

**Press Information Bureau
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Ministry of Commerce & Industry**

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Commerce and Industry Minister launches the CIPAM Logo

The logo of the Cell for IPR Promotion and Management (CIPAM) was launched today by the Commerce & Industry Minister Smt. Nirmala Sitharaman. On the occasion she said that this is an ambitious task as India's intellectual property related activities need great traction.

The logo has been designed keeping in mind the slogan of the National IPR Policy: "Creative India, Innovative India". While the logo stands for "Cell for IPR Promotion and Management", the letters "I" and "P" have been stylized to represent "Intellectual Property" as well.

The letter "I" stands for Intellectual, and is represented by a pencil, denoting the expression of creativity, and in the tri-colours of the Indian flag. The curve of the letter "P" stands for Property, and is denoted by a gear which depicts Innovation and Industry.

Cell for IPR Promotion and Management (CIPAM) has been created as a professional body under the aegis of DIPP to take forward the implementation of the National IPR Policy that was approved by the Government in May 2016, with the slogan – **"Creative India; Innovative India: रचनात्मक भारत; अभिनव भारत"**

CIPAM is working towards creating public awareness about IPRs in the country, promoting the filing of IPRs through facilitation, providing inventors with a platform to commercialize their IP assets and coordinating the implementation of the National IPR Policy in collaboration with Government Ministries/Departments and other stakeholders.

MJPS