S.O.(E).- In exercise of the powers conferred by sub-section (1) and (2) of section 157 of the Trade Marks Act, 1999 (47 of 1999) and the Trade Marks (Amendment) Act, 2010 (40 of 2010), the Central Government hereby appoints the 8th day of July, 2013 as the date on which all the provisions of the Trade Marks (Amendment) Rules, 2013 shall come into force.