



NATIONAL LAW UNIVERSITY, JODHPUR
CENTRE FOR INTELLECTUAL PROPERTY STUDIES



NLUJ - CIPS WEBINAR
ON
BRAND MANAGEMENT AND TRADEMARK PROTECTION IN THE
DIGITAL AGE

(Date- 11th October, 2020)

DISTINGUISHED SPEAKERS



Prof. Krishna Deo Singh Chauhan
Assistant Professor
Jindal Global Law School



Ms. Divya Srinivasan Mrig
Deputy Manager, CIPAM, DPIIT,
Ministry of Commerce & Industry
Govt. of India

EVENT COORDINATOR
MS. KANIKA DHINGRA
Assistant Professor, NLU Jodhpur



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NLUJ CENTRE FOR INTELLECTUAL PROPERTY STUDIES
WEBINAR ON
BRAND MANAGEMENT AND TRADEMARK PROTECTION IN THE DIGITAL
AGE

DATE: 11TH OCTOBER, 2020

ABOUT THE ORGANISERS: NLUJ-CIPS

The Centre for IP Studies (“CIPS”) at National Law University Jodhpur is focussed on creating a niche space for research in intellectual property. CIPS engages with the community and creates avenues for spreading awareness in Intellectual Property . Its combination of motivated faculty and students aims to make the domain of intellectual property accessible to all through its initiatives. As a part of its dedicated Centre activities intended to promote research and studies in the field of Intellectual Property Rights, the Centre has taken the initiative to organise the workshop. The Centre monitors, designs and disseminates various courses and programmes pertaining to training and research in Intellectual Property Rights.

ABOUT THE WEBINAR

With the incessant increment in the evolution and improvements across the digital world, there is a sizable enhancement in the trade as well. The magnitude of business transactions have expanded and a plethora of additional avenues for enterprise and exchange have extended manifold. Today, the virtual marketplace and e-commerce structures have posed top-notch demand in the market, with equally daunting challenges than the brick and mortar market-place. Advertising and its range have further witnessed visibly noteworthy changes. The relationship among the dealers and shoppers has drastically been prompted through the virtual environment. The business enterprise entities have undergone significant toil to induct their presence around the digital globe. The enterprise corporations were at constant war to set them up within the digital world as well. This notably affects the enterprise’s name, reputation, market reach, goodwill and various other applicable aspects. The clash between trademarks and domain names in the virtual world also negatively impacts the financial profits and reputation of the brand. With such transformation, concerns for protection of trademarks and sale of counterfeit goods need to be answered. Solutions for better protection of brands and trademarks in the digital age are required to embed intellectual property rights deeply in the business world.

The aim of the Webinar is to highlight and bring forth the issues and challenges faced in the digital age in protecting brands and their trademarks. The event shall help in addressing concerns such as sale of counterfeit goods through online channels, the domain name concerns, denigration and disparagement through advertisement and online product reviews in the digital age. It shall help in disseminating information and spreading awareness with respect to challenges for trademarks in the virtual world.

THEME

The underlying themes for the webinar are as follows:

- I. Trademarks and their relevance in Cyberspace: How is the business expanding in the virtual world?
- II. Sale of counterfeit Goods: How to protect brands and their goodwill?
- III. Domain Name Disputes and Trademarks: What to do if someone has already taken my trademark/brand name as a part of his domain name?
- IV. Trademark and Advertising: What are the implications of comparative advertisements and blogging reviews on trademarks and their reputation?

SCHEDULE OF WEBINAR

Date: 11th October, 2020

Time: 11:00am- 1:30 pm

THEMES	SPEAKER
I. Trademarks and their relevance in Cyberspace: How is the business expanding in the virtual world?	Speaker 1: Prof. Krishna Deo Singh Chauhan Assistant Professor Jindal Global Law School
II. Sale of counterfeit Goods: How to protect brands and their goodwill?	
III. Domain Name Disputes and Trademarks: What to do if someone has already taken my trademark/brand name as a part of his domain name?	Speaker 2: Ms. Divya Srinivasan Mrig Deputy Manager, Cell for Intellectual Property Rights Promotion & Management (CIPAM), DPIIT, Ministry of Commerce & Industry, Govt. of India
IV. Trademark and Advertising: What are the implications of comparative advertisements and blogging reviews on trademarks and their reputation?	

ABOUT THE SPEAKERS

SPEAKER 1



PROFESSOR KRISHNA DEO SINGH CHAUHAN **Assistant Professor, Jindal Global Law School**

Krishna Deo Singh is an Assistant Professor at the Jindal Global Law School, in Sonapat, Haryana (India). He completed his undergraduate degree in Law from National Law Institute University, Bhopal, and his post graduate degree from National University of Singapore. His specialization area is Intellectual Property and Technology Law.

His research interests are focused on evolution of legal and ethical theory in the light of latest advancements in technology, especially artificial intelligence. He has developed and introduced an elective course on 'Artificial Intelligence: Introduction to Law and Regulation' at Jindal Global Law School, which combines the fascination of Artificial Intelligence as a topic of interest to science and pop culture enthusiasts with the logic and rigor of a law subject. He has taught a wide variety of Law, technology and IP subjects.

SPEAKER 2



MS. DIVYA SRINIVASAN MRIG

Deputy Manager, Cell for Intellectual Property Rights Promotion & Management (CIPAM)

Ms. Divya is an IP counsel from Delhi, with a comprehensive background leading stakeholder consultations, trademark prosecution and multilateral IP negotiations. She has over 4 years of experience and acumen in Trademark & Copyright Prosecution, Government Relations and Policy Making in IPR. She completed her B.A. LL.B (Hons) with specialization in Energy Laws from the University of Petroleum & Energy Studies (UPES), Dehradun. She developed an inkling towards IPR because of her professor and interned at various IP law firms. After graduating in 2014, in order to further her knowledge base on IPR, she went ahead to pursue her post-graduation in law (LL.M) in IPR from the National Law University (NLU), Jodhpur.

Subsequent to her LL.M, she worked as a Trademark & Copyright lawyer with LexOrbis, a boutique IP law firm in Delhi, where she focused on pre-IP litigation and core Trademark & Copyright Prosecution. She was a regular contributor to the firm's blog page and also worked exclusively for the Publications Wing. Till date, she has almost 20 national and international publications to her credit. Presently she is the Deputy Manager (Legal) with the Cell for Intellectual Property Rights Promotion & Management (CIPAM), a professional body under the aegis of the Department for Promotion of Industry & Internal Trade (DPIIT), Ministry of Commerce & Industry, Government of India. Her work involves a lot of policy making and legal drafting on IPR as well as content development on IPR for college and university level.

ELIGIBILITY FOR PARTICIPATION

Any student, academician, practitioner interested in or practising in trademark law may apply.

AWARDS

E-Certificates shall be awarded to those who attend the webinar and who fulfil the requirement of submitting the feedback form.

REGISTRATION DETAILS

There is no registration form to be filled. The interested participants are requested to make the payment and email the payment receipt with the prescribed details on the below mentioned email id.

There are three categories of registrations:

1. **Students and Researchers** shall register by paying a fee of Rs. 100 at <http://www.nlujodhpur.ac.in/fee.php> at 'Payment Other than Semester Fee' specifying the purpose of payment as 'TM Webinar' latest by 10th October, 2020 (11:59pm).
2. **Academicians and Industry Professionals** shall register by paying a fee of Rs. 200 at <http://www.nlujodhpur.ac.in/fee.php> at 'Payment Other than Semester Fee' specifying the purpose of payment as 'TM Webinar' latest by 10th October, 2020 (11:59pm).
3. **Team participation** (one faculty member along with a maximum of 15 students from one University) can register for a fee of Rs.500 at <http://www.nlujodhpur.ac.in/fee.php> at 'Payment Other than Semester Fee' specifying the purpose of payment as 'TM Webinar' latest by 10th October, 2020 (11:59pm).

Once the payment is made, the payment receipt shall be emailed at cips@nlujodhpur.ac.in
The subject of the e-mail shall be 'Registration Receipt: TM Webinar'.

The email shall also specifically include the Name of the participant, Year and course (if applicable), Name of the University/Organisation/ Affiliation, and Contact details (Phone Number and Email Id).

We shall also appreciate if you could send us any specific issues/concerns/questions that you expect the speaker to address during the Webinar.

Exemption from payment of Registration Fee:

The present students and Faculty Members of the Organising University are exempted from payment of registration fee. However, they must communicate their interest to attend the webinar through an email at cips@nlujodhpur.ac.in by 10th October, 2020 (11:59pm). The subject of the Email shall be “TM Webinar” and shall also specifically include the Name of the participant, Designation, Year and course (if applicable) and Contact details (Phone Number and Email Id).

IMPORTANT DATES

Last Date for Payment and Registration: 10th October, 2020 by 11:59PM.

Webinar Date: 11th October, 2020

Timing: 11:AM TO 1:30PM (last half hour will be open to participants for Q&A.)

PROGRAM COORDINATOR

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PLATFORM: Cisco Webex

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CONTACT PERSONS

All queries may be directed to cips@nlujodhpur.ac.in or any of the following members of the organising team:

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