

# IP Palette

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## Keeping Pirate's at Bay: CIPAM and Telangana Film Chambers of Commerce Join Hands

CIPAM joined hands with Telangana Film Chambers of Commerce to spoil the nefarious bid of a gang of pirates who made a copy of the film 'Baahubali-2 The Conclusion' in HD quality by ripping the Digital Cinema Server. The pirates subsequently approached the producers of Baahubali-2, Arka Media Works Entertainment Ltd., in the garb of an Anti-Piracy Agency, and demanded a ransom for stopping the release of the pirated copies online, which would inflict irreparable losses on the



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production house.

CIPAM was approached by Telangana Film Chamber of Commerce for support on the appropriate actions to be taken in this regard. On CIPAM's advise, the producers approached Telangana Cyber Police. Telangana Police took swift action, investigated the case and arrested 6 people.

On further investigation, it was discovered that this gang operated all over India and included cinema owners. This case resonates with two other instances of pirates holding studios & content owners to ransom across the globe.

One, concerning the upcoming 'Pirates of the Caribbean-5' of Walt Disney Studios and another, a popular web series 'Orange is the New Black' by Netflix. However, this is a first of its kind operation in the fight against piracy in India.

The success of this enforcement action also is a testimony that creative industries and relevant government agencies when act collectively can get the better of pirates.

Read more at:

<http://www.firstpost.com/entertainment/baahubali-2-piracy-row-illegal-copy-of-film-traced-to-bihar-theatre-3451960.html>

## CURATOR's NOTE



Hello IP Enthusiasts,

*It's been an exciting year since the National IPR Policy was released on 12<sup>th</sup> 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.*

*India has been undertaking various initiatives to develop a conducive IP environment. To name few – Patent and Trademark Rules have been amended to streamline the processes, IPR Awareness Campaign in schools was launched, IP Toolkit - a ready reckoner for Police in dealing with IP Crimes was released and so on.*

*Each of you can make your contribution to the growing vibrant IP ecosystem by simply recognizing and respecting other's IP and refraining from unauthorized use of others intellectual creations.*

*For more updates on the campaign and other initiatives, follow us on Twitter - @CIPAM India*

## The Good, The Bad and Google

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:

<http://www.financialexpress.com/india-news/google-gets-big-boost-in-india-awarded-patent-for-system-to-spot-good-and-bad-phrases/666474/>

### Patent for Tur Dal?

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:

<http://timesofindia.indiatimes.com/city/hyderabad/tur-dal-origins-found-in-india-to-aid-patent-bid/articleshow/58816249.cms>

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