



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.

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CIPAM India

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

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DESIGNS

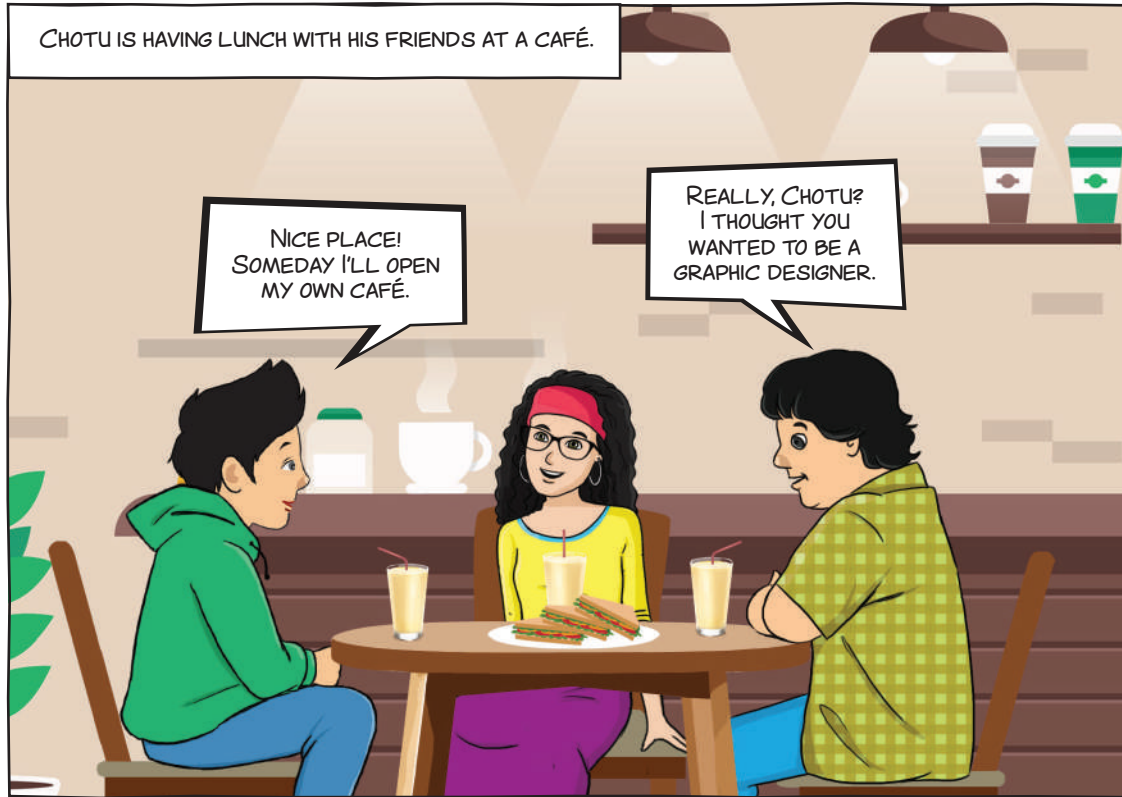
IP IS EVERYWHERE

**GEOGRAPHICAL
INDICATIONS**

TRADEMARKS



CHOTU IS HAVING LUNCH WITH HIS FRIENDS AT A CAFÉ.



NICE PLACE!
SOMEDAY I'LL OPEN
MY OWN CAFÉ.

REALLY, CHOTU?
I THOUGHT YOU
WANTED TO BE A
GRAPHIC DESIGNER.



HOW WILL I GET MY
TRADEMARK
REGISTERED THEN?



JUST LIKE HOW
EVERYONE GETS
IT DONE!!!



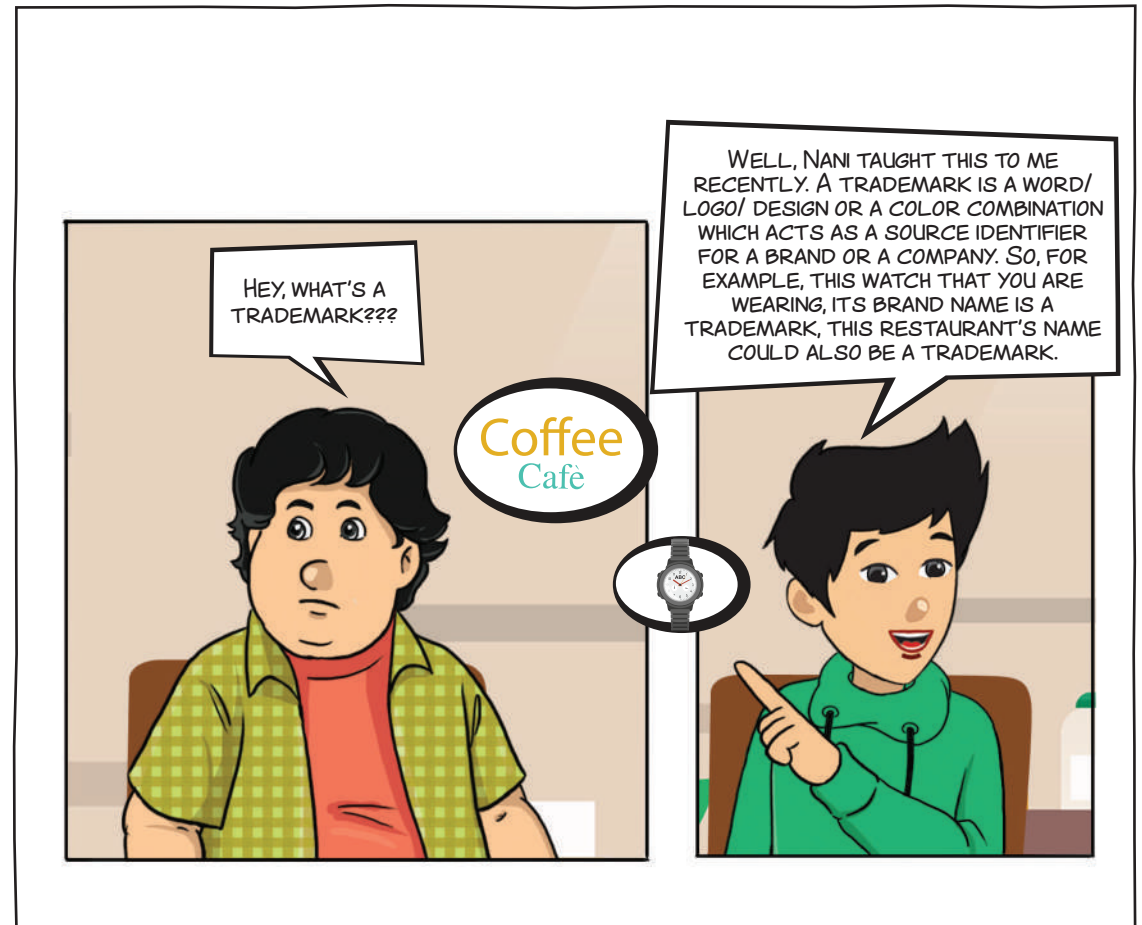
I DO! THESE
ARE FUTURE
PLANS.

NEVER!



NAME IT
"EAT FOOD"!

WHY???



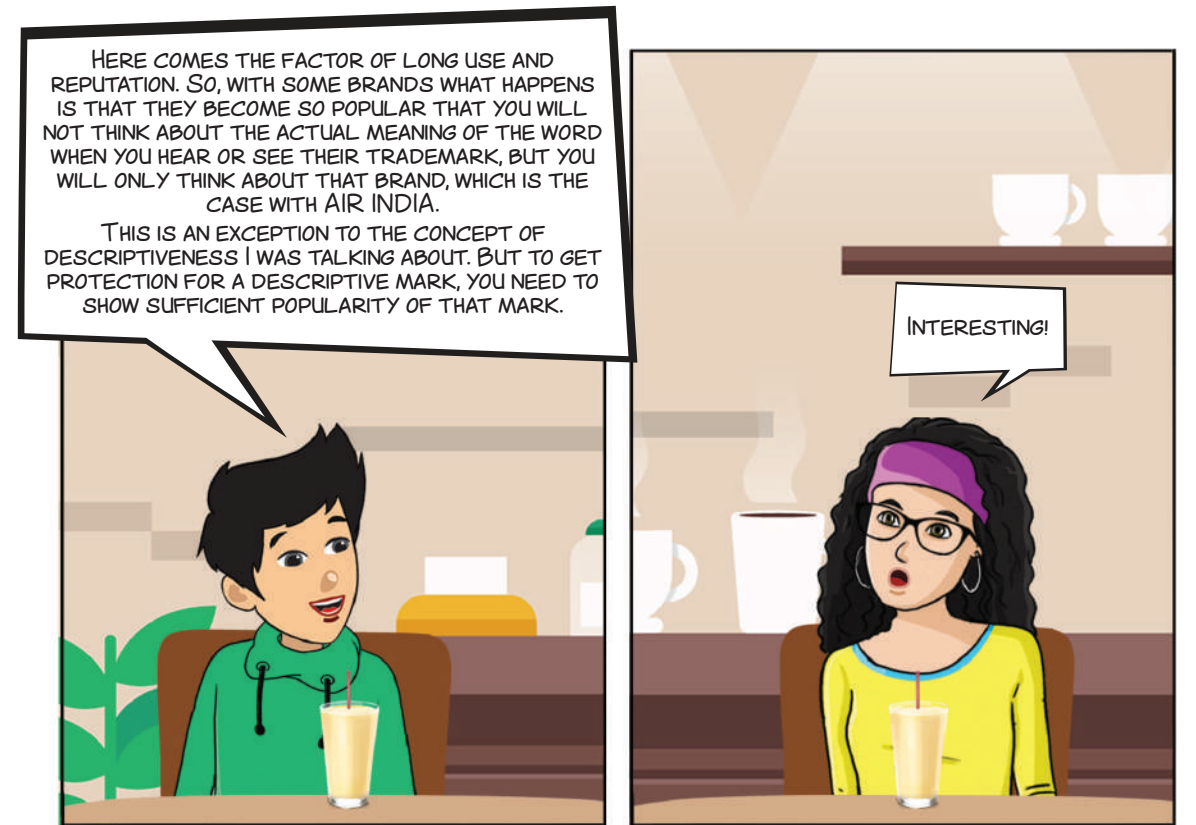
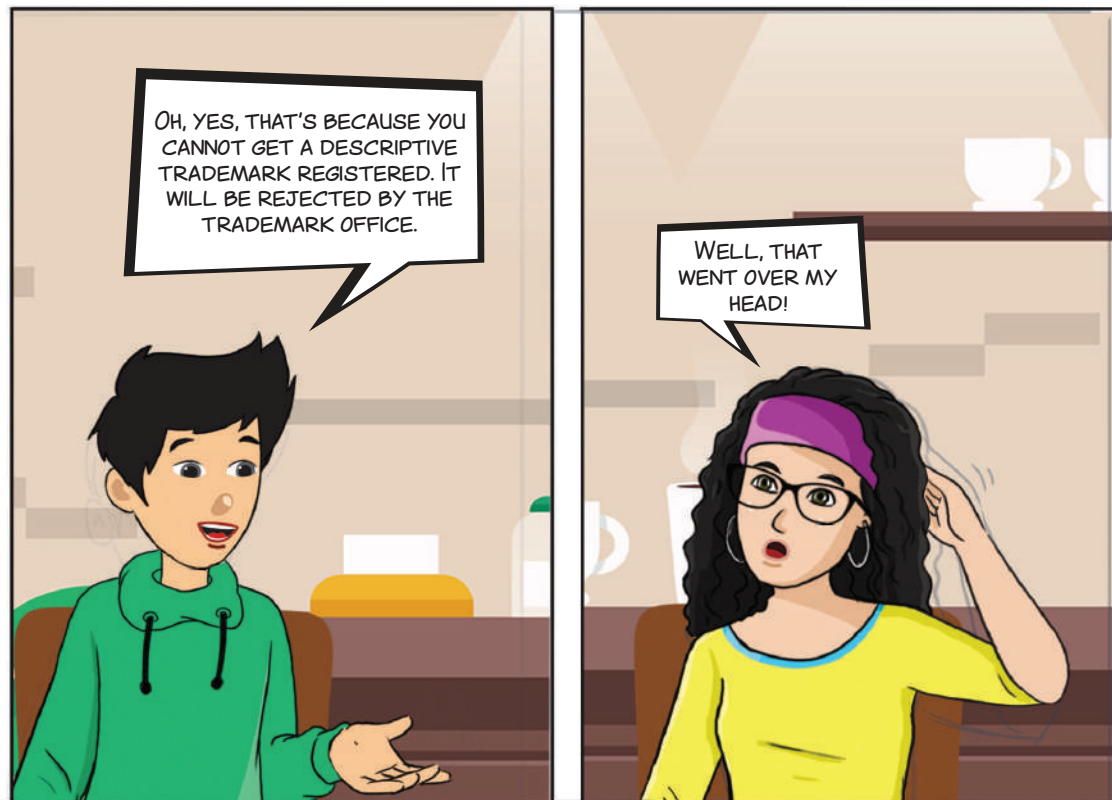
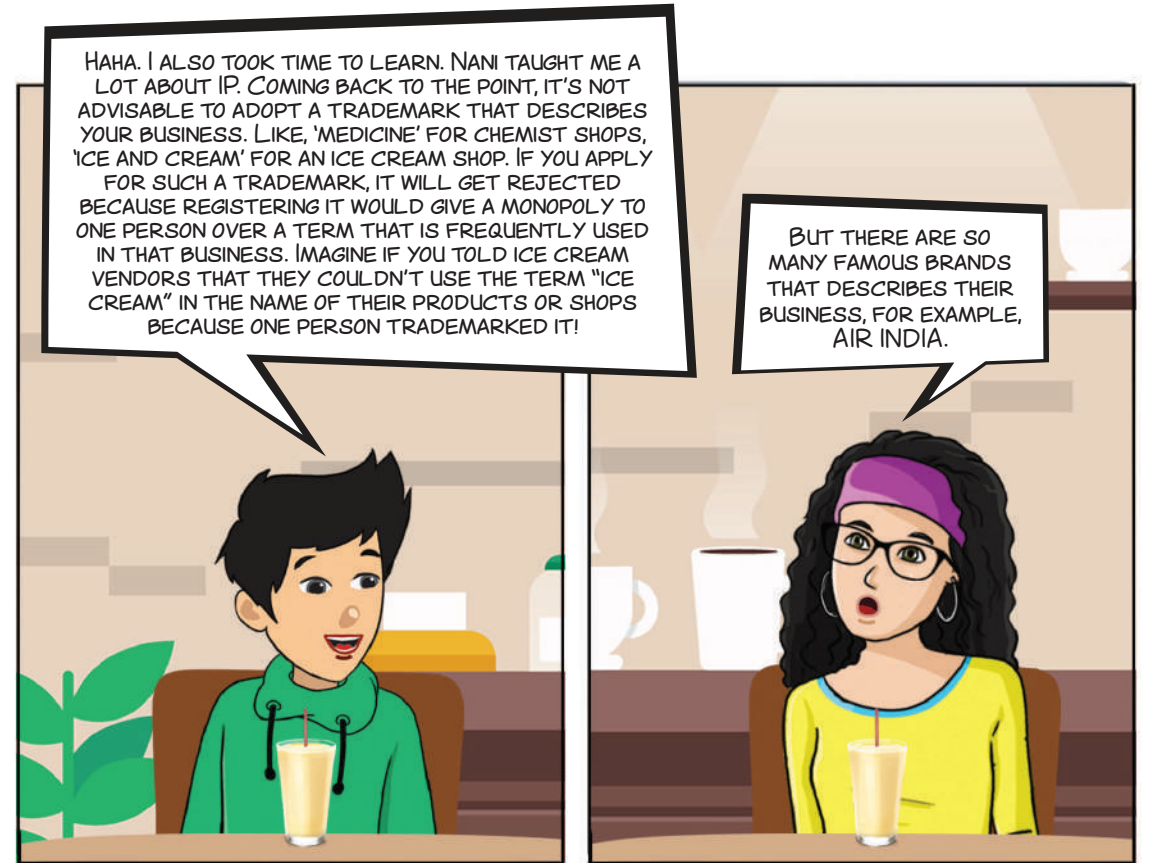
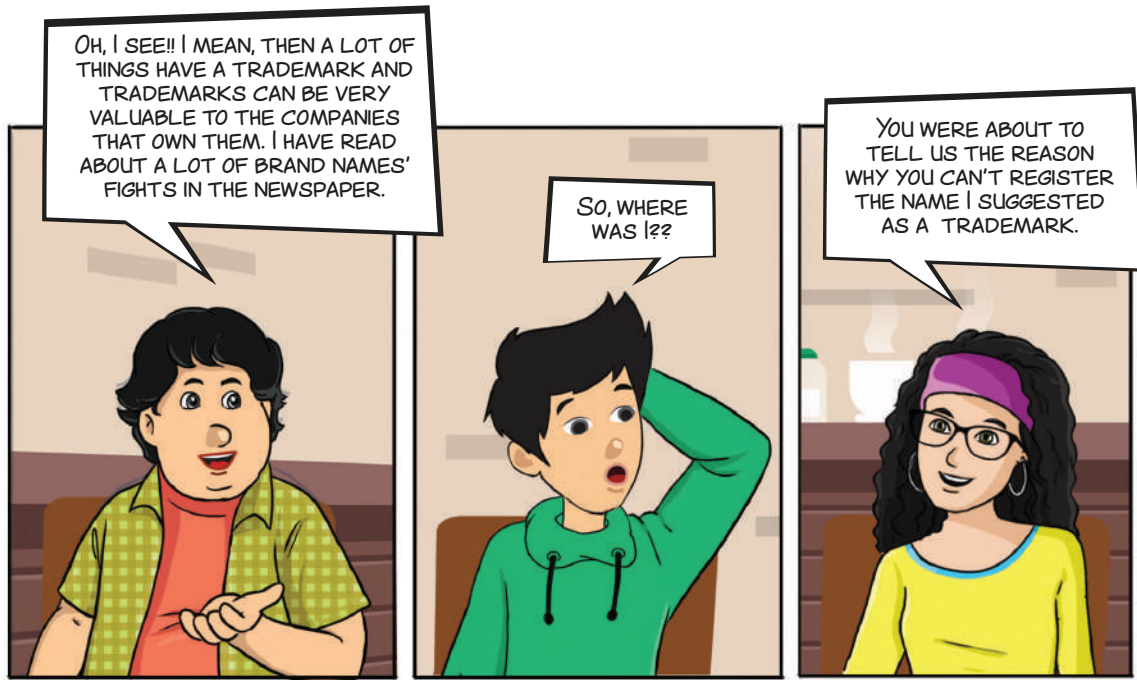
HEY, WHAT'S A
TRADEMARK???

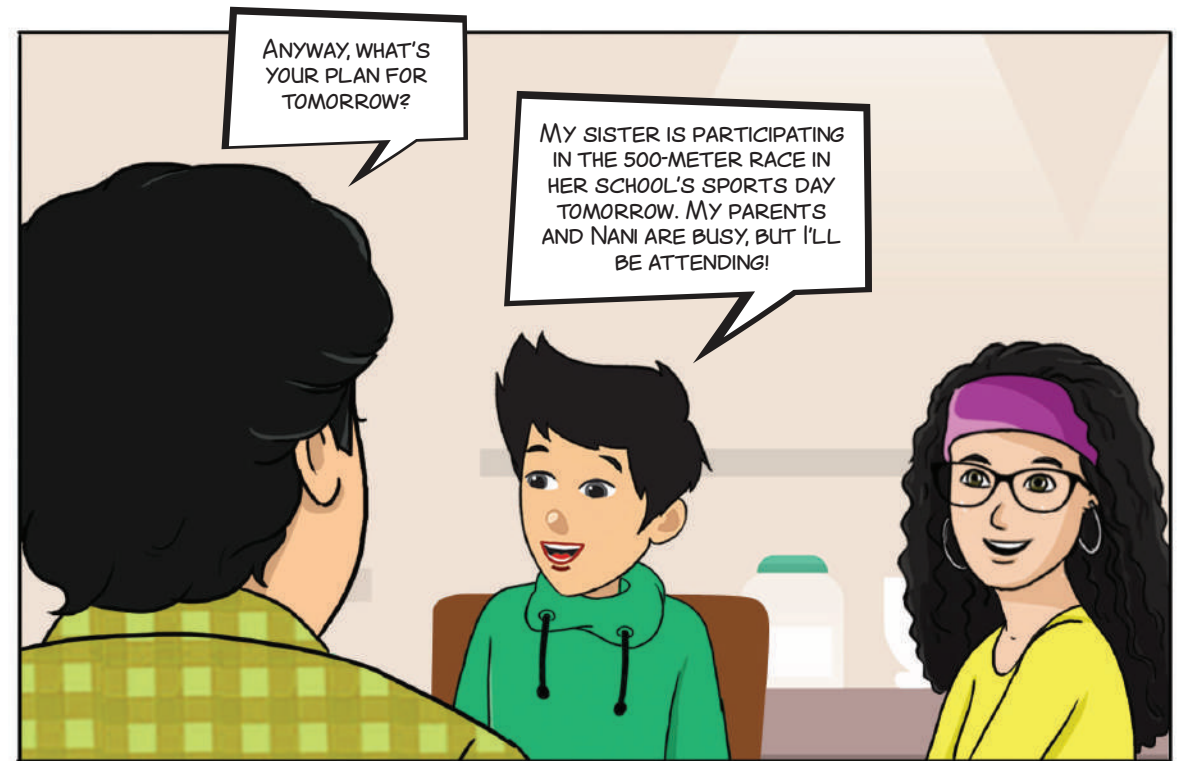
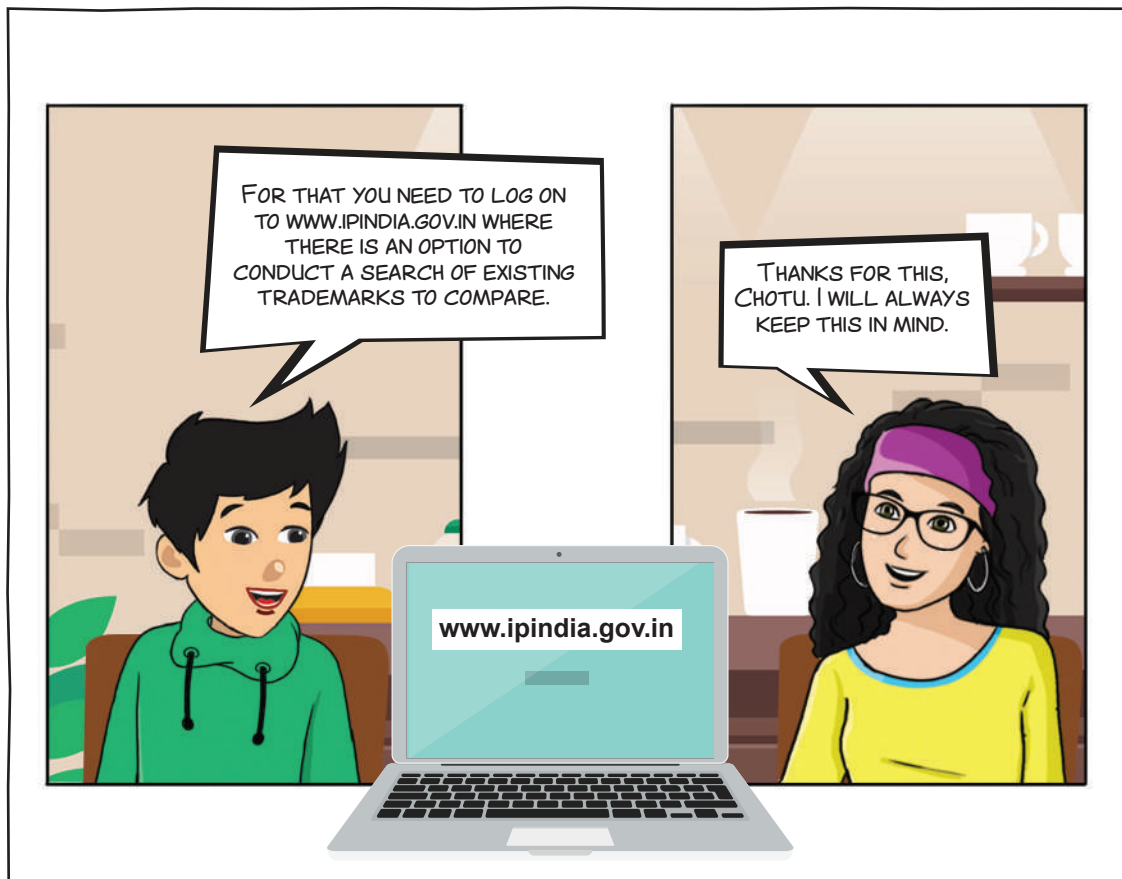
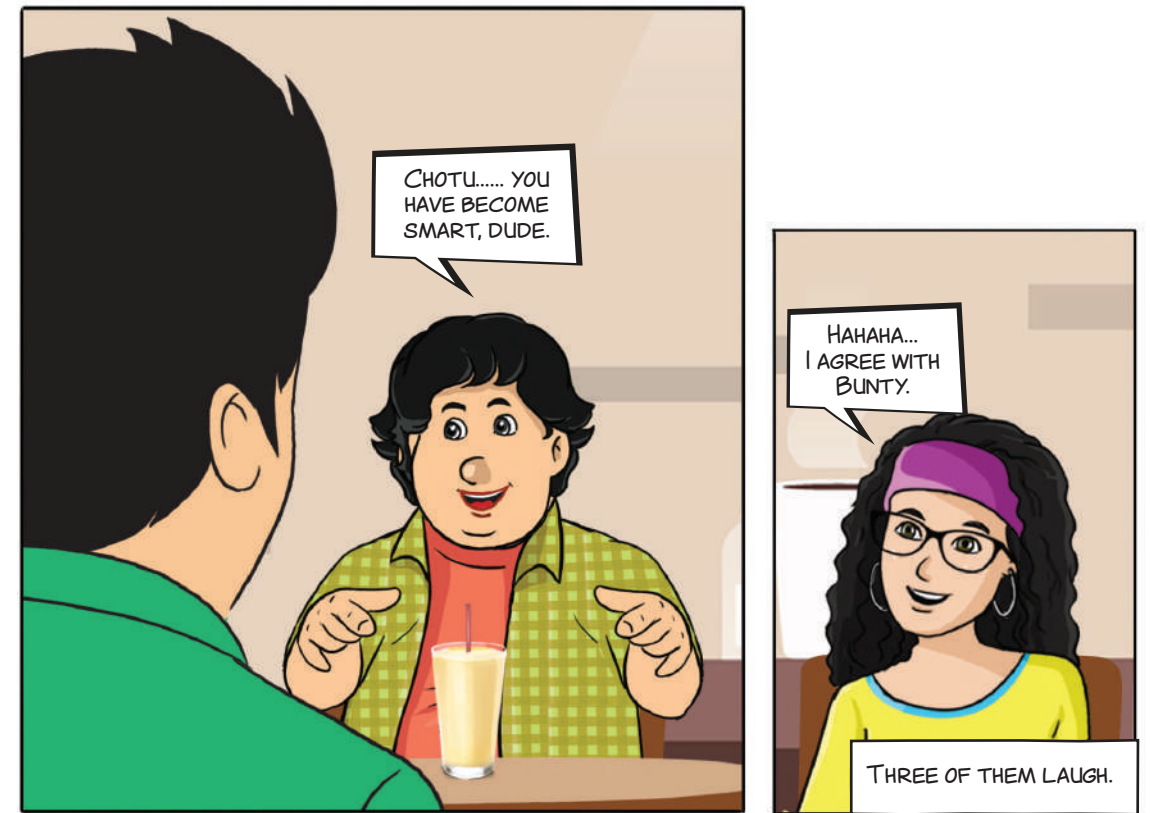
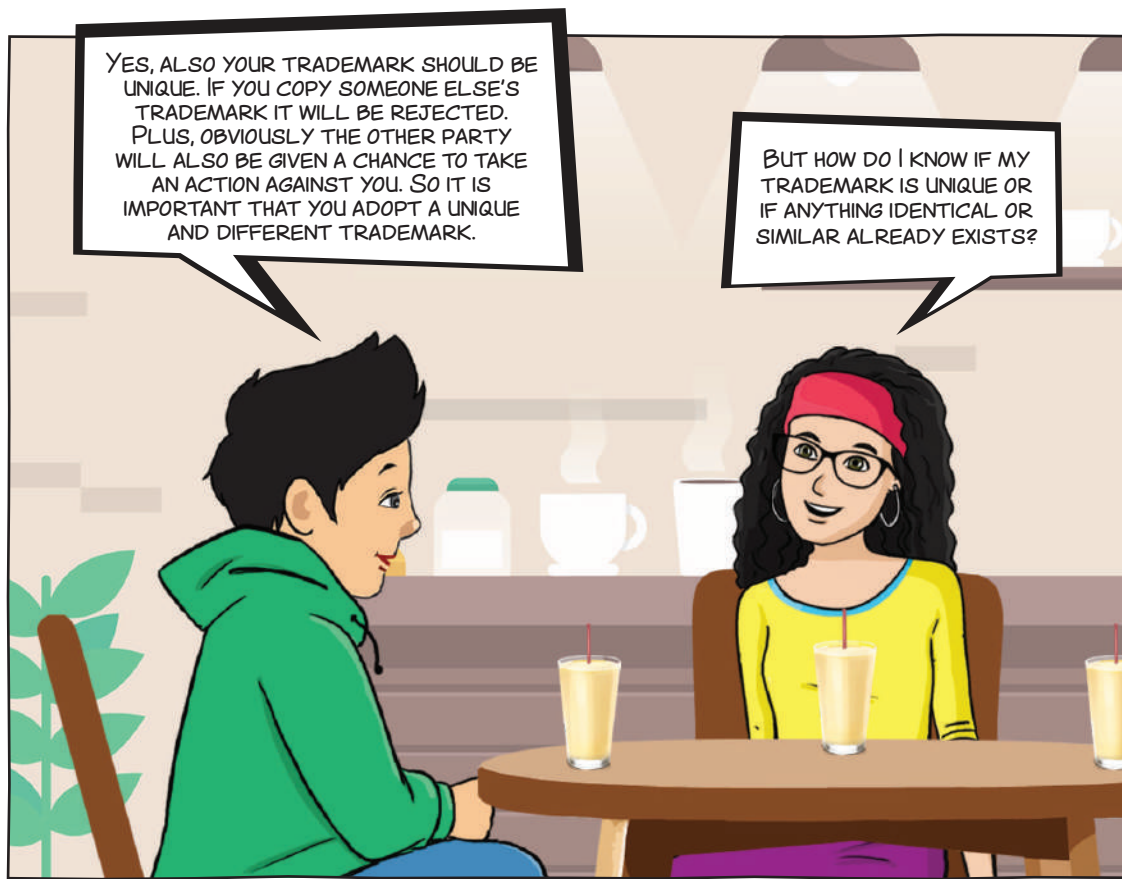
Coffee
Café

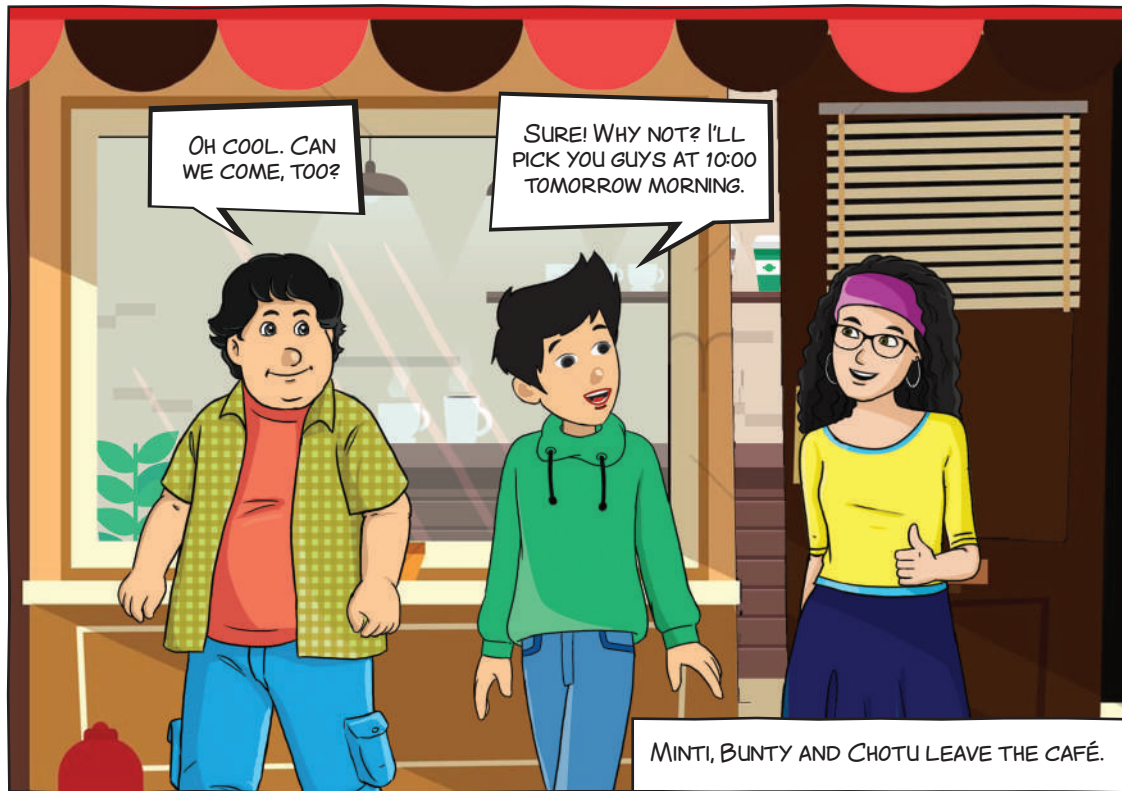


WELL, NANI TAUGHT THIS TO ME
RECENTLY. A TRADEMARK IS A WORD/
LOGO/ DESIGN OR A COLOR COMBINATION
WHICH ACTS AS A SOURCE IDENTIFIER
FOR A BRAND OR A COMPANY. SO, FOR
EXAMPLE, THIS WATCH THAT YOU ARE
WEARING, ITS BRAND NAME IS A
TRADEMARK, THIS RESTAURANT'S NAME
COULD ALSO BE A TRADEMARK.









OH COOL. CAN WE COME, TOO?

SURE! WHY NOT? I'LL PICK YOU GUYS AT 10:00 TOMORROW MORNING.

MINTI, BUNTY AND CHOTU LEAVE THE CAFÉ.



NANI, CAN YOU GIVE ME SOME MONEY? I NEED TO BUY NEW SHOES FOR THE RACE TOMORROW.

BUT DON'T YOU ALREADY HAVE SHOES?



CHOTU ENTERS HOME, NANI AND CHUTKI ARE WATCHING TV.

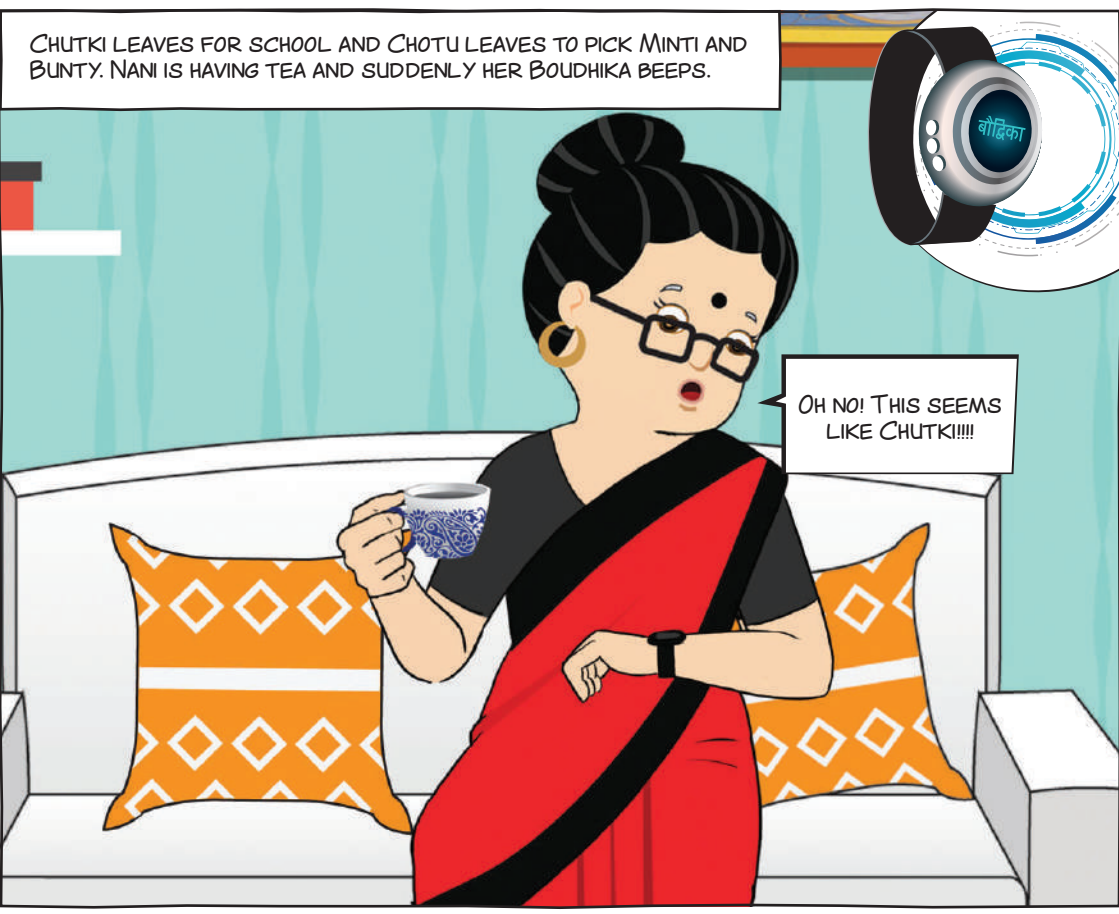
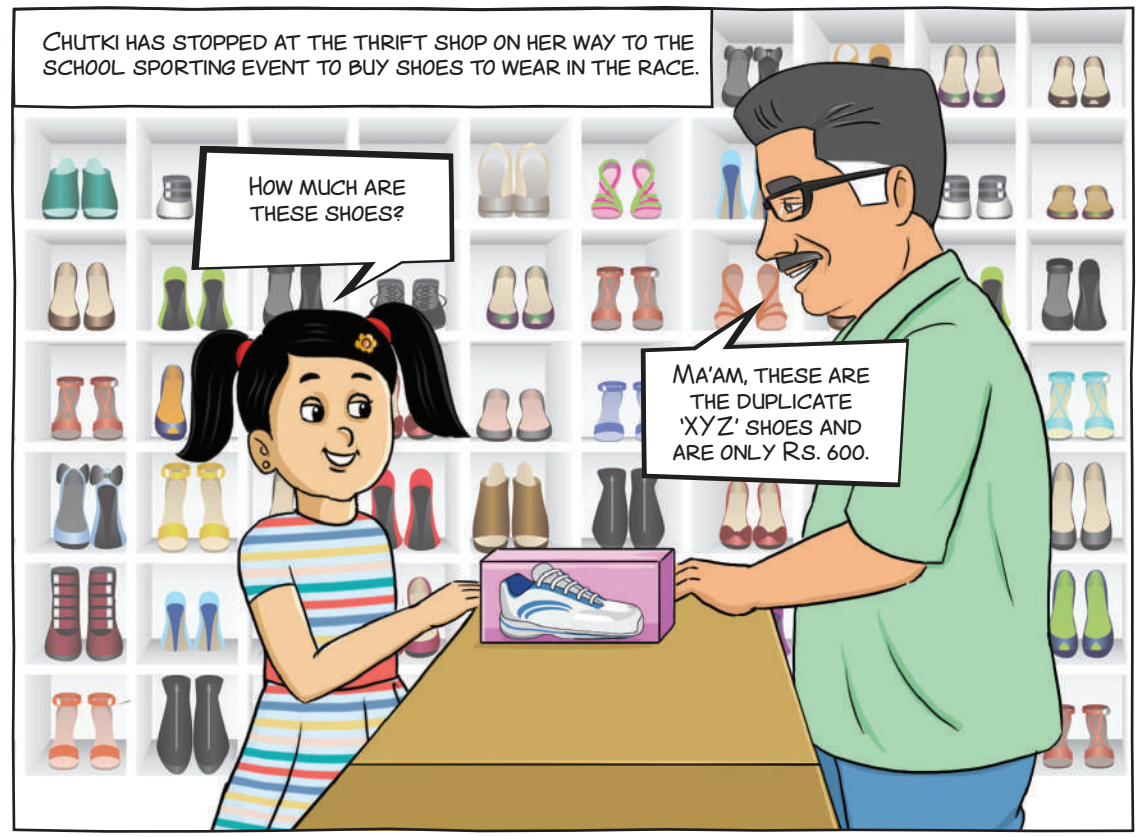
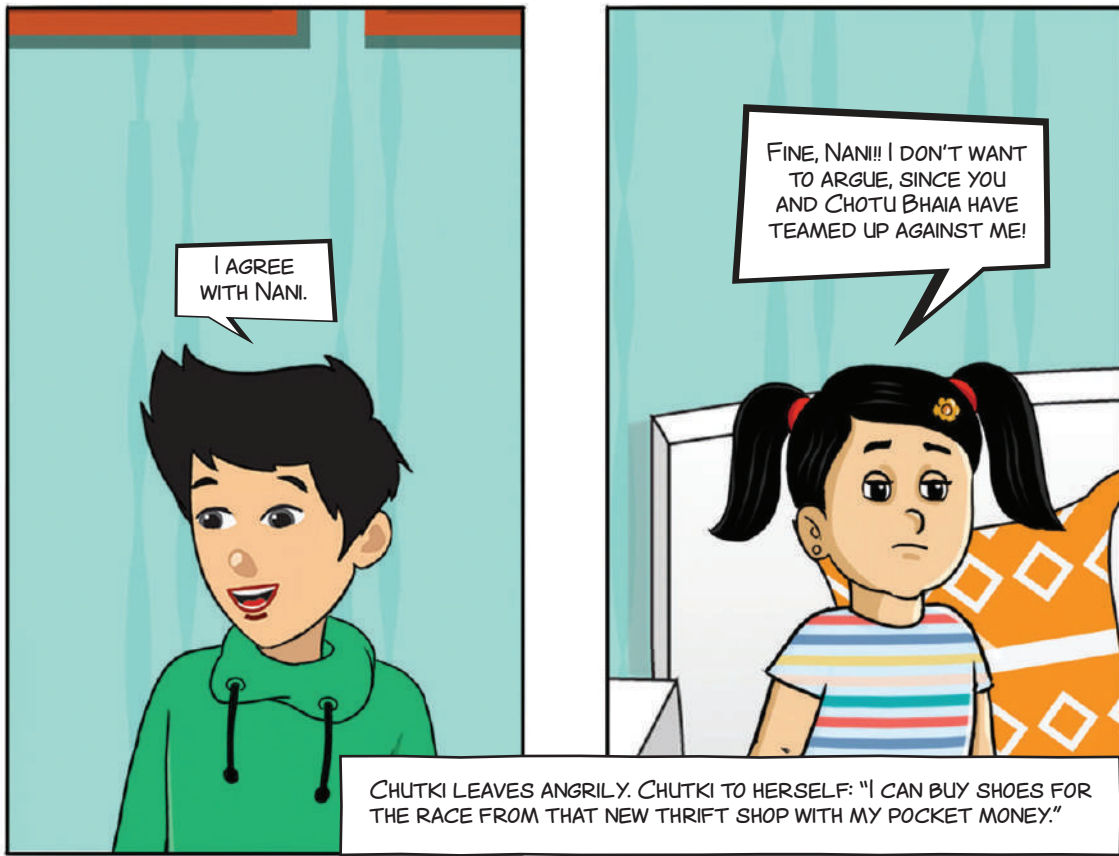
CHOTU BHAIA IS BACK! YOU'RE COMING TOMORROW, RIGHT?

YES, CHUTKI, I AM.



I DO!! BUT THEY ARE OLD NOW. I NEED NEW ONES.

THOSE SHOES ARE 'XYZ' BRAND, AND THEY'RE GOOD. GOOD SHOES ARE EXPENSIVE AND I DON'T THINK YOU SHOULD BUY NEW ONES NOW.





NO CHUTKI, YOU SHOULDN'T IGNORE THIS. IT IS A GRAVE ISSUE. BUYING COUNTERFEITS PROMOTES COUNTERFEITING. IT'S OK TO WEAR YOUR OLD SHOES, BUT BUYING SOMETHING FAKE JUST FOR THE LOOK OF IT IS WRONG. COUNTERFEITS ARE OFTEN OF COMPROMISED QUALITY AND THEY TRY TO TAKE THE ADVANTAGE OF A BRAND'S NAME AND FOOL PEOPLE. ALSO, IMAGINE THE KIND OF LOSS IT CAUSES TO THE ORIGINAL XYZ BRAND AND ITS REPUTATION. I KNOW SOMEONE WHO BOUGHT COUNTERFEIT MEDICINES AND SHE FELL SICK AND WAS HOSPITALIZED FOR A MONTH!

THIS ISN'T MEDICINE. JUST A PAIR OF SHOES. I AM GOING NOW, NANI.

CHUTKI LEAVES FOR SCHOOL. NANI GOES HOME AND DECIDES TO ATTEND CHUTKI'S SCHOOL RACE COMPETITION.

CHOTU, MINTI & BUNTY ARE IN CHUTKI'S SCHOOL.

GOOD LUCK, CHUTKI!!!

GOOD LUCK, CHUTKI!!!

GOOD LUCK, CHUTKI!!!

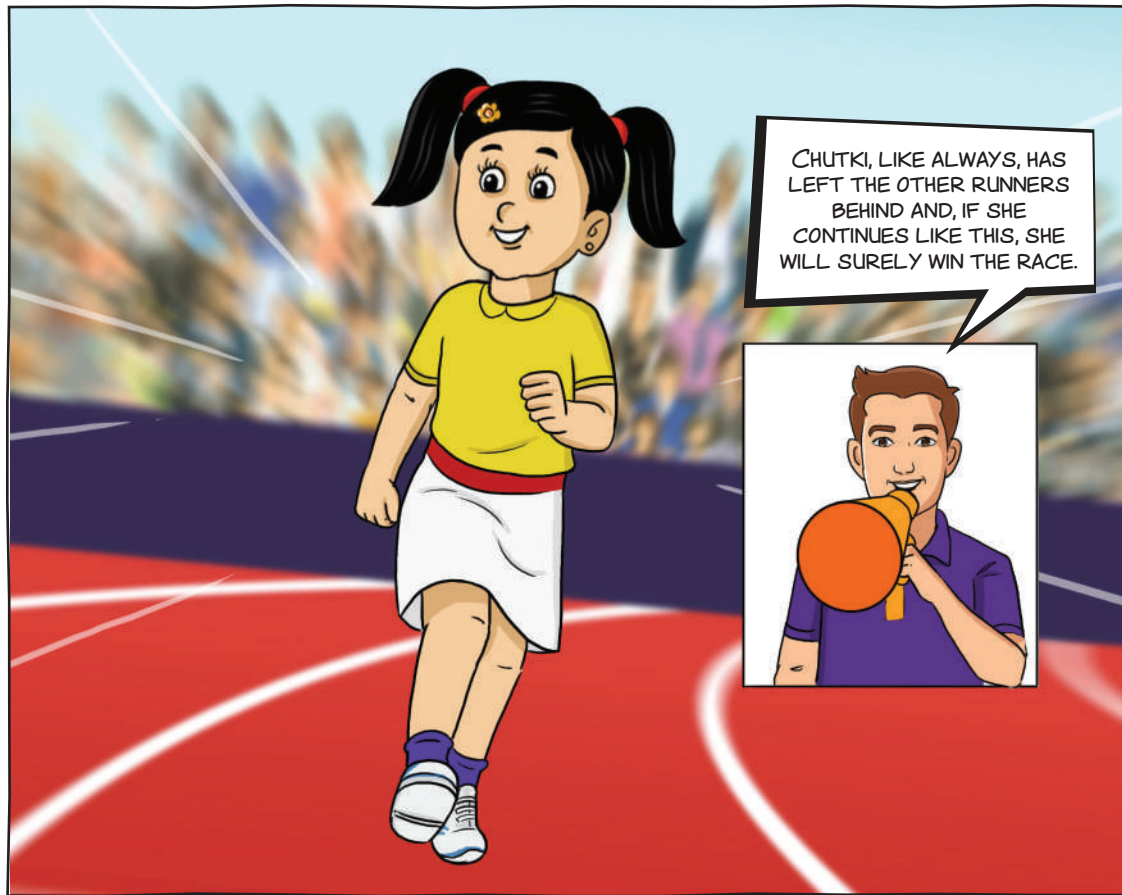
ABC SCHOOL WELCOMES YOU ALL! THE 500-METER RACE IS ABOUT TO BEGIN! ON YOUR MARKS, GET SET, GO!

RACE STARTS.

GO, CHUTKI, GO!!!

I AM SURE SHE WILL WIN. SHE IS AN AMAZING ATHLETE.

GO, CHUTKI, GO!!!



CHUTKI, LIKE ALWAYS, HAS LEFT THE OTHER RUNNERS BEHIND AND, IF SHE CONTINUES LIKE THIS, SHE WILL SURELY WIN THE RACE.



CHUTKI FEELS SOME DISCOMFORT WHILE RUNNING.

CHUTKI THINKING: MY FEET ARE HURTING! BUT I HAVE TO WIN THIS!



GO, CHUTKI, GO!!!

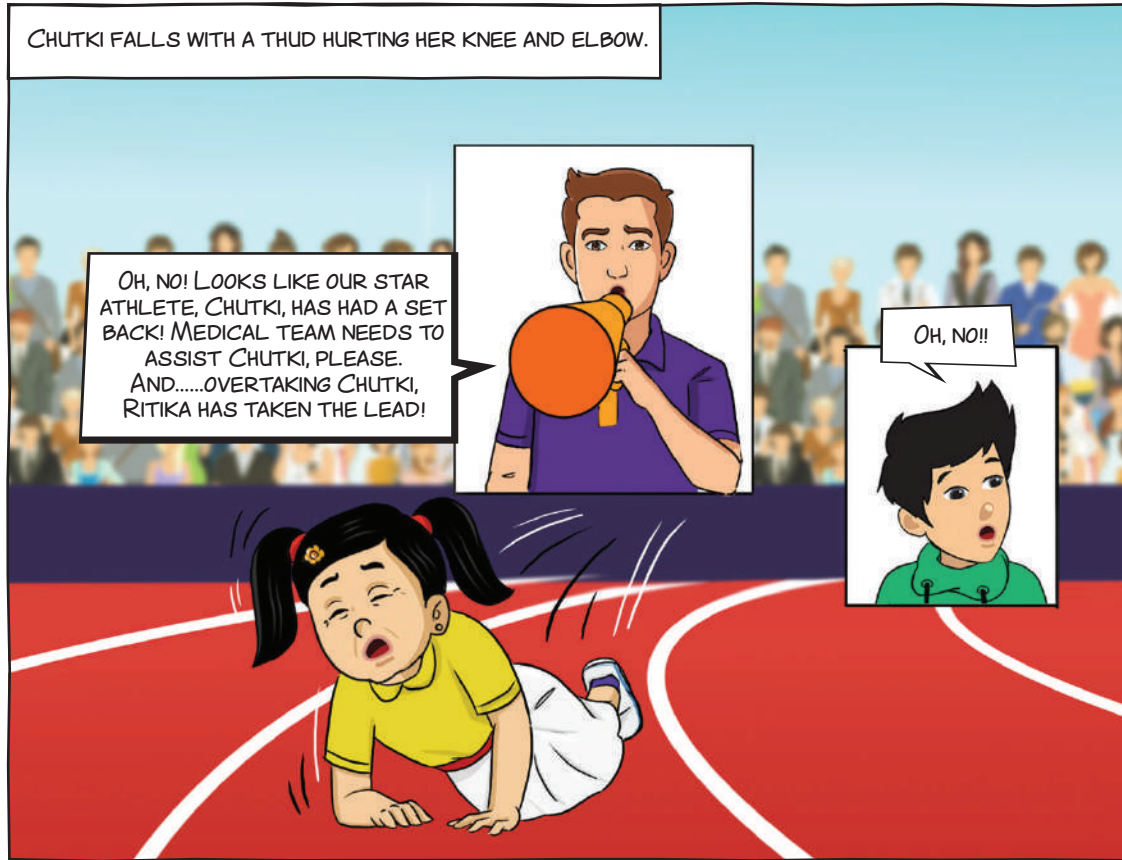
GO, CHUTKI, GO!!!

GO, CHUTKI, GO!!!

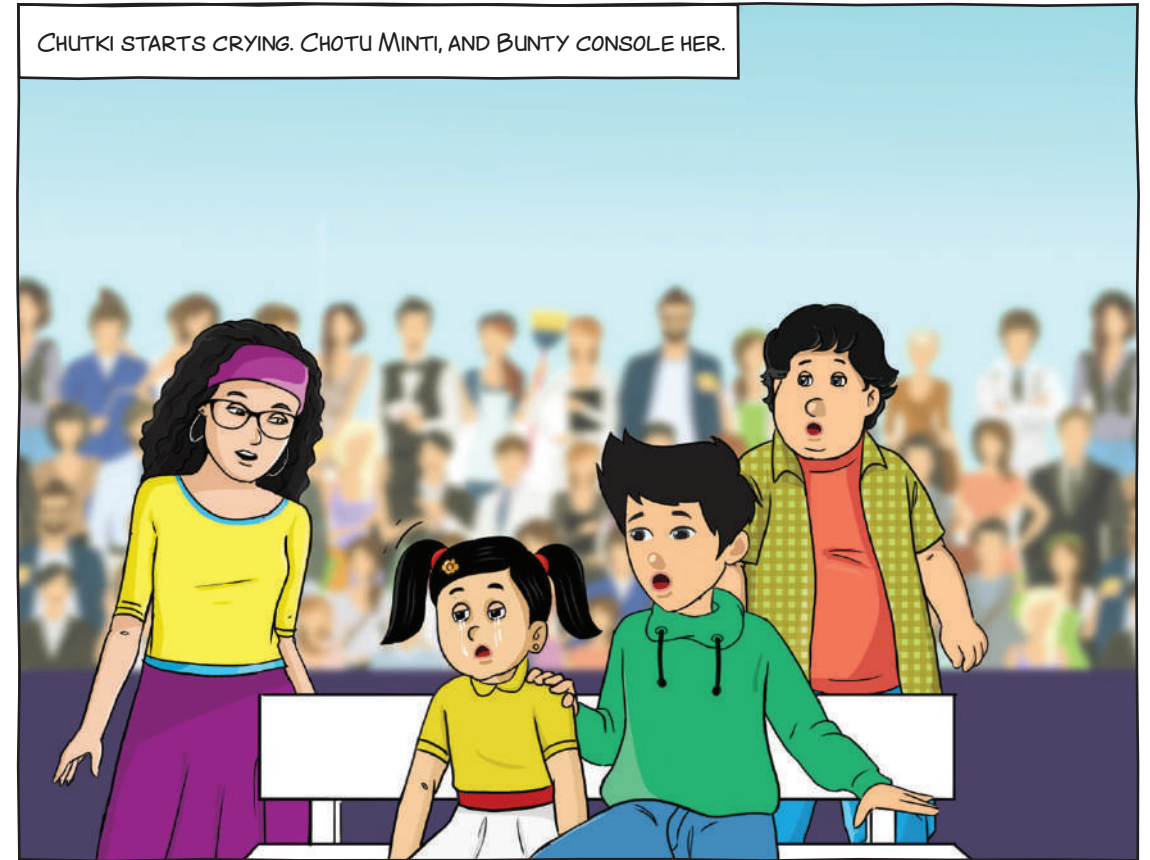


CHUTKI RUNS FASTER. SUDDENLY HER LEFT SHOE TEARS FROM THE BOTTOM.

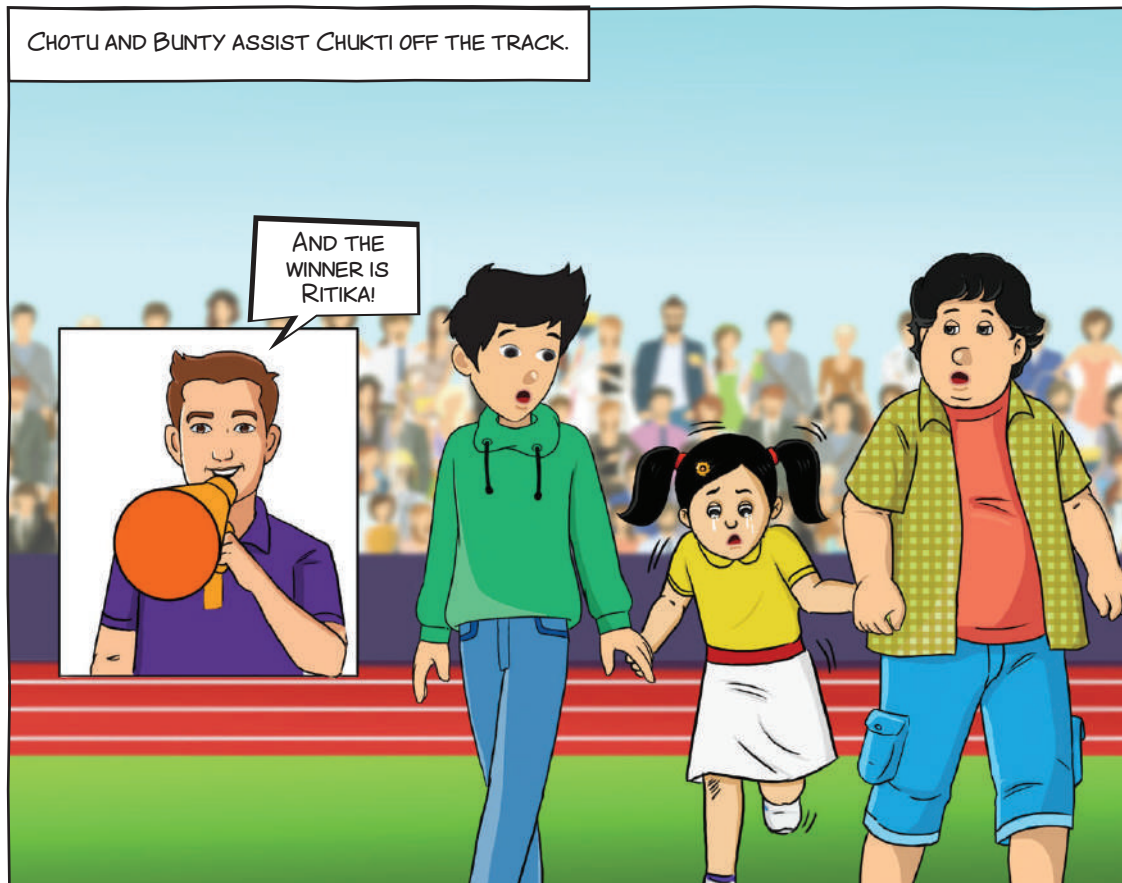
CHUTKI FALLS WITH A THUD HURTING HER KNEE AND ELBOW.



CHUTKI STARTS CRYING. CHOTU MINTI, AND BUNTY CONSOLE HER.

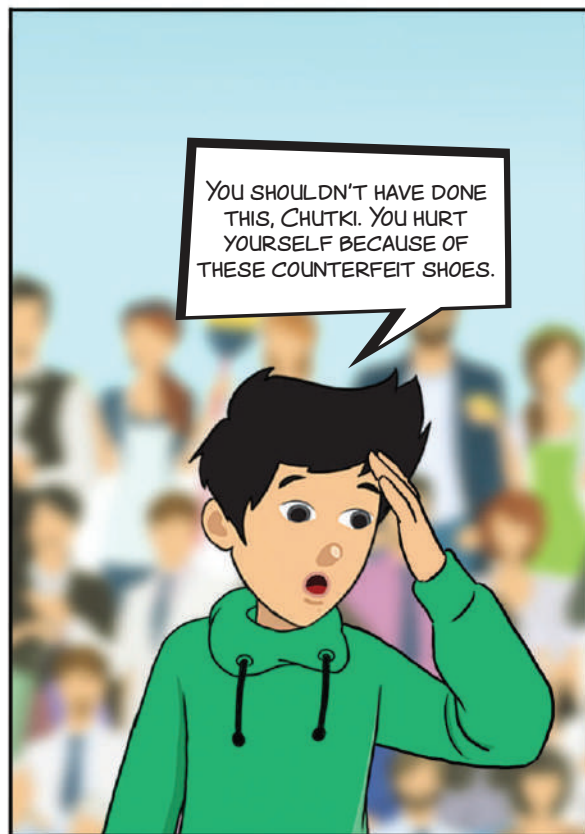


CHOTU AND BUNTY ASSIST CHUKTI OFF THE TRACK.

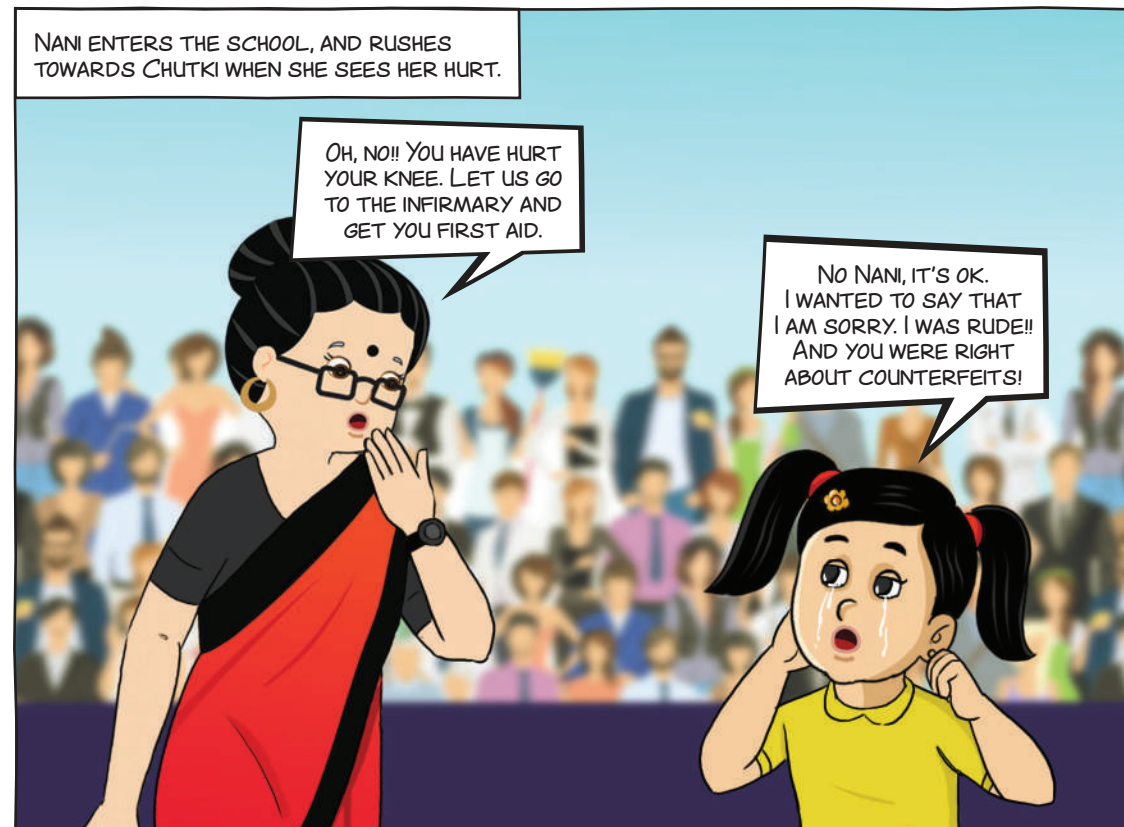




THESE ARE COUNTERFEIT SHOES THAT I BOUGHT FROM A THRIFT SHOP. NANI TRIED TO STOP ME, BUT I WAS SO RUDE TO HER.



YOU SHOULDN'T HAVE DONE THIS, CHUTKI. YOU HURT YOURSELF BECAUSE OF THESE COUNTERFEIT SHOES.



NANI ENTERS THE SCHOOL, AND RUSHES TOWARDS CHUTKI WHEN SHE SEES HER HURT.

OH, NO!! YOU HAVE HURT YOUR KNEE. LET US GO TO THE INFIRMARY AND GET YOU FIRST AID.

NO NANI, IT'S OK. I WANTED TO SAY THAT I AM SORRY. I WAS RUDE!! AND YOU WERE RIGHT ABOUT COUNTERFEITS!



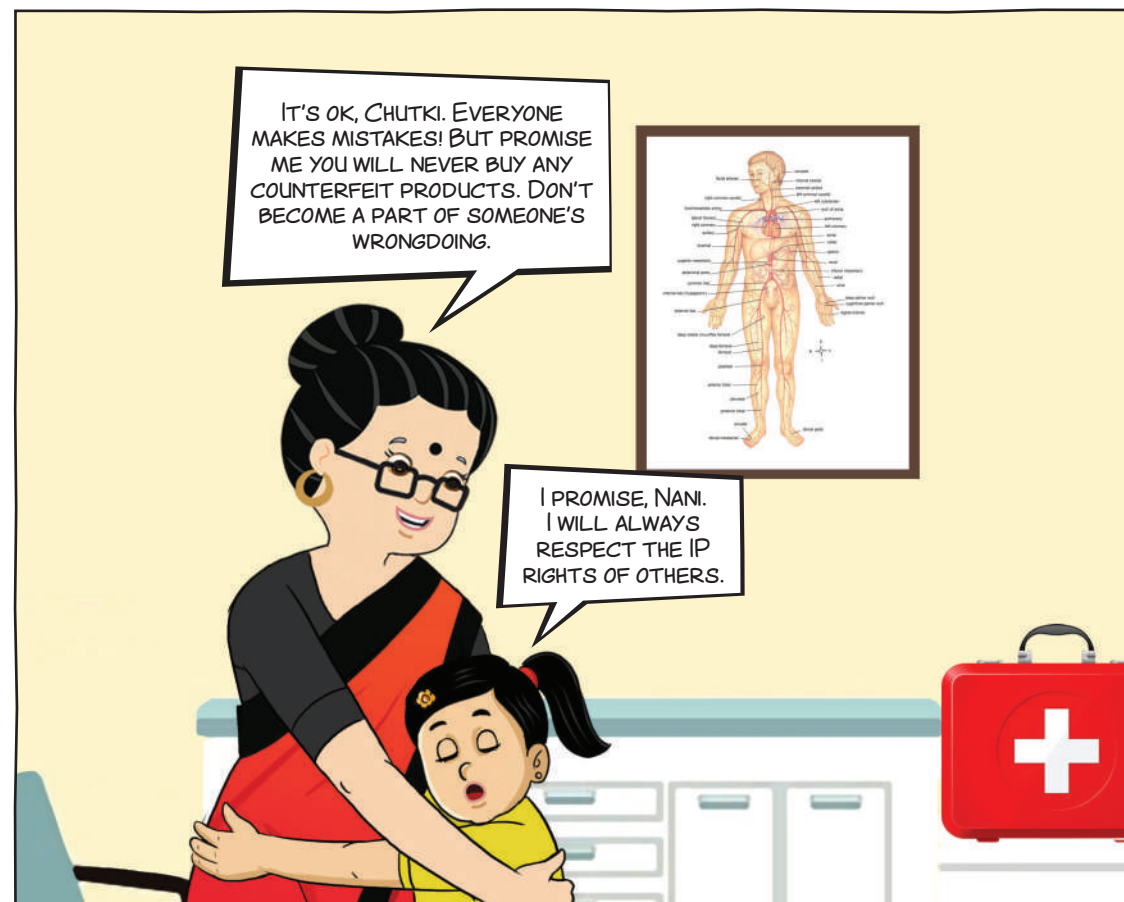
I THINK YOU SHOULD HAVE LISTENED TO NANI. I READ IN A NEWSPAPER THAT A COUNTERFEIT PHONE EXPLODED AND INJURED A PERSON.



SEE, CHUTKI? IMAGINE HOW SCARY IT IS!! I THINK YOU SHOULD APOLOGIZE TO NANI.



I WANT TO.



IT'S OK, CHUTKI. EVERYONE MAKES MISTAKES! BUT PROMISE ME YOU WILL NEVER BUY ANY COUNTERFEIT PRODUCTS. DON'T BECOME A PART OF SOMEONE'S WRONGDOING.

I PROMISE, NANI. I WILL ALWAYS RESPECT THE IP RIGHTS OF OTHERS.

