



सत्यमेव जयते
Department of Industrial Policy and Promotion
Ministry of Commerce and Industry
Government of India



Creative India
Innovative India

ACTIVITY PAMPHLET

<https://pixabay.com/en/boys-girls-kids-children-playing-3350810/>

THINK. CREATE. INSPIRE. LET'S TAKE INDIA HIGHER.

ACTIVITY 1 - IPR

In your class, demonstrate to the students a Coca Cola Bottle. Ask them to identify the various IPs existing in it.

Answers:

- (i) The Coca Cola with the ® symbol is a 'trademark'.
- (ii) The shape of the bottle is also a trademark.
- (iii) The recipe for the drink is protected under 'trade secrets' and is only known to 3 people in the world.
- (iv) All melodies and advertisements associated with Coca Cola are protected under copyright.

ACTIVITY 2 - PATENTS

1.) In a classroom open discussion, have the students look around them for possible inventions. Ask them to jot them down and as classwork/ homework, find out when and where they were patented. As a suggestive project, have them identify the latest development in that invention.

Helpful Hints: Watches, Mobile Phone/ Landline Telephone, Microwave, Zipper, Etc.

2.) Divide the class into groups of 4-5 students per group. Have them think and search for inventions that are used today in curbing air pollution in our country:

- (a) Who owns that invention? Is it protected as a patent?
- (b) How many years can this invention be protected?
- (c) Can anyone use this invention without legal permissions? If not, then how can one use this invention?

Helpful Hints: <http://www.google.com/patents> is a helpful tool and will assist you as well as your students in finding out information for the above.

3.) Ask your students to identify which of the following are inventions and which are discoveries:

- (a) Cloud
- (b) Car
- (c) Video Game
- (d) Fossil
- (e) Alarm Clock

Ans.: Cloud – Discovery; Video game – Invention; Car – Invention; Fossil – Discovery; Alarm clock – Invention.



4.) In the image given above, have the students list down all the inventions that they see. Ask them to also find out when they were invented and by whom.

ACTIVITY 3 - TRADEMARKS

- 1.) Take your students to the nearest marketplace on a day excursion. Get them to identify all the products/ brands with the symbol ™ or ®.
- 2.) From the two images given below, let the students observe and identify the counterfeit as well as the real products.

(a)



(b)



<https://www.scoopwhoop.com/humor/fake-brands/#.jahn08ak4n>

- 3.) Today, there are many big and small pizza chains and joints. Divide your students into groups and ask them to come up with a name for their pizza joint based on the principles of trademark.

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4.) Which of the following is a crucial characteristic for a trademark?

- (a) Novelty
- (b) Symbolic Appeal
- (c) Commercial Value
- (d) Distinctiveness

Ans.: (d).

5.) Ask your students to identify one famous trademark for each type of trademark.

6.) Anita & Mayank wish to start their own Ice Cream Parlor. Both of them have come up with the name 'Creamy Ice' for their parlor, which is not a good trademark. In groups, have the students come up with good names for the ice cream parlor.

ACTIVITY 4 - COPYRIGHT

1.) Divide the classroom into groups. Each group will have a member(s) who will write their own lyrics for a song, another composing the tune and another performing it in class with the help of any instrument that they wish to play. After this exercise, have them answer the following questions:

- (a) Who owns copyright over what work, in your team?
- (b) What rights do each of you have and for how many years can you protect it?
- (c) Can anyone use your song without your permission? Can they use it with your permission and how?
- (d) Can you give some Indian examples where permission was taken to use a song in a film or a play or an advertisement?

2.) Which of the following can be protected under Copyright?

- (a) Jigsaw Puzzles
- (b) Software Codes
- (c) Mathematic Tables
- (d) Shoe

Ans.: (a), (b) and (c).

3.) Many famous authors began creating creative works from a young age. Have the students find out the names of these authors, their age, name & type of their creative work(s).

4.) True or False?

- (a) It is right to watch Black Panther without paying for it.
- (b) I can watch Stranger Things on Netflix.
- (c) I like the poem 'The Road Not Taken' by Robert Frost. I can change the words and represent it as my own.
- (d) Everything on the internet is not free for use.

(e) If there is no "©" (the copyright symbol) at the bottom of a painting or poem, it means that there is no copyright in that painting or poem.

Ans.: (a) – False, (b) – True, (c) – False, (d) – True, (e) – False.

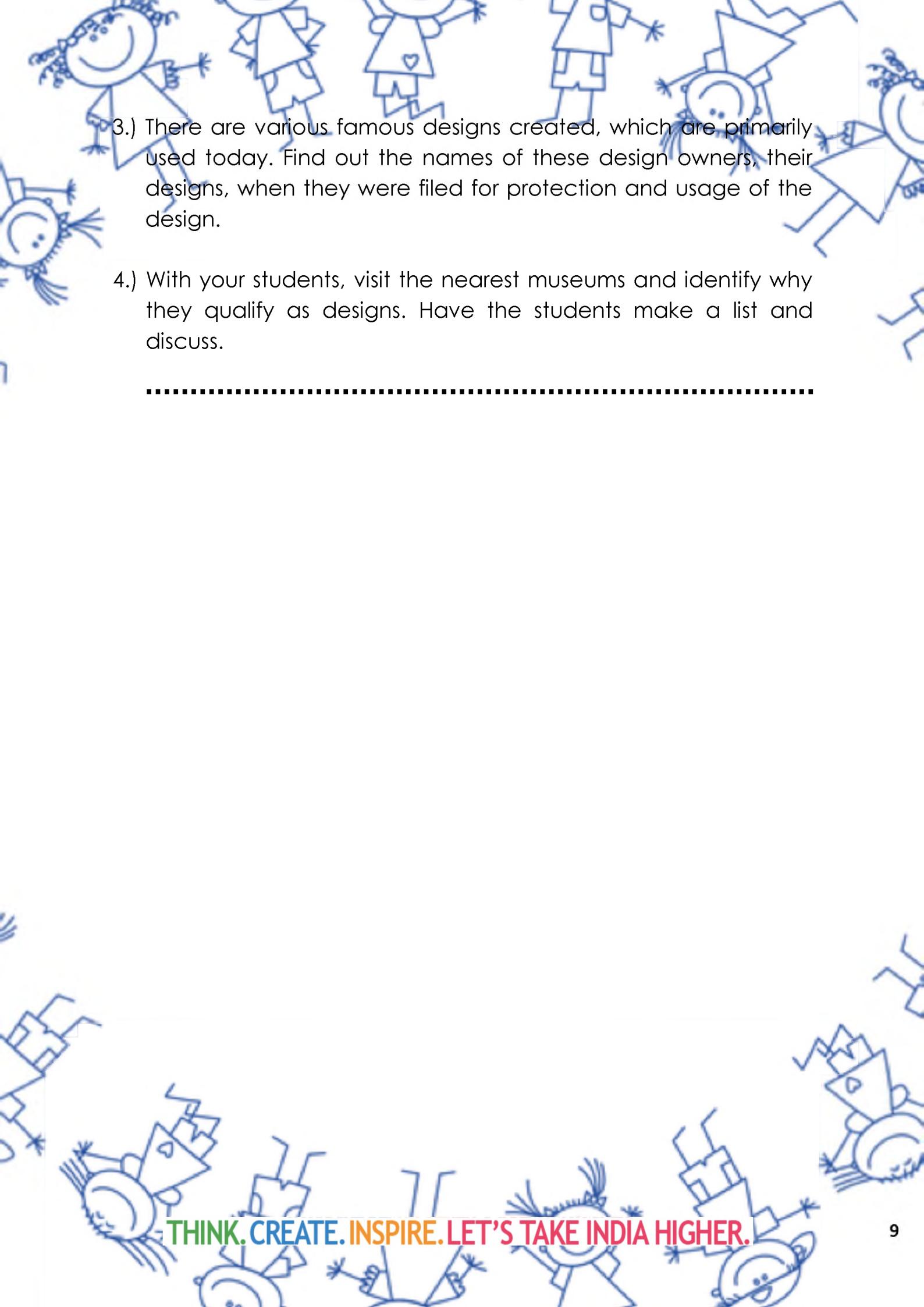
5.) As part of a school multimedia excursion, have the students watch a student-friendly movie. Have them identify all the types of works (musical, dramatic, literary, etc.) in the movie.

ACTIVITY 5 - DESIGN

- 1.) Distribute papers in your class for all students. Ask them to draw a new design for the following:
 - (a) Shoes
 - (b) Chair
 - (c) Pen
 - (d) Rocket
- 2.) View the following bicycle design which belong to the famous cycle company Hero Cycles.



Have the students, find out other bicycle designs or other cycle designs in India and the world, the owners of these designs and when they were registered.



- 3.) There are various famous designs created, which are primarily used today. Find out the names of these design owners, their designs, when they were filed for protection and usage of the design.
- 4.) With your students, visit the nearest museums and identify why they qualify as designs. Have the students make a list and discuss.
