

# IP Palette

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## Aromatic variety of rice from West Bengal, Gobindobhog rice, is now a Geographical Indication.

The premium aromatic variety, Gobindobhog rice, a specialty from Burdwan district of West Bengal recently got the geographical indication (GI) status. The marketability of this rice would be strengthened, for the local, national and international markets since rice from other regions or rice of other varieties cannot be branded as 'Gobindobhog'.

The region of Burdwan is known as the rice bowl of Bengal. The south Damodar belt has been the traditional area of Gobindobhog rice cultivation.

A GI is primarily an agricultural, natural or a manufactured product (handicrafts and industrial goods) originating from a definite geographical territory. GIs are of utmost importance to the country as they are an integral part of India's rich culture and collective intellectual heritage. The GI tag has accorded protection to a number of hand-made and manufactured products, especially in the informal sector. A GI product not only helps in promotion of tourism and cultural heritage, it also supplements the incomes of our rural artisans, craftsmen and farmers in remote areas.

In this regard, CIPAM has launched a social media campaign to promote GIs and has been proactively sharing interesting factoids and stories related to GIs from across the country on its Twitter handle @CIPAM\_India and Facebook Page @CIPAMIndia using the #LetsTalkIP hashtag. The campaign has gained momentum and this initiative aims to bring about a radical change with respect to awareness on GIs and India's rich cultural heritage.



Read more at:

<http://economictimes.indiatimes.com/news/economy/agriculture/gobindobhog-rice-gets-geographical-indicationstatus/articleshow/60261015.cms>

## CURATOR'S NOTE

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Hello IP Enthusiasts,

*Intellectual Property Rights (IPRs) are increasingly becoming crucial drivers of social and economic growth. Enforcement agencies, especially police, have a major role in effective enforcement of IPRs. Creating awareness about IPRs amongst these enforcement agencies through regular trainings, will assist them in dealing with IP crimes. This is in line with the objectives of the National IPR Policy which emphasizes on the need to build capacity of the enforcement agencies at various levels.*

*In this context, CIPAM under the aegis of Department of Industrial Policy and Promotion (DIPP) organized a three day "National Workshop on Enforcement of Intellectual Property Rights" from 22nd to 24th August, 2017 in New Delhi. The workshop was inaugurated by Hon'ble Union Minister of Home Affairs, Shri Rajnath Singh. Smt. Nirmla Sitharaman, Hon'ble Minister of Sate (I/C) Commerce and Industry and Shri Kiren Rijju, Hon'ble Minister of State, Home Affairs shall grace this occasion with their presence.*

*For more updates on our initiatives, LIKE our Facebook Page - CIPAM INDIA and follow us on Twitter - @CIPAM India*

## Charities can own trademarks too!

The famous blue-bordered sari of Mother Teresa, has been recognised as a trademark of the Missionaries of Charity. The border of the sari has two small blue stripes followed by a wider stripe.



(Picture Credits: SpicyIP)

On December 12, 2013, Kolkata based Missionaries of Charity's (MoC) applied for trademarking

Mother Teresa's white and blue pattern, under class 16 (Paper & related products), 24 (Textiles & Textile Goods) and 45 (Social & Charitable Services) claiming use since August 1, 1948.

It was argued that the three blue strips were distinctive and were useful for making distinction between female road cleaners, who use to have similar dress code.

MoC alleged that there have been attempts to misuse the blue-and-white-stripes to receive donations and that the public is deceived into buying mementoes, memorabilia

and books with the blue-and-white-stripes, believing that the proceeds are going to the MoC.

the goal of using the IP system for Mother Teresa's saree is to keep true to her last will and testament. "We don't want to punish anyone," said Mr. Biswajit Sarkar, an India-based lawyer. "We are not into any business."

Read more at:

[http://www.wipo.int/pressroom/en/stories/mother\\_teresa.html](http://www.wipo.int/pressroom/en/stories/mother_teresa.html)

## TAJ MAHAL PALACE HOTEL NOW TRADEMARKED!

The iconic Taj Mahal Palace Hotel in Mumbai obtained a trademark recently, making it the first ever building in India to be trademarked. The trademark has been registered for the image of the Taj Mahal Palace and Tower Wing Exterior – for “services providing food and drink; temporary accommodation” under Class 43. One of the effects of the trademark registration is that the Indian Hotels Company Ltd (IHCL), which owns the hotel, can restrain any person from using the images of the 114-year-old building for commercial purposes.

Famous buildings such as the Empire State Building in New York City and the Eiffel Tower in Paris have been successfully trademarked in the past.



(Credits: Express Photo)

“We felt strongly about protecting and bringing forth the distinctiveness of this most recognised building in India. It’s an icon that stands as the indomitable spirit of not just Mumbai, but India,” Senior vice president Rajendra Misra said.

Read More at:

<http://indianexpress.com/article/india/mumbais-taj-mahal-palace-hotel-acquires-image-trademark-4712121/>

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