



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

DESIGNS

**GEOGRAPHICAL
INDICATIONS**

IP IS EVERYWHERE



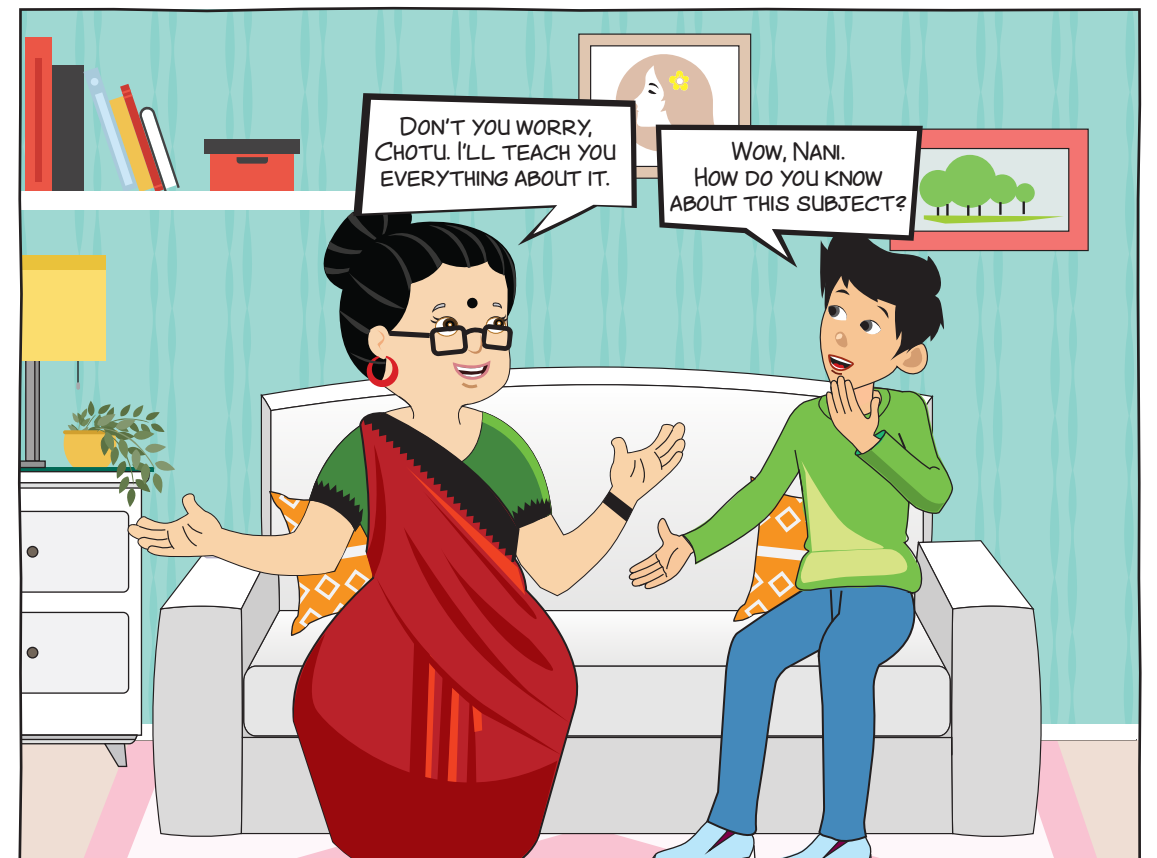
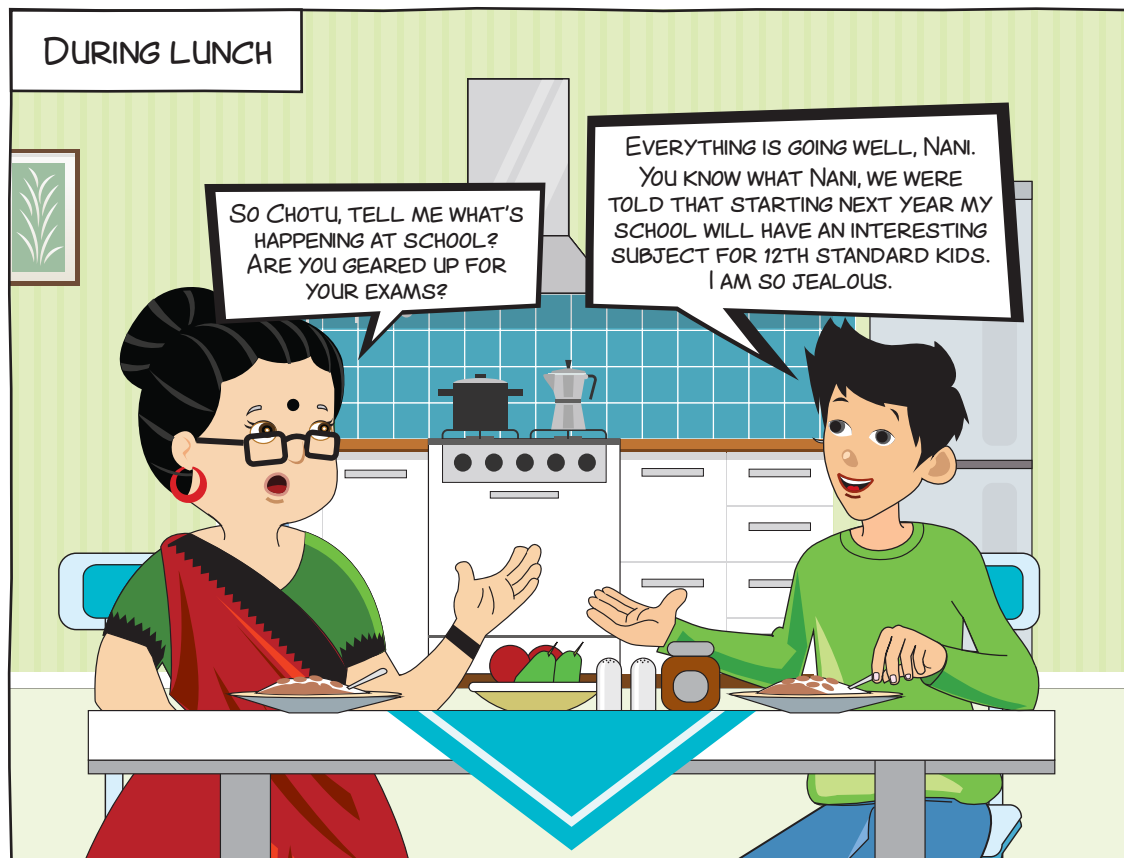
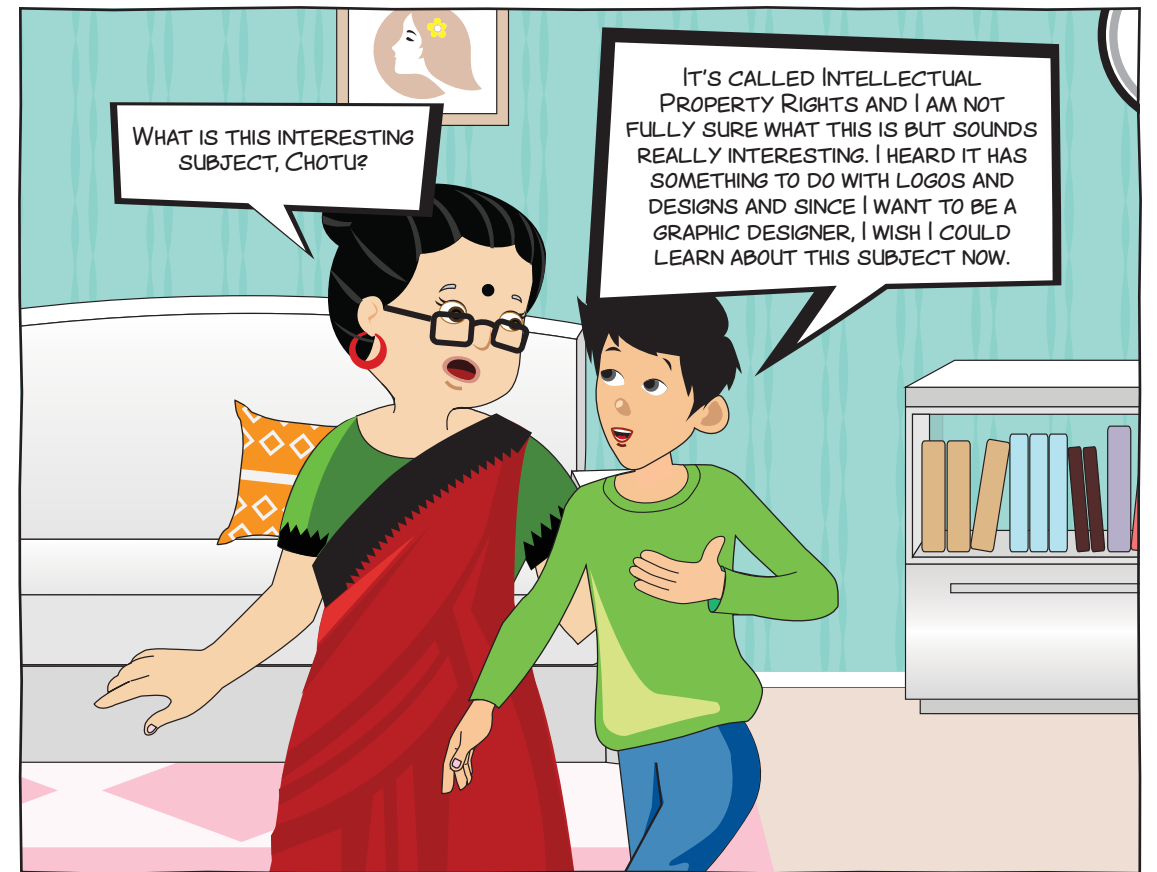
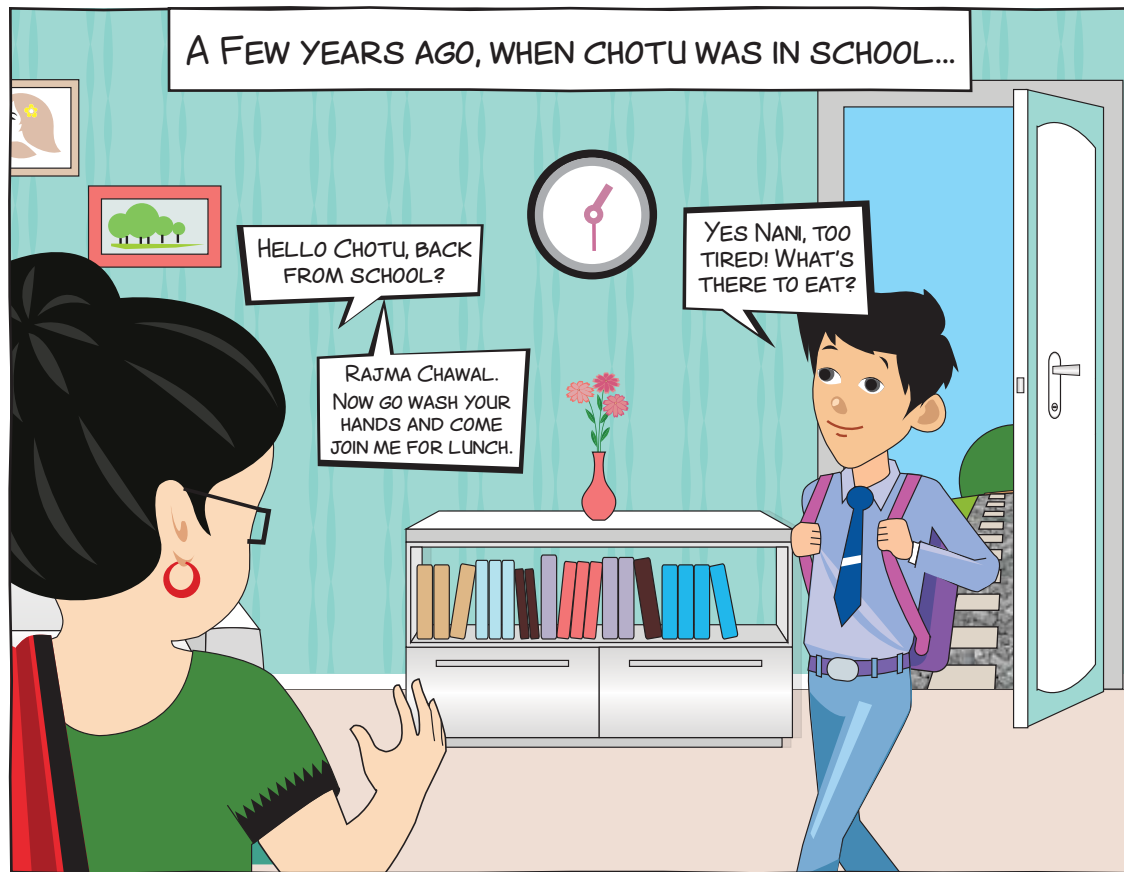
Tline

70%
NOW
NOW

SALE
NOW

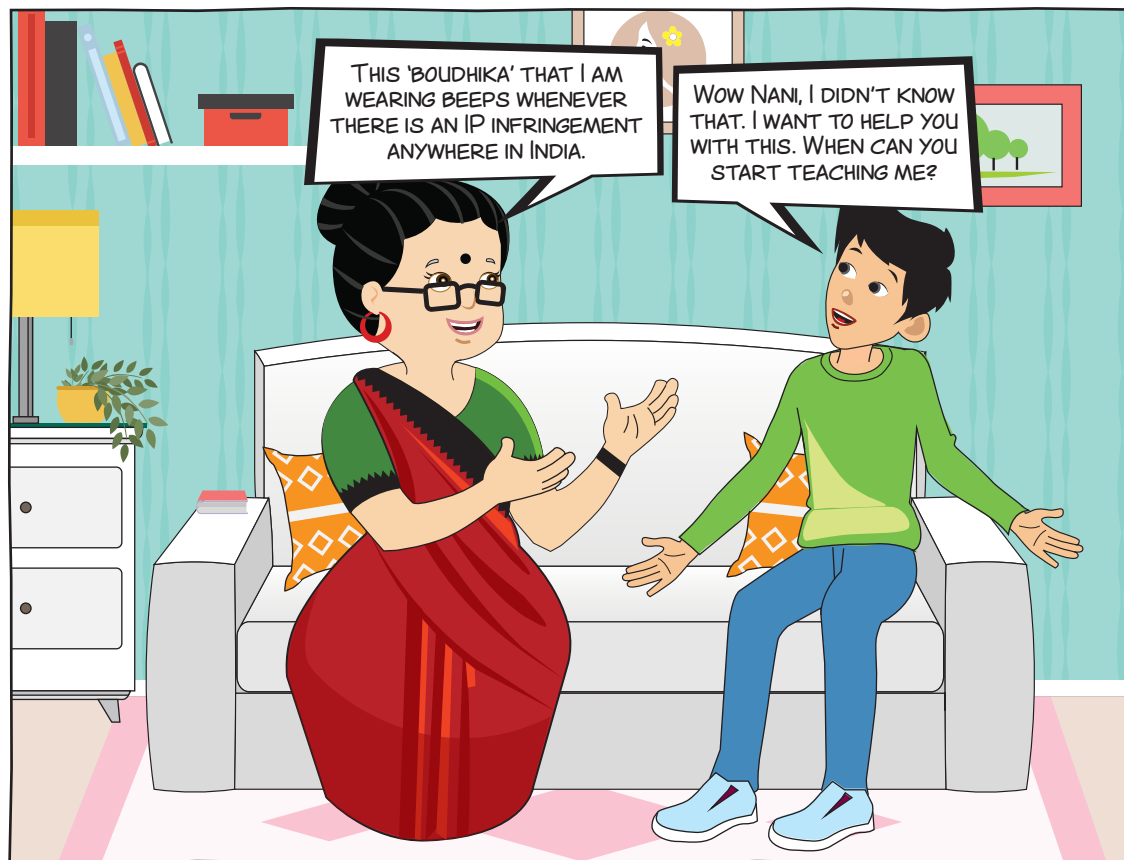
Ice
Cream

excellen



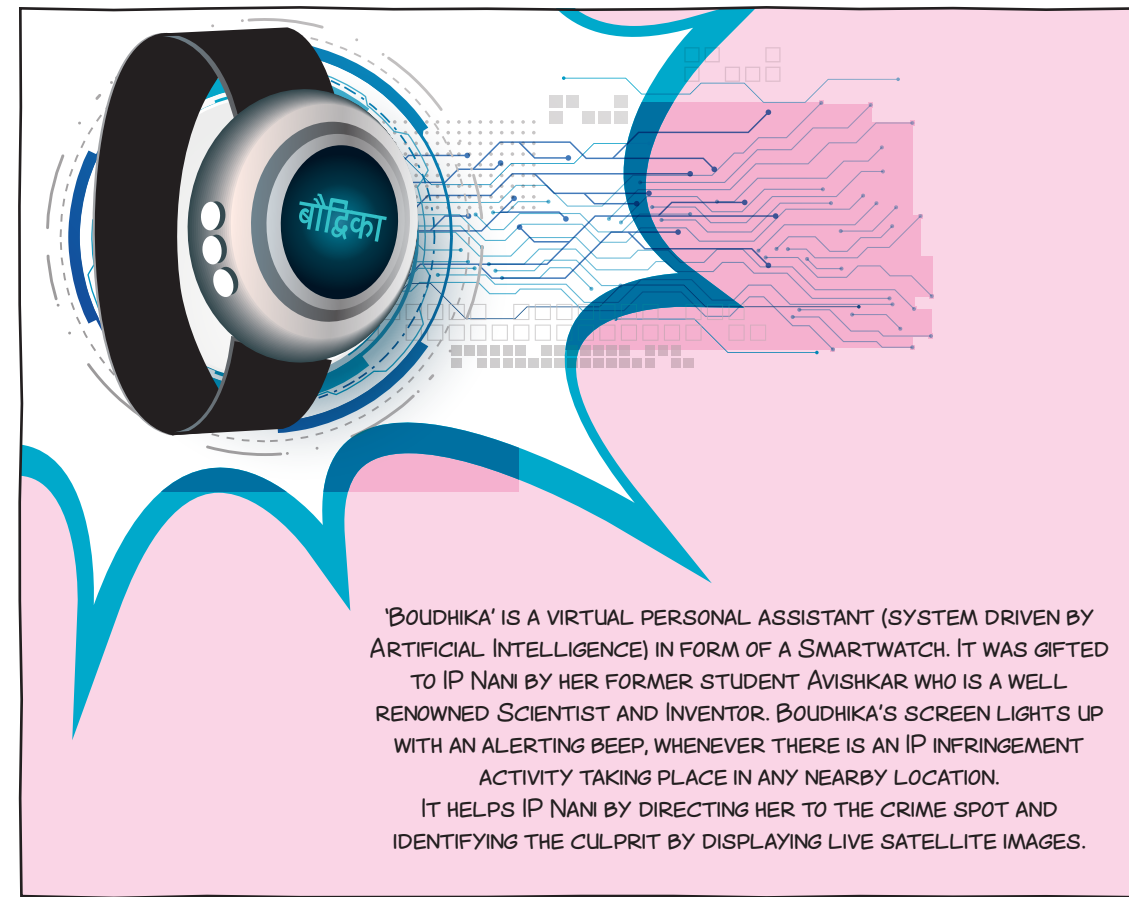


I USED TO TEACH THE SUBJECT IN COLLEGE AS A PROFESSOR. NOW I WORK TO PROTECT IP - THAT'S THE ACRONYM FOR INTELLECTUAL PROPERTY.

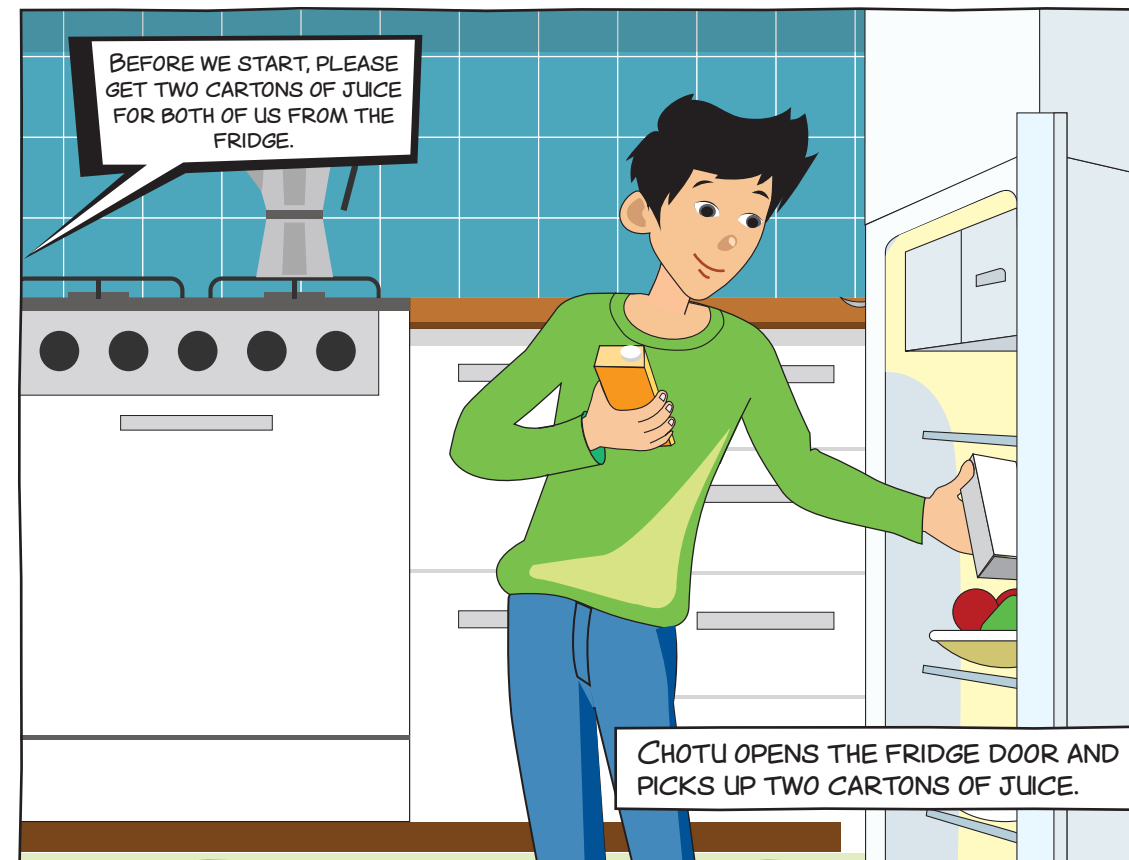


THIS 'BOUDHIKA' THAT I AM WEARING BEEPS WHENEVER THERE IS AN IP INFRINGEMENT ANYWHERE IN INDIA.

WOW NANI, I DIDN'T KNOW THAT. I WANT TO HELP YOU WITH THIS. WHEN CAN YOU START TEACHING ME?



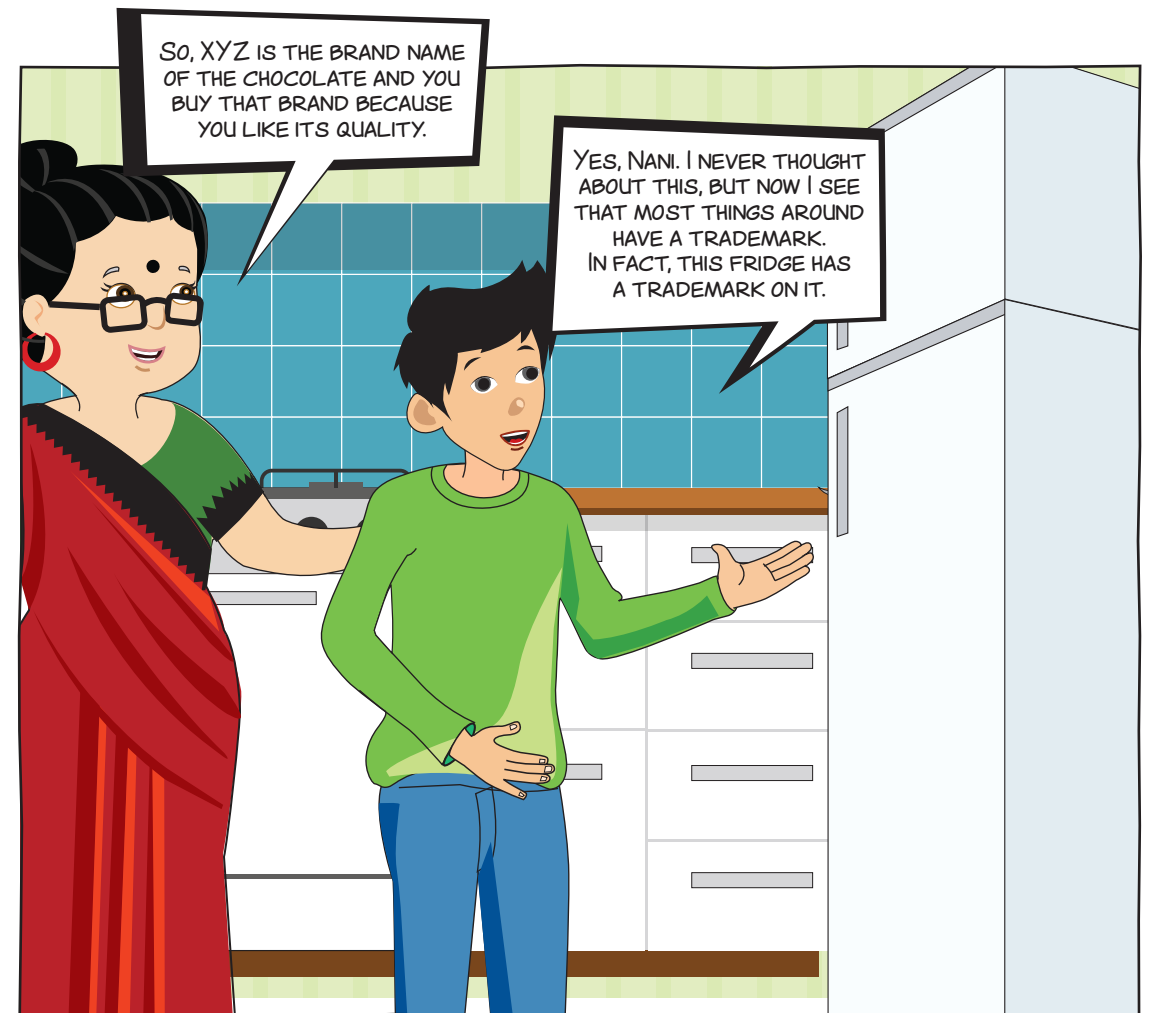
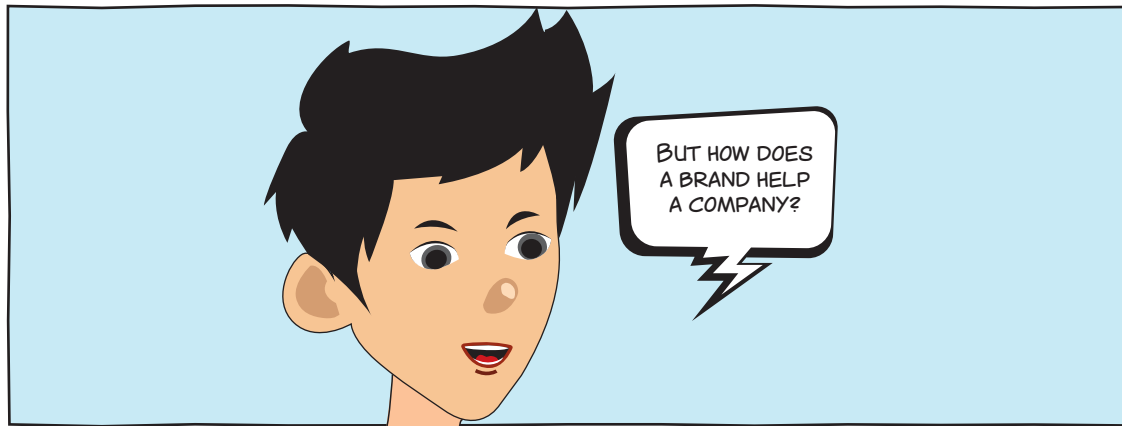
'BOUDHIKA' IS A VIRTUAL PERSONAL ASSISTANT (SYSTEM DRIVEN BY ARTIFICIAL INTELLIGENCE) IN FORM OF A SMARTWATCH. IT WAS GIFTED TO IP NANI BY HER FORMER STUDENT AVISHKAR WHO IS A WELL RENOWNED SCIENTIST AND INVENTOR. BOUDHIKA'S SCREEN LIGHTS UP WITH AN ALERTING BEEP, WHENEVER THERE IS AN IP INFRINGEMENT ACTIVITY TAKING PLACE IN ANY NEARBY LOCATION. IT HELPS IP NANI BY DIRECTING HER TO THE CRIME SPOT AND IDENTIFYING THE CULPRIT BY DISPLAYING LIVE SATELLITE IMAGES.



BEFORE WE START, PLEASE GET TWO CARTONS OF JUICE FOR BOTH OF US FROM THE FRIDGE.

CHOTU OPENS THE FRIDGE DOOR AND PICKS UP TWO CARTONS OF JUICE.

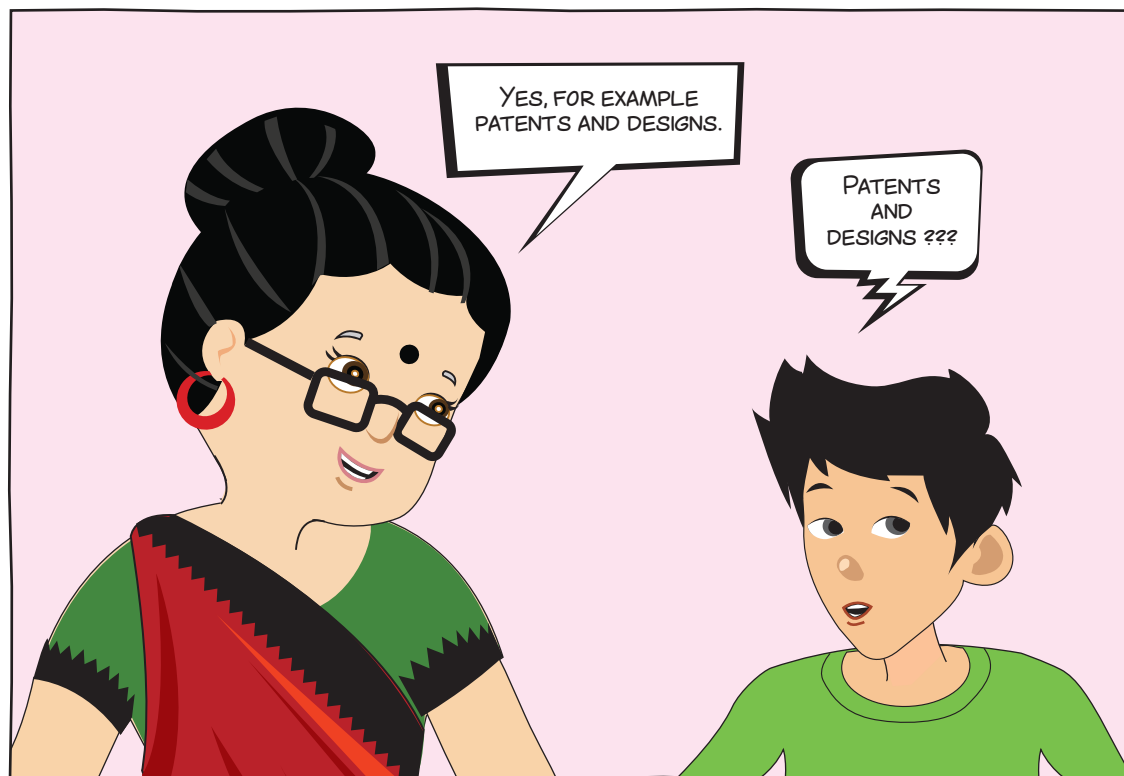






LOOK CLOSELY, CHOTU. DO YOU SEE ANY OTHER INTELLECTUAL PROPERTY ASSOCIATED WITH THE FRIDGE?

NO NANI, I DON'T KNOW WHAT YOU MEAN? IS THERE ANY INTELLECTUAL PROPERTY APART FROM TRADEMARKS?

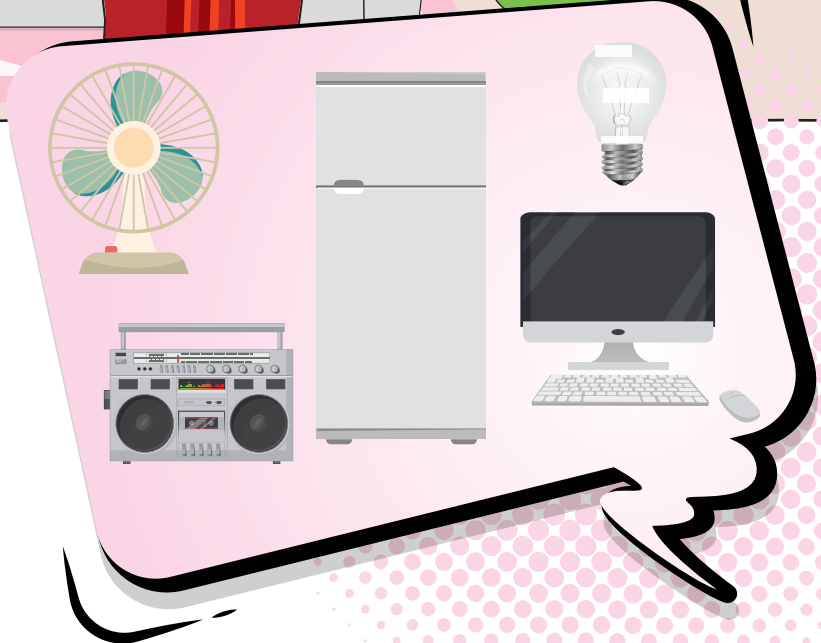


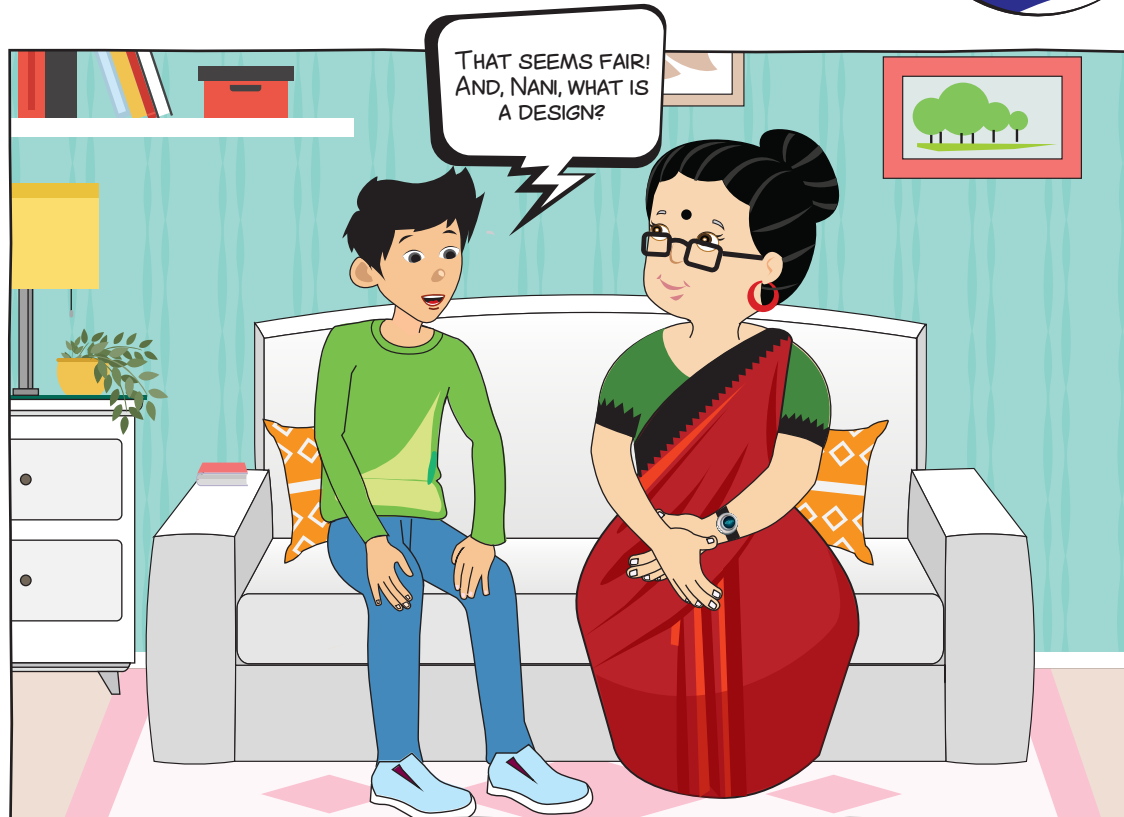
YES, FOR EXAMPLE PATENTS AND DESIGNS.

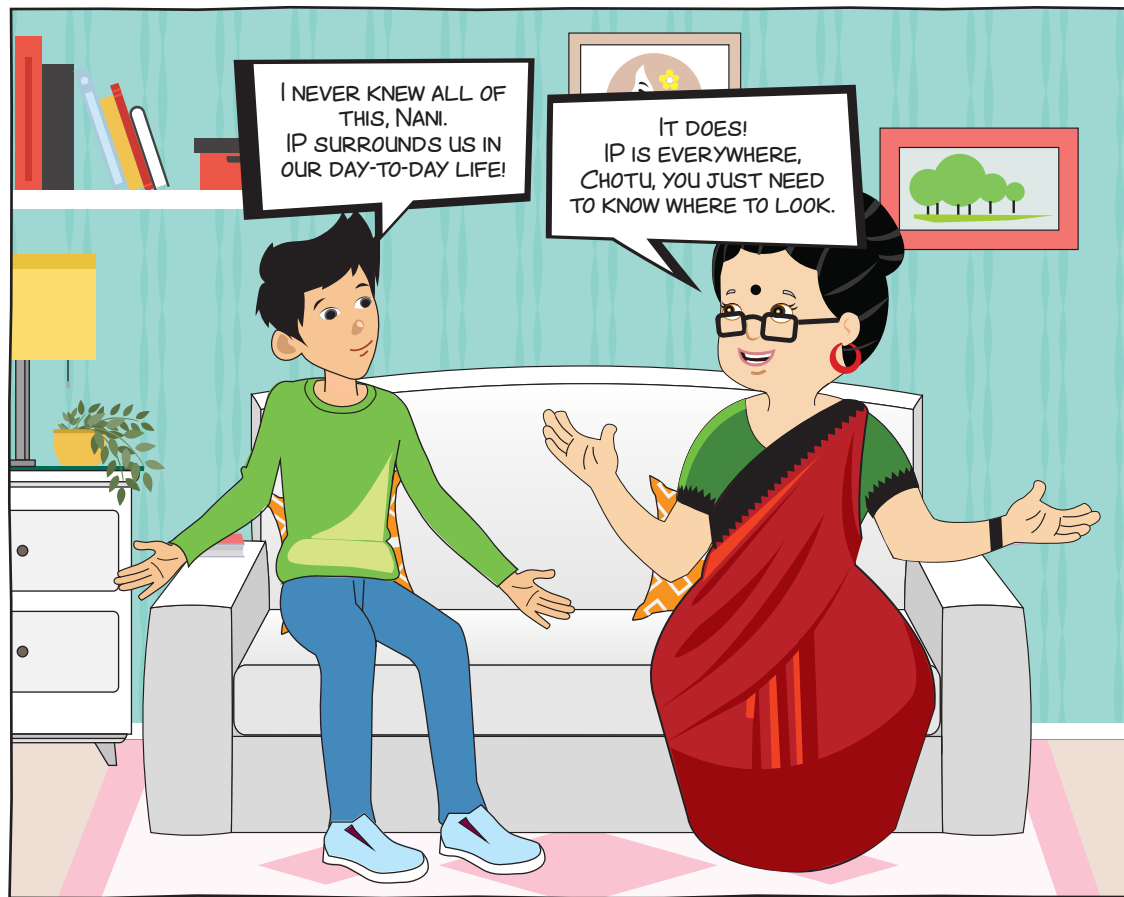
PATENTS AND DESIGNS ???



A PATENT GRANTS EXCLUSIVE RIGHTS TO THE INVENTOR FOR A LIMITED PERIOD OF 20 YEARS IN EXCHANGE OF FULL DISCLOSURE OF HIS INVENTION. THIS 'RIGHT TO EXCLUDE' PREVENTS OTHERS FROM MAKING, USING, OFFERING FOR SALE, SELLING OR IMPORTING YOUR INVENTION. SEVERAL PARTS OF THIS FRIDGE ARE INVENTIONS THAT WERE INVENTED BY SCIENTISTS LIKE AVISHKAR KUMAR. ONLY THOSE INVENTORS CAN MAKE AND SELL THESE PARTS, ANY OTHER PERSON WHO WANTS TO MAKE OR SELL THE INVENTION MUST OBTAIN A LICENSE FROM THE PATENT OWNER.

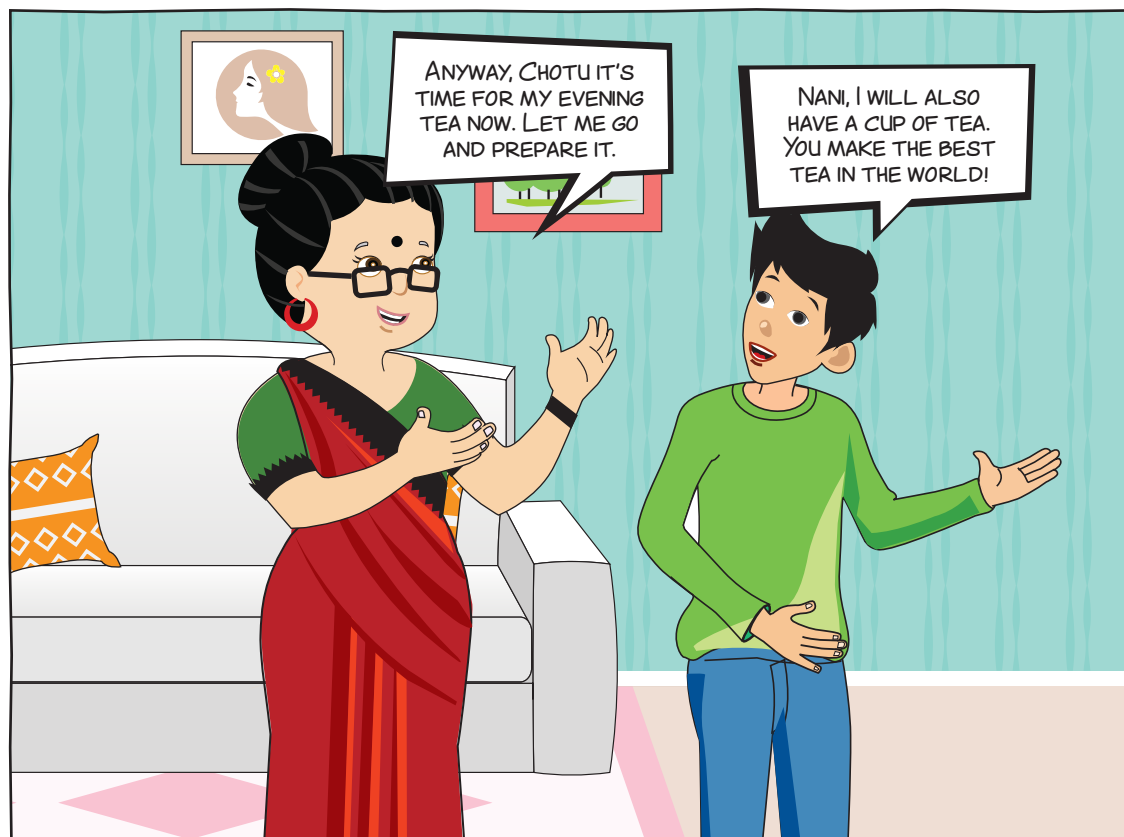






I NEVER KNEW ALL OF THIS, NANI. IP SURROUNDS US IN OUR DAY-TO-DAY LIFE!

IT DOES! IP IS EVERYWHERE, CHOTU, YOU JUST NEED TO KNOW WHERE TO LOOK.



ANYWAY, CHOTU IT'S TIME FOR MY EVENING TEA NOW. LET ME GO AND PREPARE IT.

NANI, I WILL ALSO HAVE A CUP OF TEA. YOU MAKE THE BEST TEA IN THE WORLD!

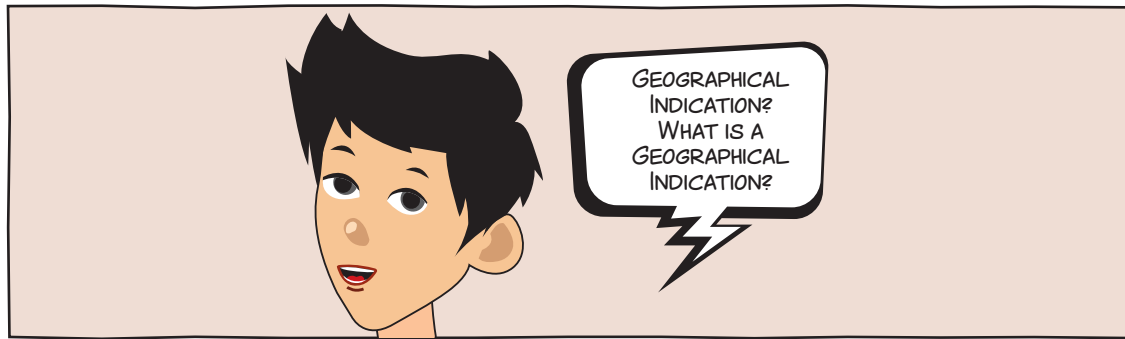


WHY ARE YOU SAYING THESE NICE THINGS TO ME? DO YOU NEED ANYTHING FROM THE MARKET?

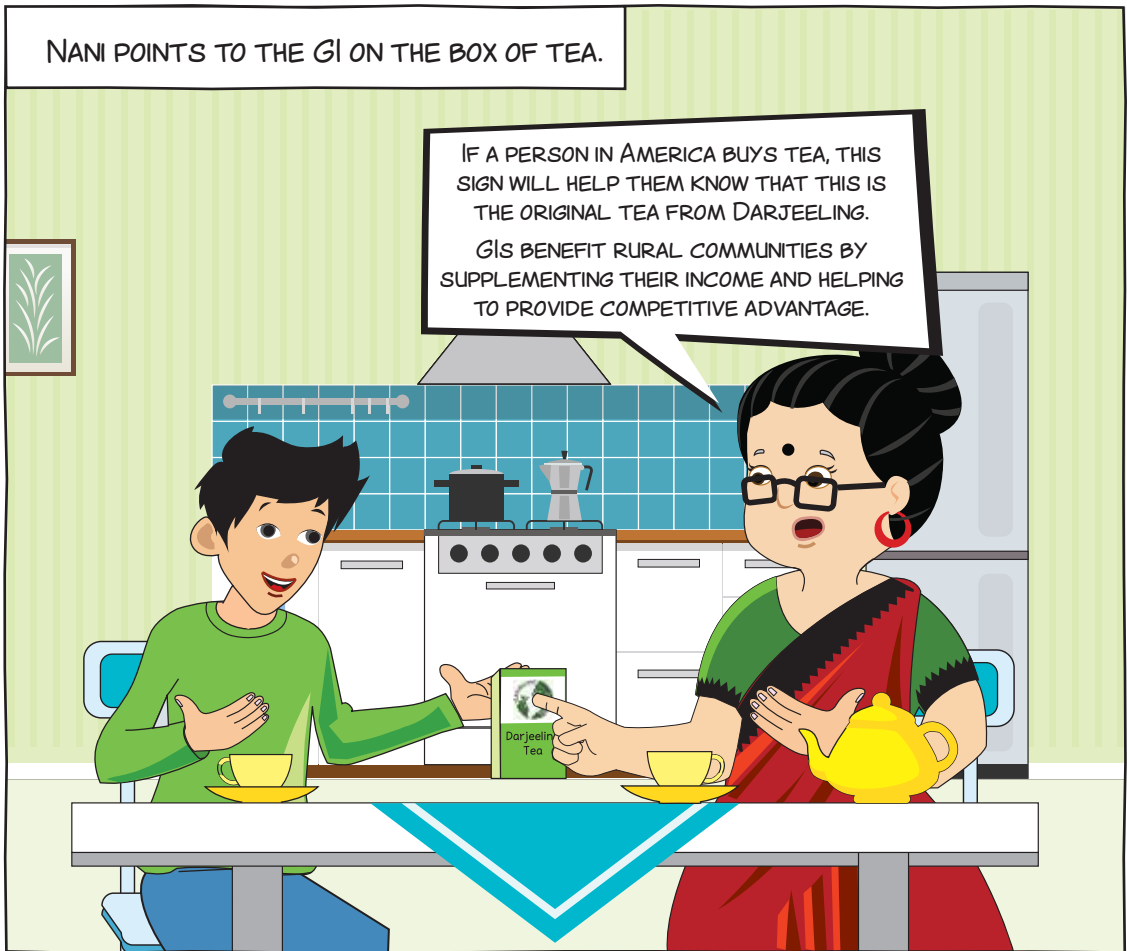
NOTHING, NANI. I AM JUST TELLING THE TRUTH.

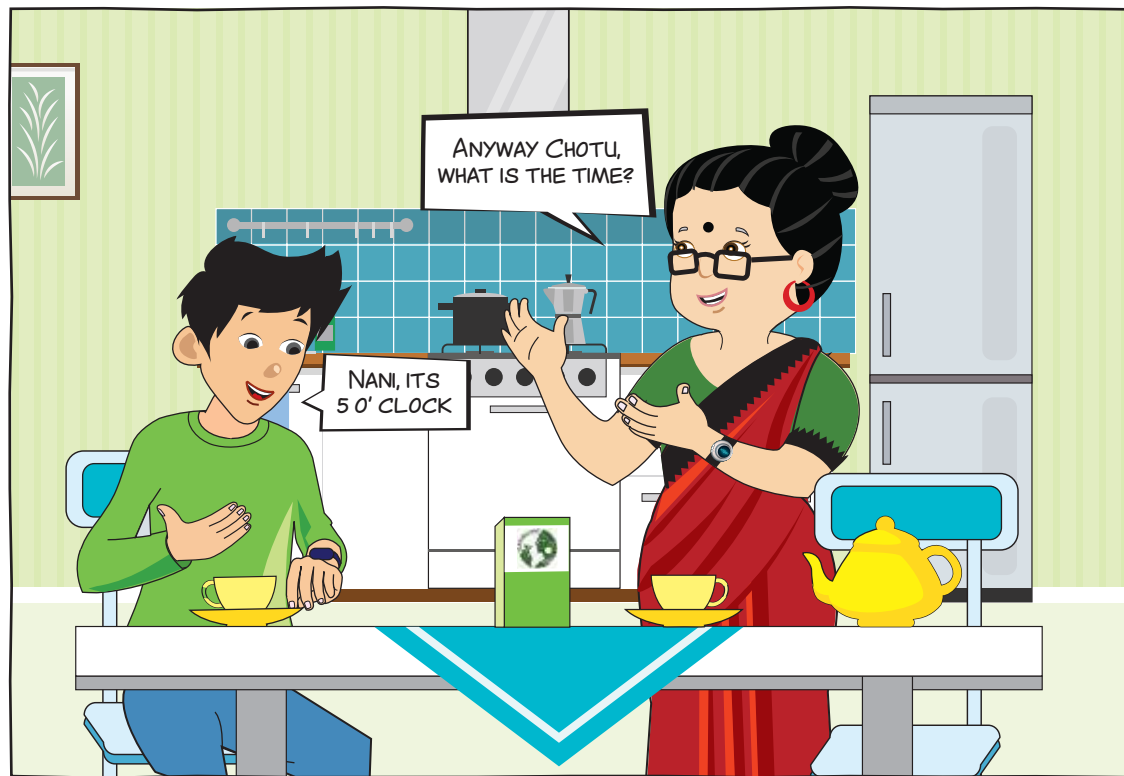


I DON'T MAKE THE BEST TEA, THE TEA ITSELF IS GREAT. THIS IS DARJEELING TEA. DARJEELING TEA IS ONE OF THE WORLD'S MOST EXOTIC TEAS. IT IS ALSO A GEOGRAPHICAL INDICATION AND A VERY IMPORTANT PART OF INDIA'S CULTURAL HERITAGE.



A GEOGRAPHICAL INDICATION CALLED A GI FOR SHORT IS A TAG USED ON PRODUCTS THAT HAVE A SPECIFIC GEOGRAPHICAL ORIGIN AND POSSESS QUALITIES OR A REPUTATION THAT ARE DUE TO THAT ORIGIN. GI ARE PART OF OUR COLLECTIVE AND INTELLECTUAL HERITAGE THAT NEED TO BE PROTECTED AND PROMOTED. GOODS PROTECTED AND REGISTERED AS GI ARE CATEGORIZED INTO AGRICULTURAL PRODUCTS, NATURAL AND MANUFACTURED GOODS, HANDICRAFTS, TEXTILES AND FOOD STUFF. REGISTRATION OF A GI PRODUCT PROVIDES LEGAL PROTECTION TO OUR FARMERS, WEAVERS, ARTISANS AND CRAFTSMEN. IT PROMOTES THE ECONOMIC PROSPERITY OF PRODUCERS OF THOSE GOODS AND IT CAN HELP INCREASE A COUNTRY'S EXPORTS.





ANYWAY CHOTU, WHAT IS THE TIME?

NANI, IT'S 5 O' CLOCK



PLAY? DON'T YOU HAVE TO FINISH YOUR RESEARCH PAPER?

NO NANI, I HAVE GOT IT ALL SORTED. I DOWNLOADED A FEW ARTICLES FROM THE INTERNET. I WILL JUST COPY AND PASTE MY RESEARCH PAPER.



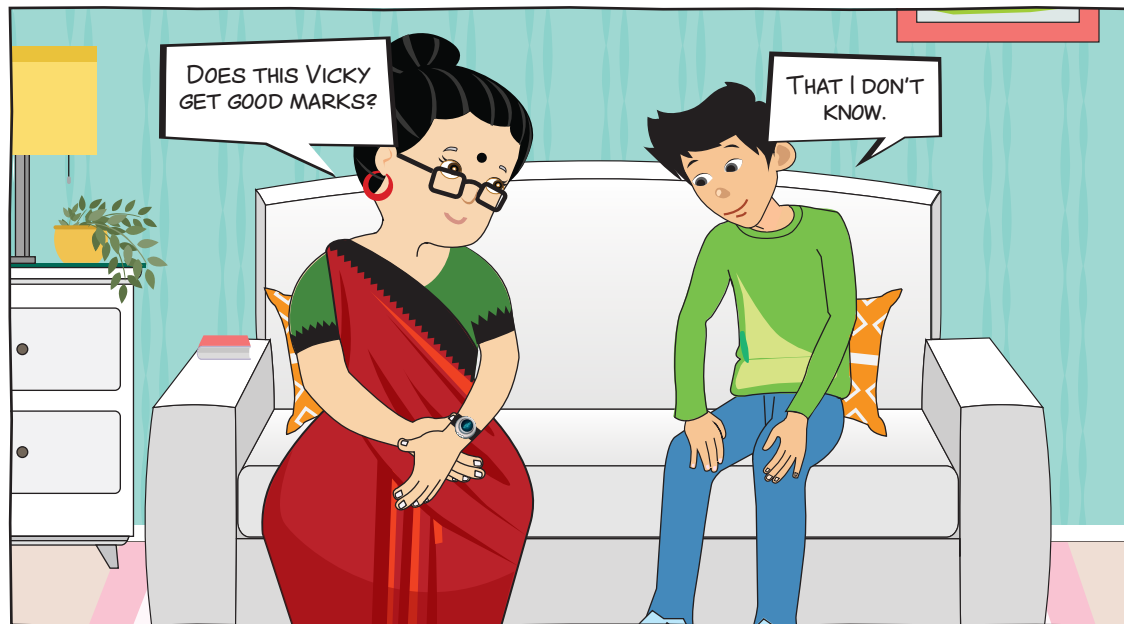
I HAVE TO GO TO THE MARKET. ONCE I AM BACK, I'LL TEACH YOU MORE ABOUT IP.

SURE, NANI. MEANWHILE, I'LL GO AND PLAY WITH MY FRIENDS.



ARE YOU MAD, CHOTU! THAT'S COPYRIGHT INFRINGEMENT!

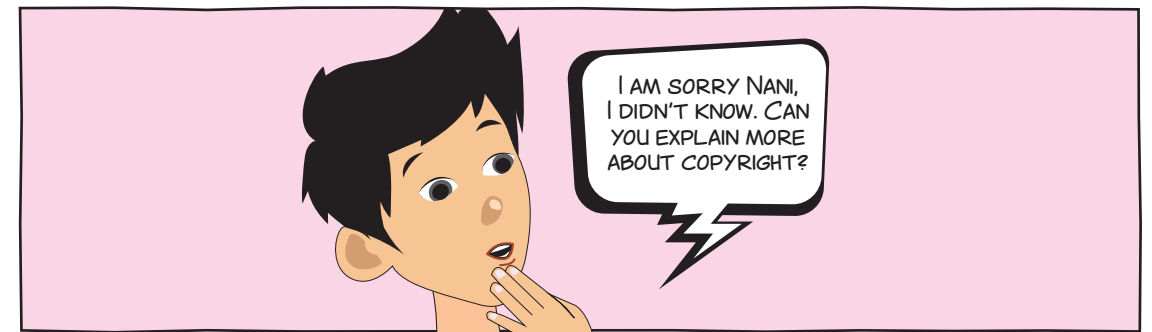
BUT, VICKY, MY FRIEND FROM SCHOOL, GAVE ME THIS IDEA. HE DOES THIS EVERY TIME.



DOES THIS VICKY GET GOOD MARKS?

THAT I DON'T KNOW.

CHOTU, THESE ARTICLES THAT YOU ARE PLANNING TO COPY FROM, ARE SOMEONE'S COPYRIGHTED WORK AND USING IT WITHOUT THEIR PERMISSION IS COPYRIGHT INFRINGEMENT. YOU CAN READ THESE ARTICLES TO HELP YOU FORM YOUR OWN OPINION, BUT THEN YOU HAVE TO WRITE YOUR RESEARCH PAPER IN YOUR OWN WORDS. IF YOU WANT TO USE SOME PARTS FROM SOMEONE ELSE'S PAPER OR ARTICLE, YOU NEED TO GIVE ACKNOWLEDGEMENTS IN YOUR PAPER ABOUT THE SOURCE.



I AM SORRY NANI, I DIDN'T KNOW. CAN YOU EXPLAIN MORE ABOUT COPYRIGHT?



COPYRIGHT IS ANOTHER KIND OF IP. IT'S THE RIGHT OF A CREATOR IN THEIR LITERARY AND ARTISTIC WORKS, LIKE BOOKS, MUSIC, PAINTINGS, PHOTOGRAPHS, SCULPTURE, FILMS, AND EVEN COMPUTER PROGRAMS, DATABASES, ADVERTISEMENTS, MAPS, AND TECHNICAL DRAWINGS.

SO, WHEN YOU WRITE THIS PAPER OF YOURS BASED ON YOUR OWN HARD WORK, YOU WILL OWN A COPYRIGHT OVER IT. PEOPLE WORK VERY HARD ON THEIR CREATIONS AND COPYING THEM IS WRONG - IT'S AGAINST THE LAW AND PUNISHABLE.

