

IP-Palette

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Registration of Sound Marks Made Easy – Let’s hear more of ‘Dhin Chik Dhin Chik’!

The Trade Mark Rules, 2017, which were notified recently, have revised the procedures and made it easier for companies to file applications for registration of sound marks, by appending an MP3 file in the application together with graphical representation of the musical notation. This small yet significant change will encourage companies to come forward and protect their sound marks.

Over the years, there have been only a handful of registrations of sound

Chik is the tune that ICICI customers get to hear when phone call is made to the bank.

The acceptability of a sound mark depends upon whether the sound is or has become a distinctive sign; that is whether the average consumer will perceive the sound as meaning that the goods or services are exclusively associated with one undertaking.

Some notable sound marks

The first sound mark in India was granted to the California-based Internet firm Yahoo! Inc. for its three-note Yahoo yodel in August, 2008. After Yahoo’s Yodel, it was ICICI who got its sound trademark registered in India.

marks in India. Traditionally, companies registered words, names, labels, acronyms, signatures with the Trademark Registry. Procedural challenges deterred many companies from registering sound marks.

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registered in India are - Britannia Industries (Four note bell sound), Nokia - (Guitar notes on switching on the device) and Edgar Rice Burroughs - (Tarzan Yell by its toy action figure), etc.

Read more at:

http://economictimes.indiatimes.com/articleshow/57850282.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cpps

CURATOR’S NOTE

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Hello IP Enthusiasts,

It’s been a year since the National IPR Policy was released on 12th May, 2016. Since then the government has been making concerted efforts to create a vibrant IP ecosystem in the country by educating entrepreneurs about IP rights, streamlining IP registration processes, and facilitating IP licensing arrangements.

Every year April 26 is celebrated as World Intellectual Property Day across the globe. It was declared the ‘World IP day’ by World Intellectual Property Organization (WIPO) in 2000 with the objective to raise awareness of how patents, copyrights, trademarks and designs impact our daily lives and to celebrate creativity, and the contribution made by creators and innovators to the development of societies across the globe.

It is an extremely important day for us at CIPAM, as building awareness and respect for IP is one of the foremost objectives of the National IPR Policy released in May, 2016.

On this occasion, we are excited to announce the launch of CIPAM’s IP Education and Awareness Campaign in Schools. It is a one of its kind initiative and will help in creating a vibrant IP ecosystem in the country.

For more updates on the campaign and other initiatives, follow us on Twitter -

[@CIPAM_India](https://twitter.com/CIPAM_India)

What's in a name? A lot, apparently!

The search engine major, Google, was granted a patent by the Indian Patent Office, for an invention related to an information retrieval system that uses phrases to index, search, rank and describe documents in the document collection. The system is adapted to identify phrases that have sufficiently frequent and distinguished usage to indicate that they are valid or good phrases. The patent application filed by Google can be accessed here <https://www.google.com/patents/US7580921> (U.S. Patent No. US 7580921 B2).

According to Google this invention will altogether avoid the drawback of having to classify and index

every possible phrase resulting from the combination of all of the possible sequences of a given number of words. As per the patent application filed by Google, the patent application was titled 'phrase identification in an information retrieval system' in 2005 at the Indian Patent Office in Kolkata.

The Patent Office observed that the patent was granted because it was a technical advancement over the prior art. One of the patent documents filed by Google, the phrase spotting option that identifies good and bad phrases in the document collection are useful for indexing and searching documents.

For example, good phrases are those phrases prone to follow in more than certain percentage of documents in the document collection and are indicated to as having a prominent appearance in such documents. Another aspect of good phrases is that they are extrapolative and are not just sequences of words that appear in the vocabulary.

Read more at:

<https://www.bloomberg.com/news/articles/2017-04-19/ivanka-fights-to-protect-her-first-name>

Humanoid robots could soon be a reality at Disney's Theme Parks

The importance of *Split Pigeon Pea* or '*Tur Dal*' scaled new heights when International Crop Research Institute for Semi-Arid Tropics (ICRISAT), Hyderabad based scientists and collaborators from eight other research institutes in collaborators in Australia, China and the US, came together to study the origins and the history of the first cultivation of *Tur Dal*.

The scientists through this study concluded that it was first cultivated in India. This finding hence was considered important from India's point of view, as it could help our country file a patent for *Tur Dal*. This would become a landmark patent case owing to the fact that India has lost patent fights for several 'plants' due to the inability of proving the origin to be Indian.

This study, is further expected to help scientists develop superior pigeon pea varieties and increase production and profits for Indian farmers, thereby making this dal easier for access to the poor. They also discovered new attributes, such as resistance to various diseases that affect the crop and its insensitivity to photo-period (the duration of daylight hours required for reaching maturity).

Read More at:

<https://qz.com/954547/disney-dis-has-filed-a-patent-for-humanoid-westworld-like-robots-that-could-be-situated-at-its-theme-parks/>
