



National Productivity Council
(Under DPIIT, Ministry of Commerce & Industry , GoI)



Webinar

Trademarks, Brands and Counterfeiting - A Comparative Analysis

Expert Speaker : Prof. Alaknanda, Assistant Professor, ICFAI University Jaipur
Registration Fee : 354/- per participant (Inclusive of GST)
Webinar Date : 31/07/2020
Duration : 11.00 hrs to 12.30 hrs

About Webinar:

The global integration of market worldwide has made it easier the flow and distribution of counterfeit products from one geographic location to another. Brands, specially the luxury ones and those dealing with essential commodities are counterfeited at large scale and this trend and practice are growing at exponential rate in India. Counterfeit markets can be seen at almost every corner of the country. Brand reputation and consumer trust is something incredibly significant and paramount in trade and business, the compromise of which destructs the very function and purpose of trademarks. Counterfeit products can be seen in almost all kinds of areas such as food products, clothing, luxury brands, drugs, and medicines, electronic equipments and footwear. In some countries counterfeits are increasing due to consumer demand as well.

Webinar Coverage:

- Introduction to Trademarks and Brands
- Counterfeiting of Brands in India
- Consumer Perspective
- Legal framework
- Comparative Analysis

Key Learning Points:

- Concept about Trademarks, Brand Function, Counterfeiting
- Consumer Perspective and demand for counterfeits in developing and developed countries
- Legal framework and enforcement mechanism in India

Speaker Profile



Prof. Alaknanda is currently Assistant Professor of Law at ICFAI Law School, The ICFAI University Jaipur. She is a specialist in Intellectual Property Laws & pursuing her PhD on Trademarks from WBNUJS Kolkata. She did her LLM from National Law University Jodhpur in IPR Law and B.A.LL.B (Hons) from University of Calcutta. She is also a CS Finalist from ICSI. Her area of teaching & interest includes IPR, Constitutional Law, International Trade Law and Business Law. She has published many research papers on IPR. She has recently presented a paper on Counterfeiting of Trademarks in IP & Innovation Researchers of Asia Conference, Jakarta, Indonesia.

Contact Details : Manoj Lilhare, Asst. Director
E-mail : guwahati@npcindia.gov.in