

DIPP On The Move

Newsletter from Department of Industrial Policy and Promotion

Global Digital Content Market, 2018 International Conference hosted by DIPP with WIPO

DIPP hosted the 2-day long conference on Global Digital Content Market (GDCM) Conference on 14th and 15th November, 2018 at New Delhi. Given India's strengths in films, music and media industry, the World Intellectual Property Organization (WIPO) had chosen India as the host country for this prestigious international conference in 2018.



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Focused on the Asia-Pacific region, the conference attracted representatives from various sectors: music, films, broadcasting and publications. Diplomats, senior public officials, academicians, legal fraternity and policymakers also presented their views. A gala kaleidoscopic journey through the decades of Bollywood music and dance was also presented by the industry.

The productive discussions helped identify challenges and opportunities brought in by the fast-advancing digital technologies for the creative industry.

CURATOR'S NOTE

First of all, a very Happy New Year to all our readers!

We at Department of Industrial Policy and Promotion (DIPP) under Ministry of Commerce & Industry saw exciting times last year, with India's rank in 'Ease of Doing Business' climbing up to 23 places in a year's time, India's rank on Global Innovation Index (GI) improving from 60 in 2017 to 57 in 2018, Cabinet approving accession to Copyright Internet Treaties and release of report on Industrial Park Rating System (IPRS) amongst others.

These significant developments across an array of fields by DIPP made us realize that there is an incessant need to stay updated...

... and so here we are, with DIPP's newsletter which would curate news from around the world that are related to our Department in some way or the other.

We would love to have your feedback and suggestions as to how we can make the newsletter more relevant for all of you.

Thank You.

Simba vs. Simmba: Uproar Before The Release

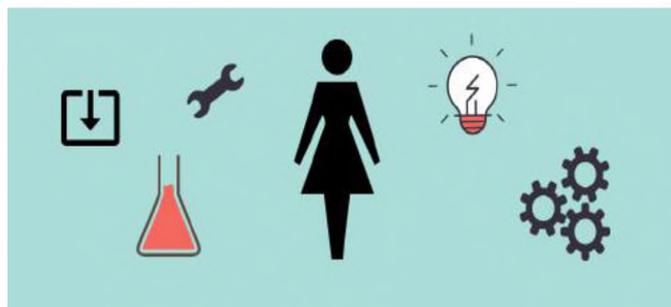
IP Awareness Growing in India



IP is all around us, and India is increasingly seeing IP being asserted across the board.

Film director, Rohit Shetty and his crew struck a sour note with Sona Beverages Pvt Ltd before the release of his latest film “Simmba”. The latter objected to the usage of their trademark “Simba” as the film’s title. Sona Beverages claimed that the said trademark has been in use since 2015 for a variety of their products including mineral water, aerated water, and other alcoholic/non-alcoholic drinks. Preceding the release of the movie, the makers were able to make a timely deal with the owner of Sona Beverages, Prabhtej Singh Bhatia and successfully licensed the trademark for the movie. Taking note, the Delhi High Court directed that the movie must carry a disclaimer that clarifies the ownership of the trademark “Simba”.

DIPP Roots For Faster Patents For Women



WIPO had kept “Powering change: Women in innovation and creativity.” as the theme for the World Intellectual Property Day 2018. Giving wings to these ideals, DIPP has proposed to amend Patent Rules, 2003 to fast-track patent applications from women and small businesses (MSMEs) in a bid to encourage entrepreneurship and innovation in them. The benefit of expedited applications is presently available to start-ups and applicants for the Indian ISA/ IPEA since May 2016. This has had remarkable results with over 750 patent applications examined and 257 patents already granted against 832 expedited patent applications received, with the fastest patent granted in just 81 days.

Internet Treaties Enter into Force for India



On 25th December 2018, the WIPO Performances and Phonograms Treaty (WPPT) and the WIPO Copyright Treaty (WCT) have entered into force for India. These Internet Treaties extend coverage of copyright to the digital environment.

DIPP had proposed the accession to the treaties, which was then approved by the Union Cabinet last year. The Instruments of Accession were deposited with the Director General of WIPO by Shri Ramesh Abhishek, Secretary, DIPP on September 25, 2018, and have now come into force 3 months thereafter.

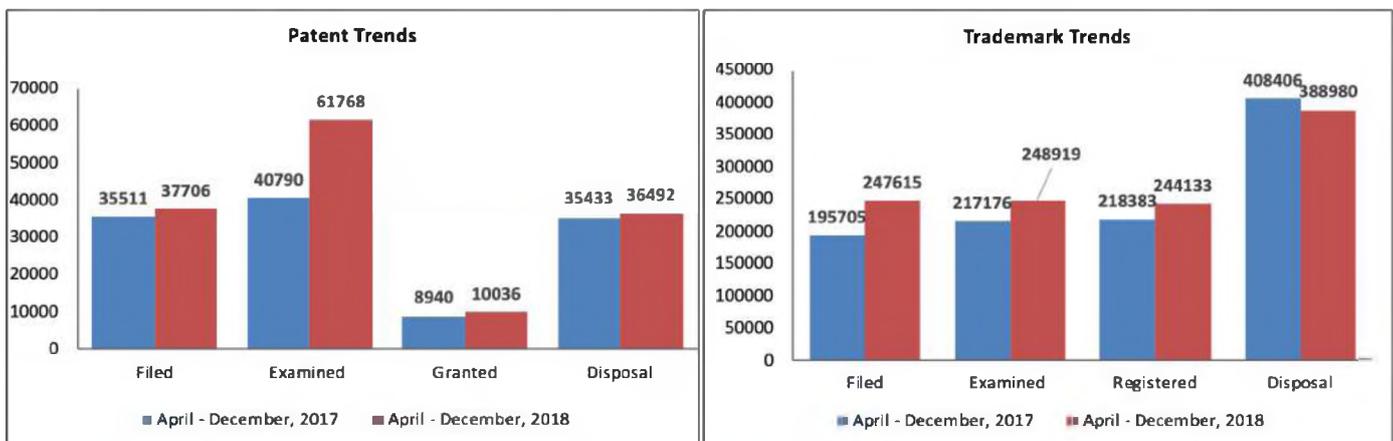
This move will facilitate international protection of the rights of domestic copyright holders by providing them level-playing field in other countries and enable Indian right holders to get reciprocal protection abroad. The legal regime in India is already compliant with these Treaties. The film industry has heartily welcomed this step, and felicitated the Commerce and Industry Minister for the same.

Innovative India: IPO Examines 8000 + Patents Applications in Dec'18

For the first time ever, Indian Patent Office (IPO) India examined more than 8000 patent applications in a month. The Controller General of Patents, Designs and Trademarks office under DIPP is committed to bring down the examination pendency of patent applications to less than 18 months by 2020; in 2016, this pendency was over 7 years.

Working towards this goal, recent government initiatives such as streamlining of IP processes, augmentation of human resources in IP offices and public awareness drive of IPRs, have all had a positive impact on the IP landscape in the nation.

A comparative analysis of statistics of patent and trademark applications processed in the period from April-December of FY 2018-19 vis a vis FY 2017-18 illustrates the amazing progress.



First Video Show Cause Hearing Conducted By Trade Marks Registry

The Trade Marks Registry, under DIPP conducted its very first show cause hearing via live video at New Delhi on 10th December, 2018. The web-enabled System allows the users to have an online Video Conferencing from their own premises/ office.

Hearing through video conferencing or other communication devices was provided under the revamped Trademark Rules, 2017 to streamline the functioning and expedite the process of trademark registration. Improved and faster communication obviously increases system productivity.

In the recent past, several other initiatives have been taken by DIPP in an attempt to implement emerging technologies to improve administrative efficiency and transparency. Some of these measures are - Issuance of Electronic certificates for Patents after grant, Auto generation of trademark certificates, Comprehensive e-filing facilities, Auto-allotment of patent applications to ensure uniformity and utilization of the specialized expertise of all examiners and controllers, SMS alert facility for patent applications, etc. These measures have resulted in bringing the pendency in IP applications; in particular, Trademark examination time has come down from 13 months to 1 month, amongst the fastest globally.

TISC Punjab Commercializes Technology to Combat Air Pollution, Earns INR 80 Lacs DIPP Sets Up 6 TISCs With WIPO



The Technology and Innovation Support Centre (TISC) at Punjab State Council for Science and Technology (PSCST) provided patent and non-patent literature on available Kiln Technologies. Based on technologies available in prior art and disadvantages therein, the team at PSCST invented “Hybrid Kiln Technology” which has proven to be a game-changer in combating air-pollution by brick kilns.

It has led to 10-15% increase in first quality brick output, 75% reduction in suspended particulate matter (SPM) and black carbon (BC) emissions and reduction in fuel/ electricity by 15-20%.

TISC, PSCST has filed the patent application for the Hybrid Kiln Technology. With Hybrid Kiln Technology successfully transferred to more than 300 brick kilns, the TISC has already earned revenues of INR 80 Lakhs till November, 2018.

TISCs are being set up across the nation to foster innovation and diminish the knowledge gap after DIPP signed an agreement with World Intellectual Property Organisation (WIPO) for their establishment. The Cell for IPR Promotion and Management (CIPAM) is designated as the National Focal point for the TISC national network. Until now, 6 TISCs have been established, in Chandigarh, Tamil Nadu, Andhra Pradesh, Kerala, Gujarat and Rajasthan.

Boost to Innovation: 70 IPR Cells Established In Academia

To foster generation of IPR filings across States, DIPP in collaboration with States of Gujarat, Rajasthan and Punjab, has established 70 IPR cells in colleges and universities.

States are encouraged to formulate their own IPR Policies in order to promote innovation and give a boost to knowledge-based economy. Policy measures help incentivize IPR filings, fund activities based on research and development and promote creativity and innovation at local level: the spin-offs include more jobs and revenues.

Additionally, in Rajasthan, around 50 professors were trained on the intricacies of IP, and tasked with the responsibility of furthering IP awareness in their institutions.

This is an initiative by Department of Industrial Policy & Promotion (DIPP), Ministry of Commerce and Industry to report current events and affairs related to industry and the department. This e-mail/ newsletter has been curated purely for informative purposes and do not reflect the official policy or position of DIPP. This newsletter is not intended to be used for any commercial purposes.

For any queries or inputs, you may write to us at :

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