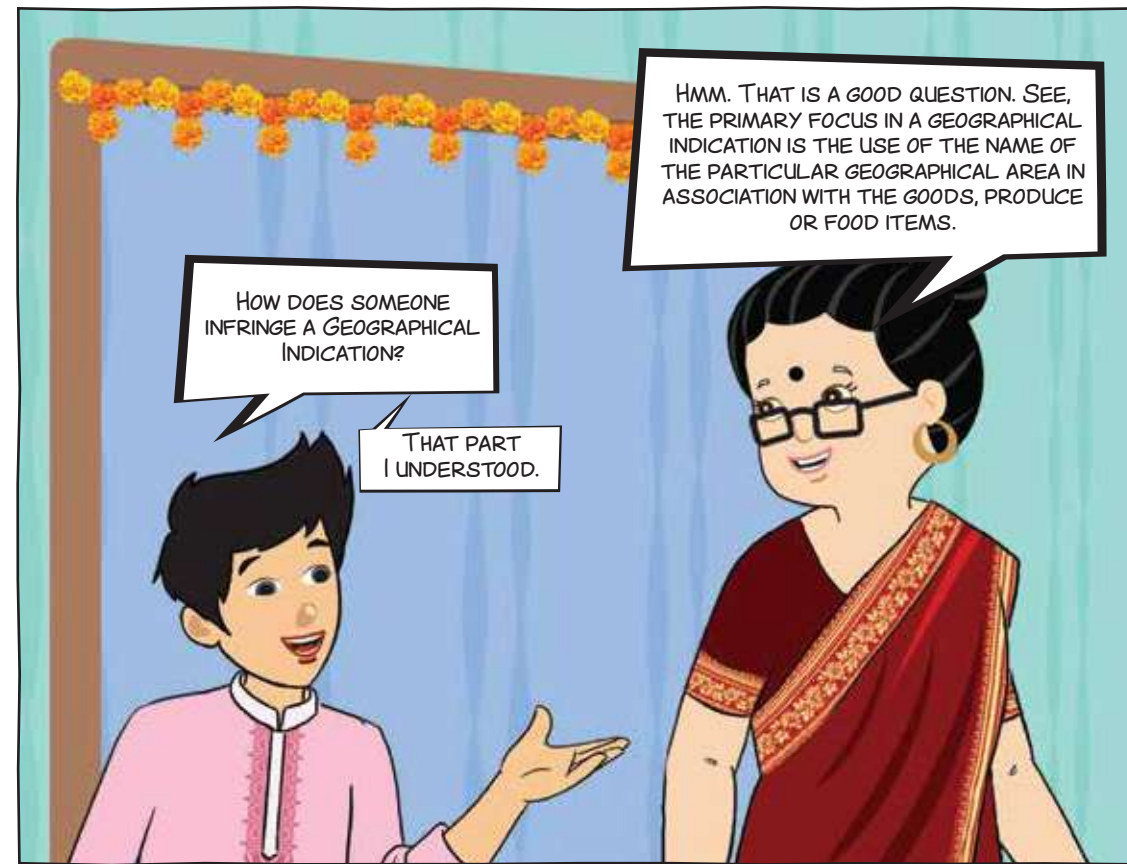
YES, CHOTU. BUT OUR GOVERNMENT NOT ONLY PROVIDES GI PROTECTION TO INDIAN GEOGRAPHICAL SPECIALITIES, IT ALSO PROVIDES GI PROTECTION TO SOME FOREIGN GEOGRAPHICAL SPECIALITIES.



REALLY, NANI? LIKE?

THAT IS AMAZING, NANI.

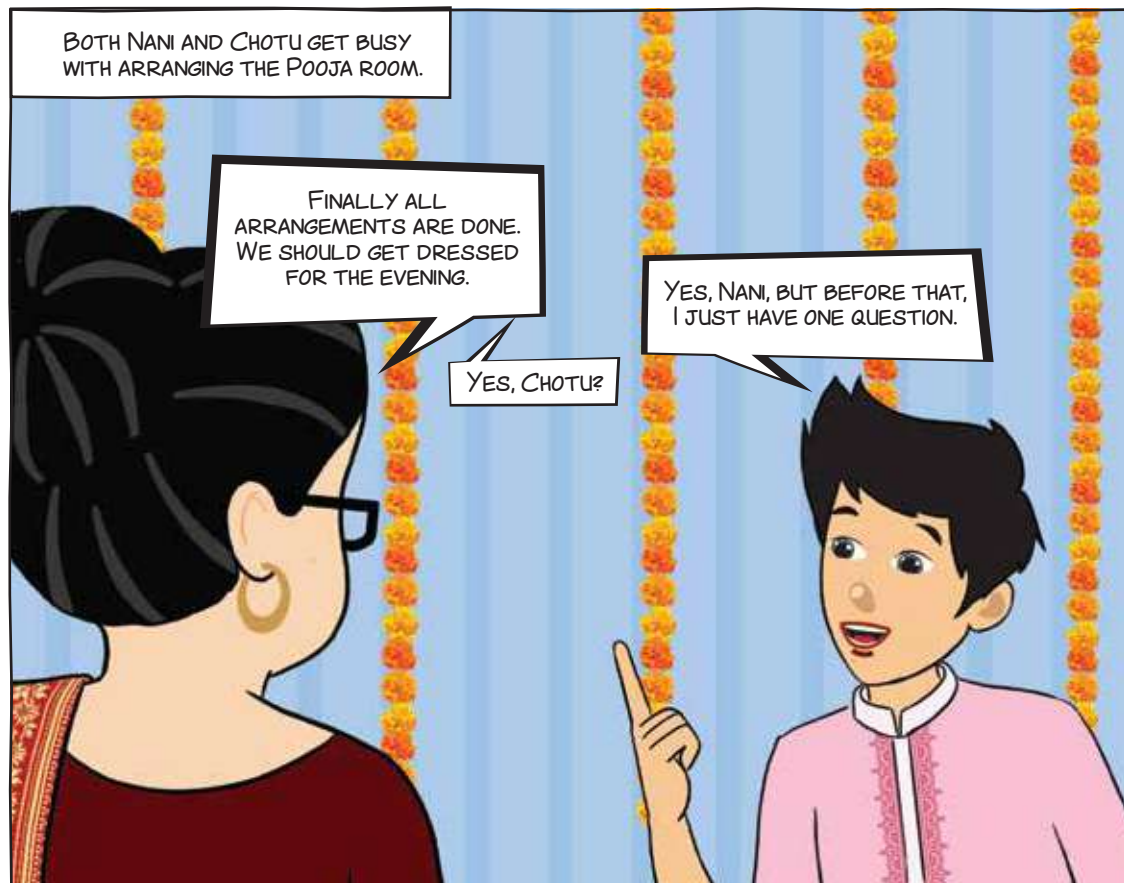
LIKE THE PARMIGIANO REGGIANO AND ASIAGO CHEESES FROM ITALY, CHAMPAGNE FROM FRANCE AND THE NAPA VALLEY WINE FROM THE USA.



HOW DOES SOMEONE INFRINGE A GEOGRAPHICAL INDICATION?

THAT PART I UNDERSTOOD.

HMM. THAT IS A GOOD QUESTION. SEE, THE PRIMARY FOCUS IN A GEOGRAPHICAL INDICATION IS THE USE OF THE NAME OF THE PARTICULAR GEOGRAPHICAL AREA IN ASSOCIATION WITH THE GOODS, PRODUCE OR FOOD ITEMS.

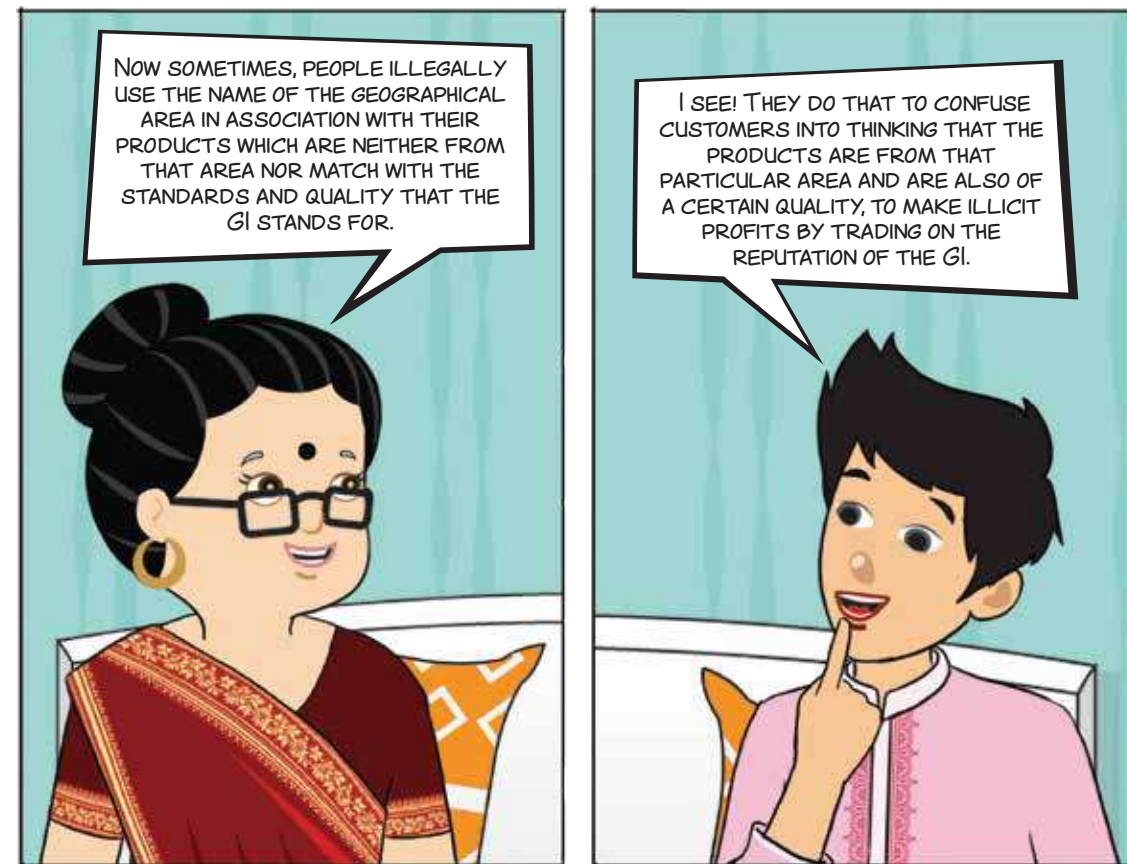


BOTH NANI AND CHOTU GET BUSY WITH ARRANGING THE POOJA ROOM.

FINALLY ALL ARRANGEMENTS ARE DONE. WE SHOULD GET DRESSED FOR THE EVENING.

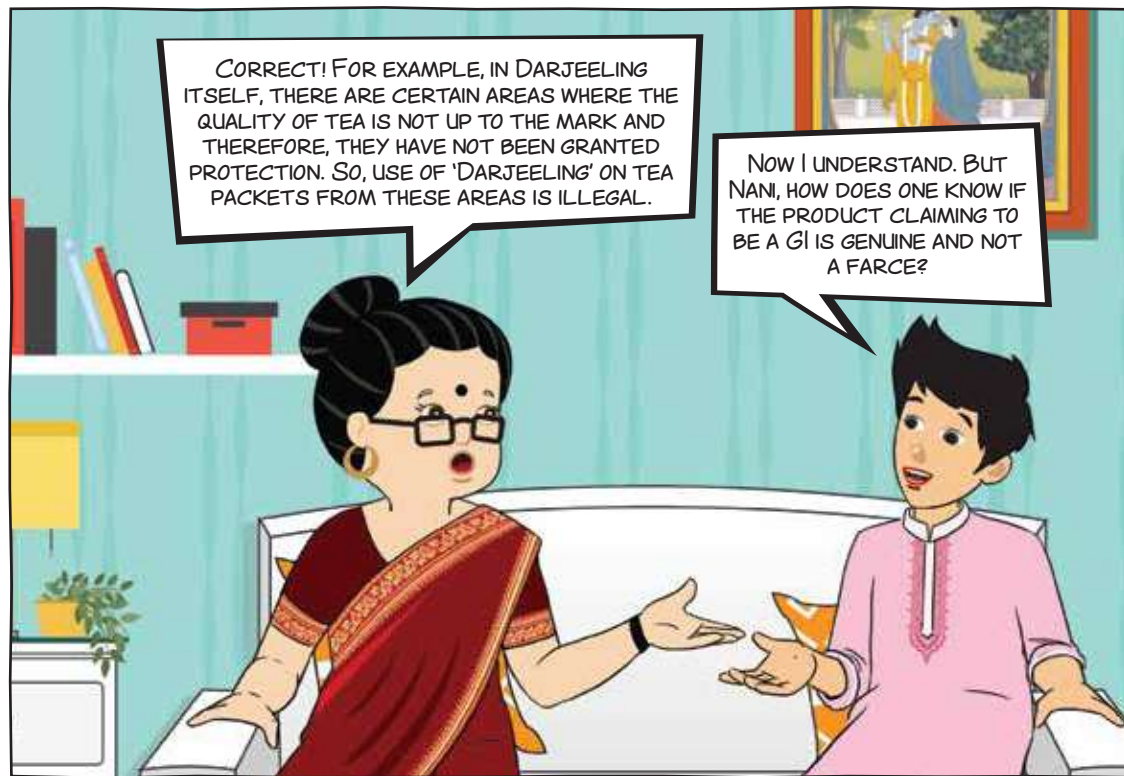
YES, CHOTU?

YES, NANI, BUT BEFORE THAT, I JUST HAVE ONE QUESTION.



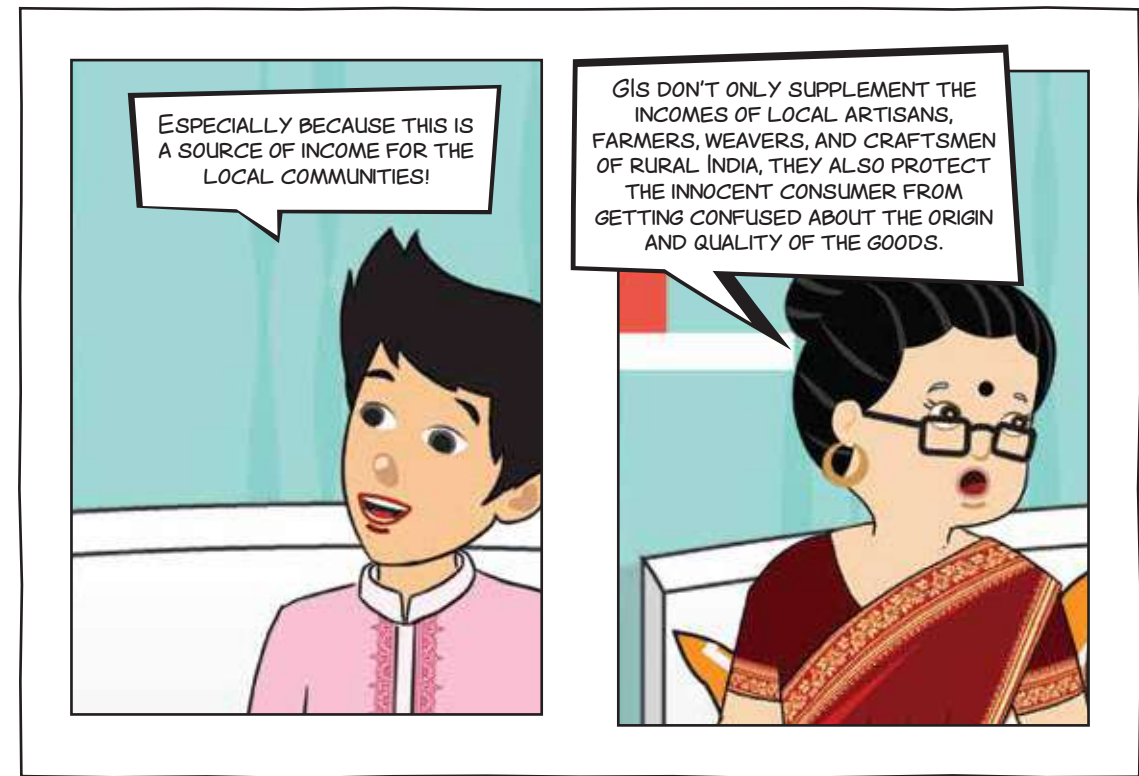
NOW SOMETIMES, PEOPLE ILLEGALLY USE THE NAME OF THE GEOGRAPHICAL AREA IN ASSOCIATION WITH THEIR PRODUCTS WHICH ARE NEITHER FROM THAT AREA NOR MATCH WITH THE STANDARDS AND QUALITY THAT THE GI STANDS FOR.

I SEE! THEY DO THAT TO CONFUSE CUSTOMERS INTO THINKING THAT THE PRODUCTS ARE FROM THAT PARTICULAR AREA AND ARE ALSO OF A CERTAIN QUALITY, TO MAKE ILLICIT PROFITS BY TRADING ON THE REPUTATION OF THE GI.



CORRECT! FOR EXAMPLE, IN DARJEELING ITSELF, THERE ARE CERTAIN AREAS WHERE THE QUALITY OF TEA IS NOT UP TO THE MARK AND THEREFORE, THEY HAVE NOT BEEN GRANTED PROTECTION. SO, USE OF 'DARJEELING' ON TEA PACKETS FROM THESE AREAS IS ILLEGAL.

NOW I UNDERSTAND. BUT NANI, HOW DOES ONE KNOW IF THE PRODUCT CLAIMING TO BE A GI IS GENUINE AND NOT A FARCE?



ESPECIALLY BECAUSE THIS IS A SOURCE OF INCOME FOR THE LOCAL COMMUNITIES!

GIS DON'T ONLY SUPPLEMENT THE INCOMES OF LOCAL ARTISANS, FARMERS, WEAVERS, AND CRAFTSMEN OF RURAL INDIA, THEY ALSO PROTECT THE INNOCENT CONSUMER FROM GETTING CONFUSED ABOUT THE ORIGIN AND QUALITY OF THE GOODS.



GOOD QUESTION CHOTU. WE SHOULD ALWAYS BUY AUTHENTIC PRODUCTS FROM AUTHORISED SELLERS. THE GOVERNMENT OF INDIA HAS DEVELOPED A WEBSITE CALLED 'WAH GI', WHICH LISTS AUTHORISED SELLERS FOR EACH GI APART FROM OTHER INFORMATION ABOUT IT.

YES! THAT IS VERY IMPORTANT.

I SEE NANI. SO, WE ALL MUST BE AWARE OF HOW THE GI LOGO LOOKS LIKE AND SHOULD ACT AS RESPONSIBLE CONSUMERS AND BUY AUTHENTIC GI PRODUCTS ONLY.

www.wahgi.ncog.gov.in



GIS ARE A VERY IMPORTANT PART OF INTELLECTUAL PROPERTY PROTECTION!

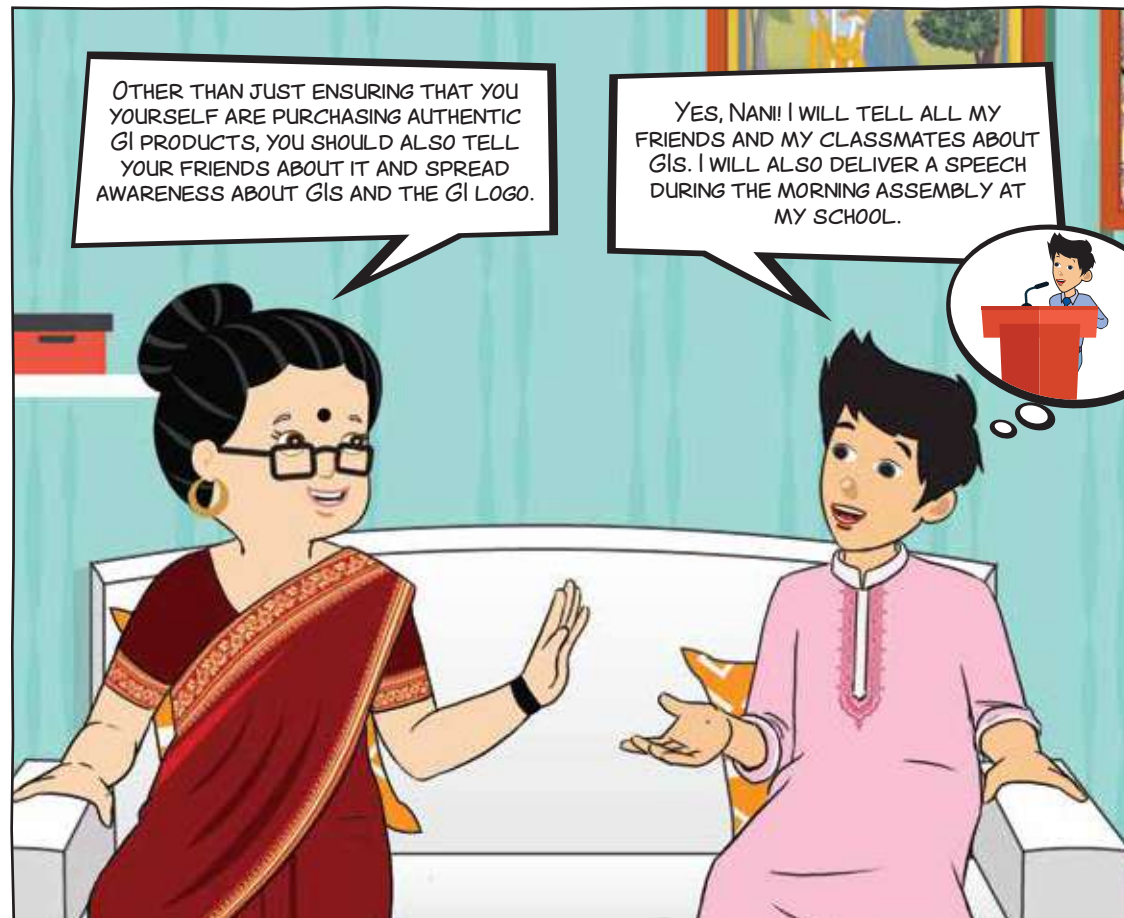
YES, CHOTU. TILL NOW, THE GOVERNMENT HAS GRANTED GI PROTECTION TO OVER 300 KINDS OF HANDICRAFTS, TEXTILES, AGRICULTURAL PRODUCE, FOOD ITEMS, MANUFACTURED AND NATURAL PRODUCTS... AND THERE ARE SO MANY MORE TO BE ADDED TO THE LIST!



How, NANI?



I WILL DEFINITELY KEEP THAT IN MIND.



YES, NANI! I WILL TELL ALL MY FRIENDS AND MY CLASSMATES ABOUT GIS. I WILL ALSO DELIVER A SPEECH DURING THE MORNING ASSEMBLY AT MY SCHOOL.



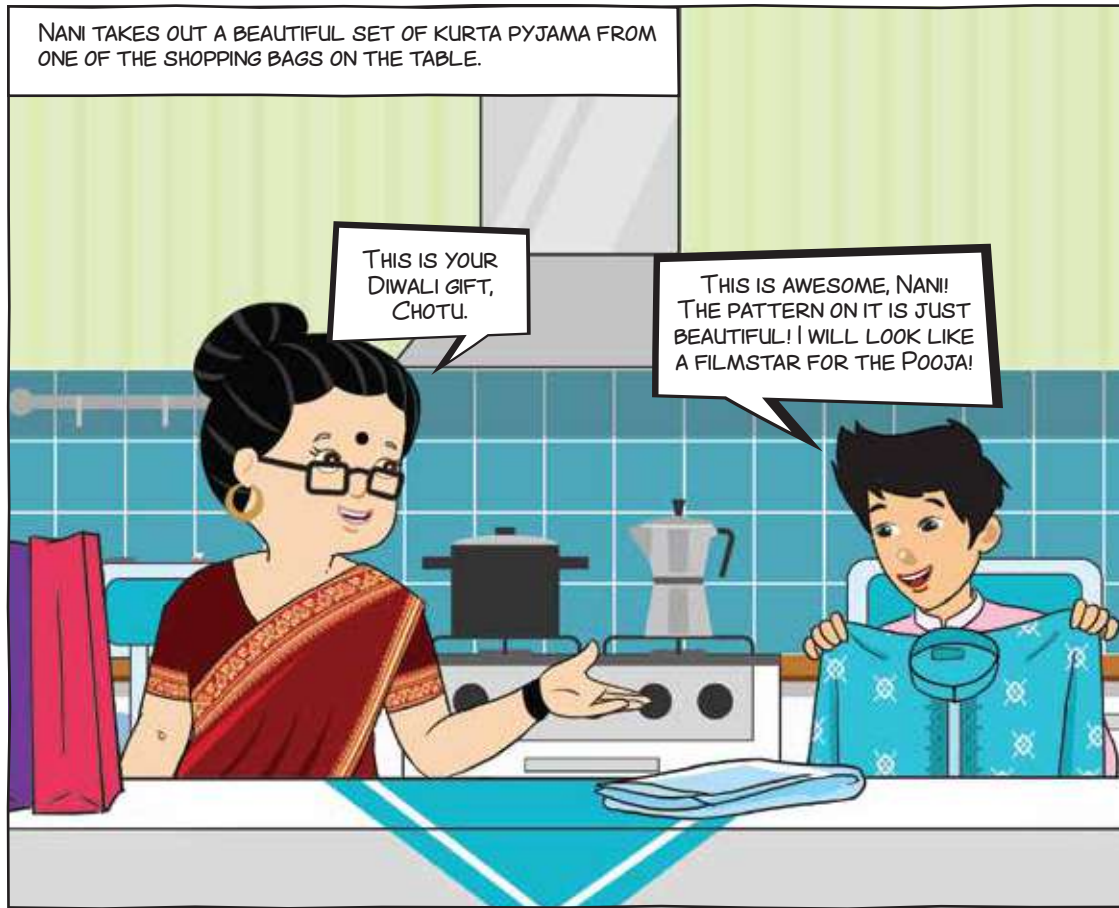
FRET NOT MY CHILD!

I DON'T HAVE ANYTHING TO WEAR THAT WOULD GO WITH THE OCCASION!

NANI TAKES OUT A BEAUTIFUL SET OF KURTA PYJAMA FROM ONE OF THE SHOPPING BAGS ON THE TABLE.

THIS IS YOUR DIWALI GIFT, CHOTU.

THIS IS AWESOME, NANI! THE PATTERN ON IT IS JUST BEAUTIFUL! I WILL LOOK LIKE A FILMSTAR FOR THE POOJA!



I HAVE ALSO PREPARED YOUR FAVOURITE PULAO WITH BASMATI RICE. BASMATI RICE AGAIN IS ANOTHER GI FROM A GROUP OF NORTH INDIAN STATES!

YUHO!



AND DO YOU KNOW WHAT IS THE BEST PART ABOUT THIS BEAUTIFUL EMBROIDERY? THIS IS A GI TOO! THIS IS LUCKNOW CHIKAN WORK!

Wow, Nani! I CAN'T WAIT TO WEAR THIS! THANK YOU.



CHOTU'S FAMILY CELEBRATES DIWALI WITH A LOT OF POMP AND SHOW. THEY USE VARIOUS OTHER GIS IN THEIR FUNCTIONS. EVERYONE WEARS SILKS AND EMBROIDERED CLOTHES FROM LUCKNOW, GUJARAT AND WEST BENGAL. THE NEIGHBOURS ARE SENT FRUIT BASKETS CONTAINING NAGPUR ORANGES, MAHABALESHWAR STRAWBERRIES, GIR KESAR MANGOES AND NASHIK GRAPES. THE WHOLE HOUSE IS SCENTED WITH MYSORE AGARBATHIS AND PEOPLE EXCHANGE HANDICRAFTS FROM VARIOUS INDIAN STATES AS GIFTS.