About us:
The Cell for IPR Promotion & Management (CIPAM) is a professional body under the aegis of Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce & Industry (MOCI). It was created in the year 2016 to take forward the implementation of the National IPR Policy, 2016 and ensure focussed action on issues related to IPRs. CIPAM assists in simplifying and streamlining of IP processes, apart from undertaking steps for furthering IPR awareness, commercialization and enforcement.

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All information contained in this comic strip series is provided for educational, information and non-commercial purposes only, and should not be construed as legal advice or as an offer to perform legal services on any subject matter.

To know more about CIPAM and its initiatives, you may follow us at our following social media handles:

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You may visit our website: www.cipam.gov.in
You may also drop us an email at: cipam_dipp@gov.in

Be sure to read the other comic books in this series on:

Trademarks
Copyright
Patents
Designs
Geographical Indications
It's called Intellectual Property Rights and I am not fully sure what this is but sounds really interesting. I heard it has something to do with logos and designs and since I want to be a graphic designer, I wish I could learn about this subject now.

What is this interesting subject, Chotu?

Wow, Nani.
How do you know about this subject?

Don't you worry, Chotu. I'll teach you everything about it.

During lunch

So Chotu, tell me what's happening at school? Are you geared up for your exams?

Rajma Chawal. Now go wash your hands and come join me for lunch.

It's called Intellectual Property Rights and I am not fully sure what this is but sounds really interesting. I heard it has something to do with logos and designs and since I want to be a graphic designer, I wish I could learn about this subject now.

Everything is going well, Nani. You know what Nani, we were told that starting next year my school will have an interesting subject for 12th standard kids. I am so jealous.

Hello Chotu, back from school?

Yes Nani, too tired! What's there to eat?

Yes! What's there to eat?

During lunch

Rajma Chawal. Now go wash your hands and come join me for lunch.

So Chotu, tell me what's happening at school? Are you geared up for your exams?

Learning is going well, Nani. You know what Nani, we were told that starting next year my school will have an interesting subject for 12th standard kids. I am so jealous.

Hello Chotu, back from school?

Yes Nani, too tired! What's there to eat?

Yes! What's there to eat?

During lunch

Rajma Chawal. Now go wash your hands and come join me for lunch.

So Chotu, tell me what's happening at school? Are you geared up for your exams?

I'm not, Nani. I'm so tired! What's there to eat?
This 'boudhika' that I am wearing beeps whenever there is an IP infringement anywhere in India.

Wow Nani, I didn’t know that. I want to help you with this. When can you start teaching me?

Before we start, please get two cartons of juice for both of us from the fridge.

Chotu opens the fridge door and picks up two cartons of juice.

'Boudhika' is a virtual personal assistant (system driven by Artificial Intelligence) in form of a Smartwatch. It was gifted to IP Nani by her former student Avishkar who is a well renowned Scientist and Inventor. Boudhika’s screen lights up with an alerting beep, whenever there is an IP infringement activity taking place in any nearby location. It helps IP Nani by directing her to the crime spot and identifying the culprit by displaying live satellite images.

I used to teach the subject in college as a professor. Now I work to protect IP — that’s the acronym for Intellectual Property.
A trademark is a word, logo, design or a colour combination that acts as a source identifier for a brand or a company. Just like ABC, there are several other trademarks that you will see around you. Like the brand of this t-shirt you are wearing, this TV, and almost everything.

A company, person or any other entity can get their trademark registered so that no other person can use it. Sometimes a trademark can be referred to as a brand.

Chotu, while you are bringing them, do you see the brand name written on the carton?

Yes, it says "ABC".

Do you know that this is a trademark?

What does a trademark mean, Nani?

A trademark is a word, logo, design or a colour combination that acts as a source identifier for a brand or a company. Just like ABC, there are several other trademarks that you will see around you. Like the brand of this t-shirt you are wearing, this TV, and almost everything.

A company, person or any other entity can get their trademark registered so that no other person can use it. Sometimes a trademark can be referred to as a brand.
Tell me, which chocolate do you like?

I like XYZ chocolate bars. I can eat them every day.

So, XYZ is the brand name of the chocolate and you buy that brand because you like its quality.

A consumer recognises the quality of a product by its brand. Once a brand becomes popular, people buy it regularly and this is what helps its manufacturer to make money from repeat purchases. By manufacturing products of consistent quality, brand owners create a reputation and authenticity that become a part of those products and that's why people buy a specific brand.

But how does a brand help a company?

Yes, Nani. I never thought about this, but now I see that most things around have a trademark. In fact, this fridge has a trademark on it.
A patent grants exclusive rights to the inventor for a limited period of 20 years in exchange of full disclosure of his invention. This ‘right to exclude’ prevents others from making, using, offering for sale, selling or importing your invention.

Several parts of this fridge are inventions that were invented by scientists like Avishkar Kumar. Only those inventors can make and sell these parts, any other person who wants to make or sell the invention must obtain a license from the patent owner.

Yes, for example patents and designs.
This is why Avishkar Sir is so rich!

Yes, Chotu. Because he worked very hard to develop his inventions, he deserves to be the only one allowed to monetise them.

That seems fair! And, Nani, what is a design?

Designs are shapes and patterns of products that are appealing to the eye. Like the design of your phone is exclusive to its manufacturer and no other phone company can copy that design.
I never knew all of this, Nani. IP surrounds us in our day-to-day life!

It does! IP is everywhere, Chotu, you just need to know where to look.

I will also have a cup of tea. You make the best tea in the world!

Why are you saying these nice things to me? Do you need anything from the market?

Nothing, Nani. I am just telling the truth.

I don't make the best tea, the tea itself is great. This is Darjeeling tea. Darjeeling tea is one of the world's most exotic teas. It is also a Geographical Indication and a very important part of India's cultural heritage.

Anyway, Chotu it's time for my evening tea now. Let me go and prepare it.

Nani, I will also have a cup of tea. You make the best tea in the world!
A Geographical Indication called a GI for short is a tag used on products that have a specific geographical origin and possess qualities or a reputation that are due to that origin. GIs are part of our collective and intellectual heritage that need to be protected and promoted. Goods protected and registered as GI are categorized into agricultural products, natural and manufactured goods, handicrafts, textiles, and food stuff.

Registration of a GI product provides legal protection to our farmers, weavers, artisans, and craftsmen. It promotes the economic prosperity of producers of those goods and it can help increase a country’s exports.

If a person in America buys tea, this sign will help them know that this is the original tea from Darjeeling. GIs benefit rural communities by supplementing their income and helping to provide competitive advantage.

That is so good, Nani. This way the farmers who are involved in the production of those goods can get more money for their work.

Yes, Chotu, you are right.
Anyway Chotu, what is the time?

Nani, it's 5 o'clock.

Play? Don't you have to finish your research paper?

No Nani, I have got it all sorted. I downloaded a few articles from the Internet. I will just copy and paste my research paper.

Sure, Nani. Meanwhile, I'll go and play with my friends.

I have to go to the market. Once I am back, I'll teach you more about IP.

But, Vicky, my friend from school, gave me this idea. He does this every time.

Are you mad, Chotu! That's copyright infringement!

But, Vicky, my friend from school, gave me this idea. He does this every time.
I am sorry Nani, I didn't know. Can you explain more about copyright?

Copyright is another kind of IP. It's the right of a creator in their literary and artistic works, like books, music, paintings, photographs, sculpture, films, and even computer programs, databases, advertisements, maps, and technical drawings.

So, when you write this paper of yours based on your own hard work, you will own a copyright over it. People work very hard on their creations and copying them is wrong — it's against the law and punishable.

Chotu, these articles that you are planning to copy from, are someone’s copyrighted work and using it without their permission is copyright infringement. You can read these articles to help you form your own opinion, but then you have to write your research paper in your own words. If you want to use some parts from someone else’s paper or article, you need to give acknowledgements in your paper about the source.
Sorry, Nani. I'll never violate anyone's copyright now.

Good, Chotu. Teach this to your friend Vicky, too.

Good, Chotu. Teach this to your friend Vicky, too.

Where are you going?

You are a good kid, Chotu. See you soon.

I am going to my room to work on my research paper.

Thank you, Nani for teaching me all about IP. I will see you for dinner later.

I am going to my room to work on my research paper.

You are a good kid, Chotu. See you soon.