

# **Emerging Markets: Are you ready to advise your clients**

-Essenese Obhan

# India

- Highest GDP in G20 – 7%
- Third largest start up base in the world
- Innovation Centers – Second highest in the world, highest in Asia
- Largest number of 10-24 year age group in the world

# Challenges

- Regulatory Hurdles
- Judicial Delays
- IP Enforcement

# 2014-2017 Commercial Outlook

- 3 year tax holiday for start ups
- USD 1.5 Billion fund for start ups
- SPICE
- Invest India Platform
- State Competitive Index
  - IP Enforcement
  - State IP Crime Units (TIPCU/MIPCU)

# IP Landscape 2015-17

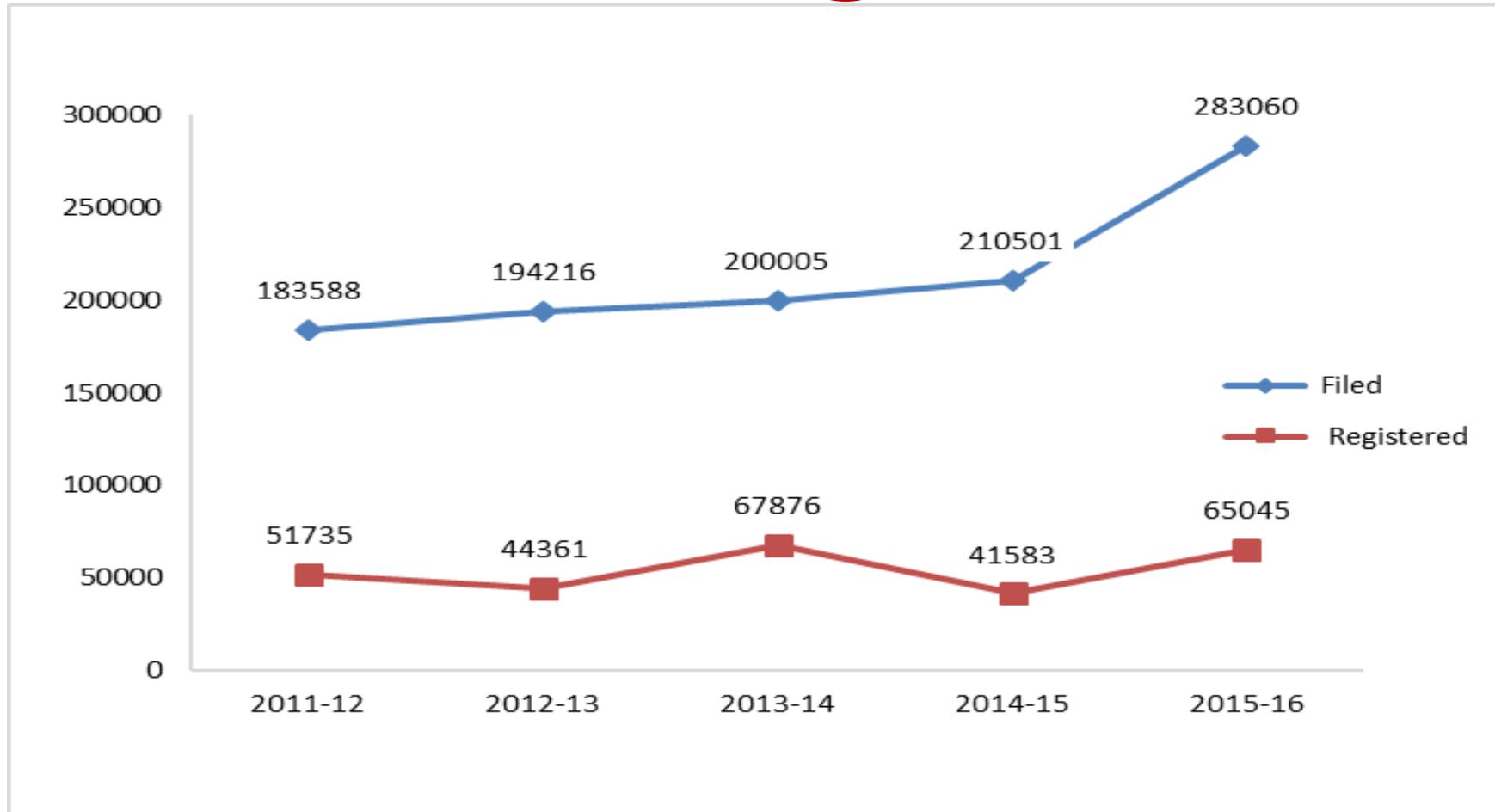
- National IP Policy 2015
- CIPAM-Cell for IP promotion and management
  - Training from schools to police
- Revised Patent/TM Rules – strict timelines
- Copyright moved from HR to Industry

# IP Landscape 2015-17

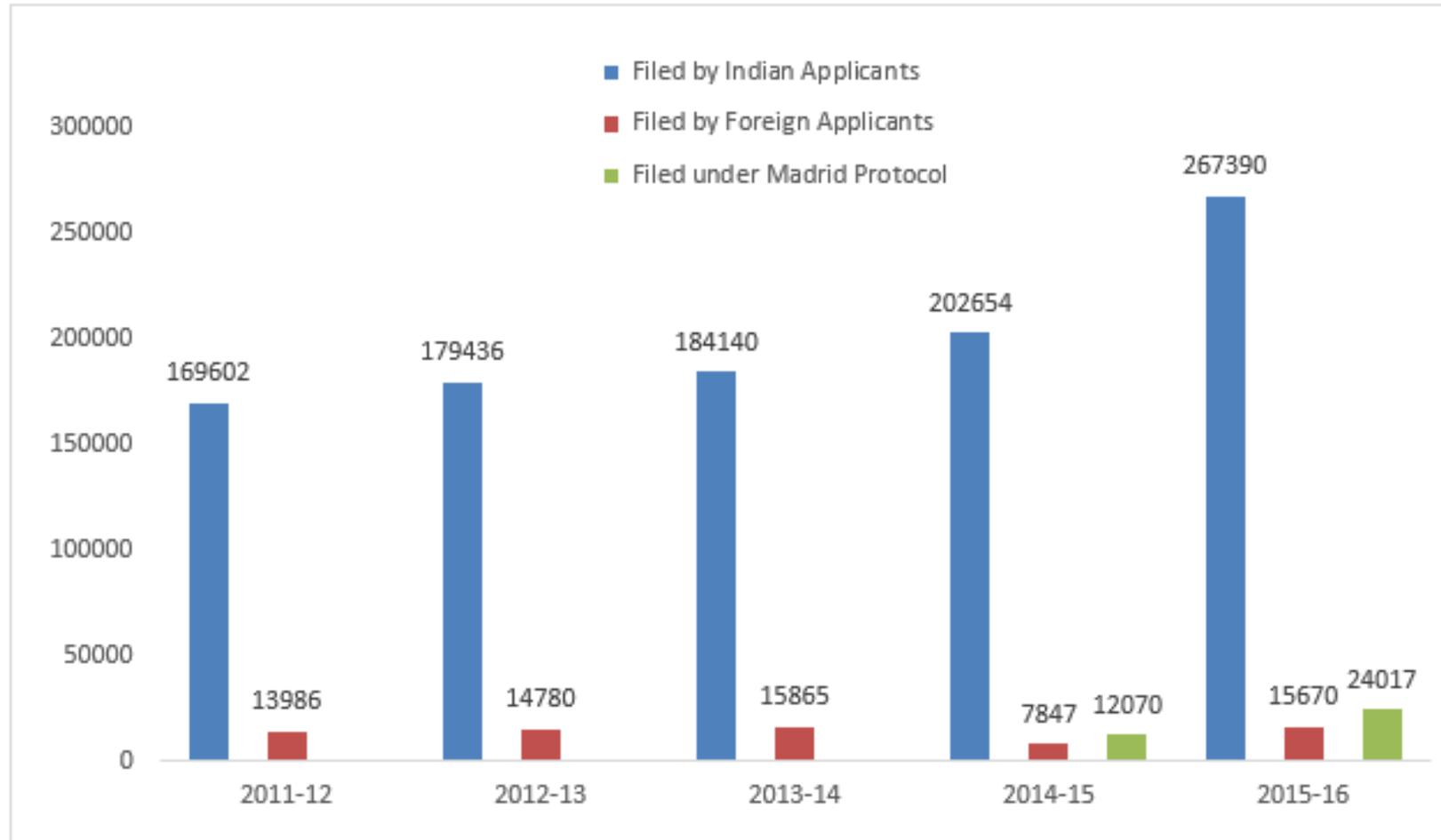
- MoU's with key countries on IP Engagement
- Online IP Filings
- ISA/IPEA designation
- Commercial Courts Act
  - Stricter timelines
  - Case management hearings

# TM Filings

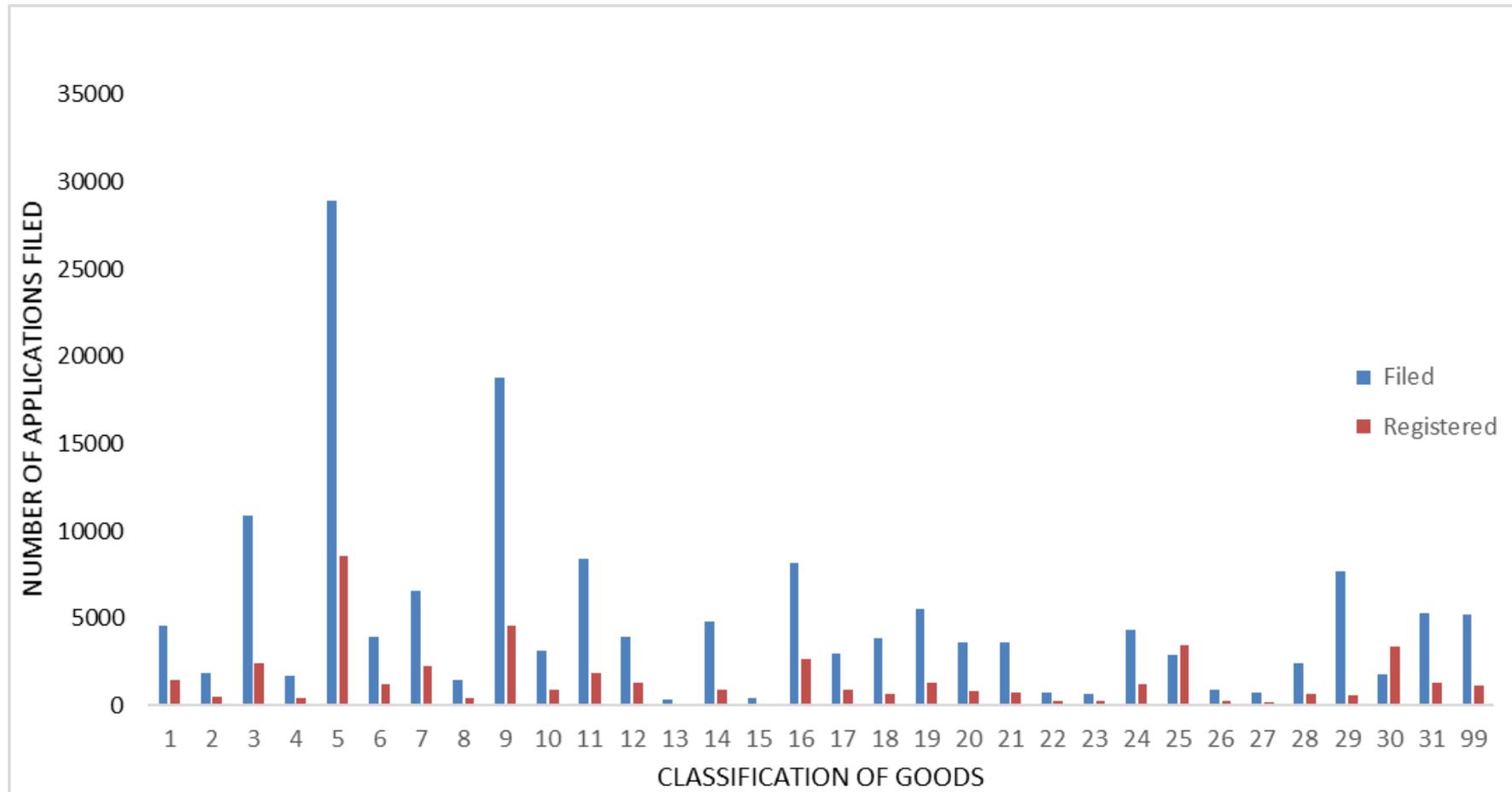
# Trademark Applications - Filed & Registered



# Applications - Indian & Foreign Origin

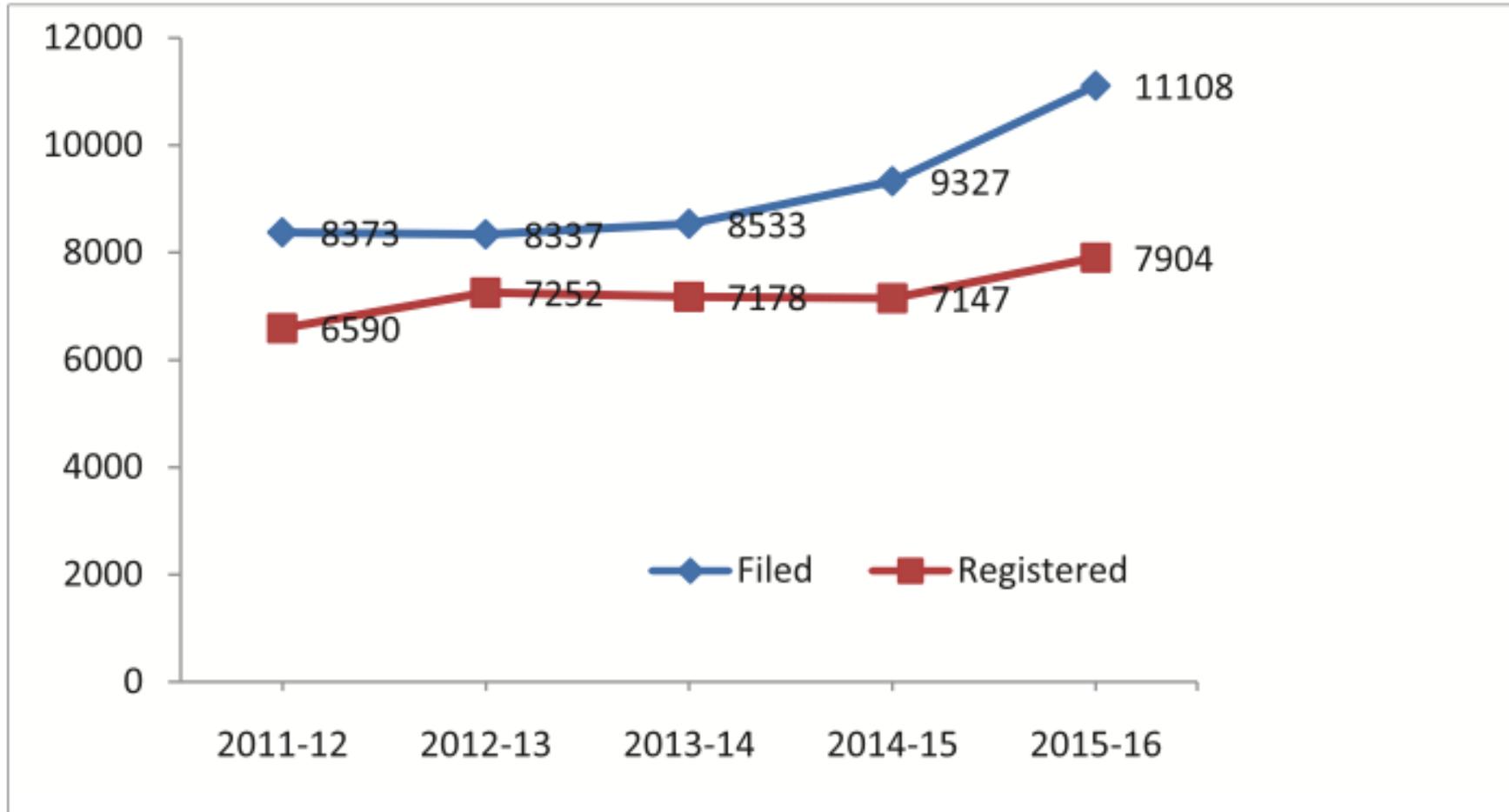


# Trademark Applications - Classification

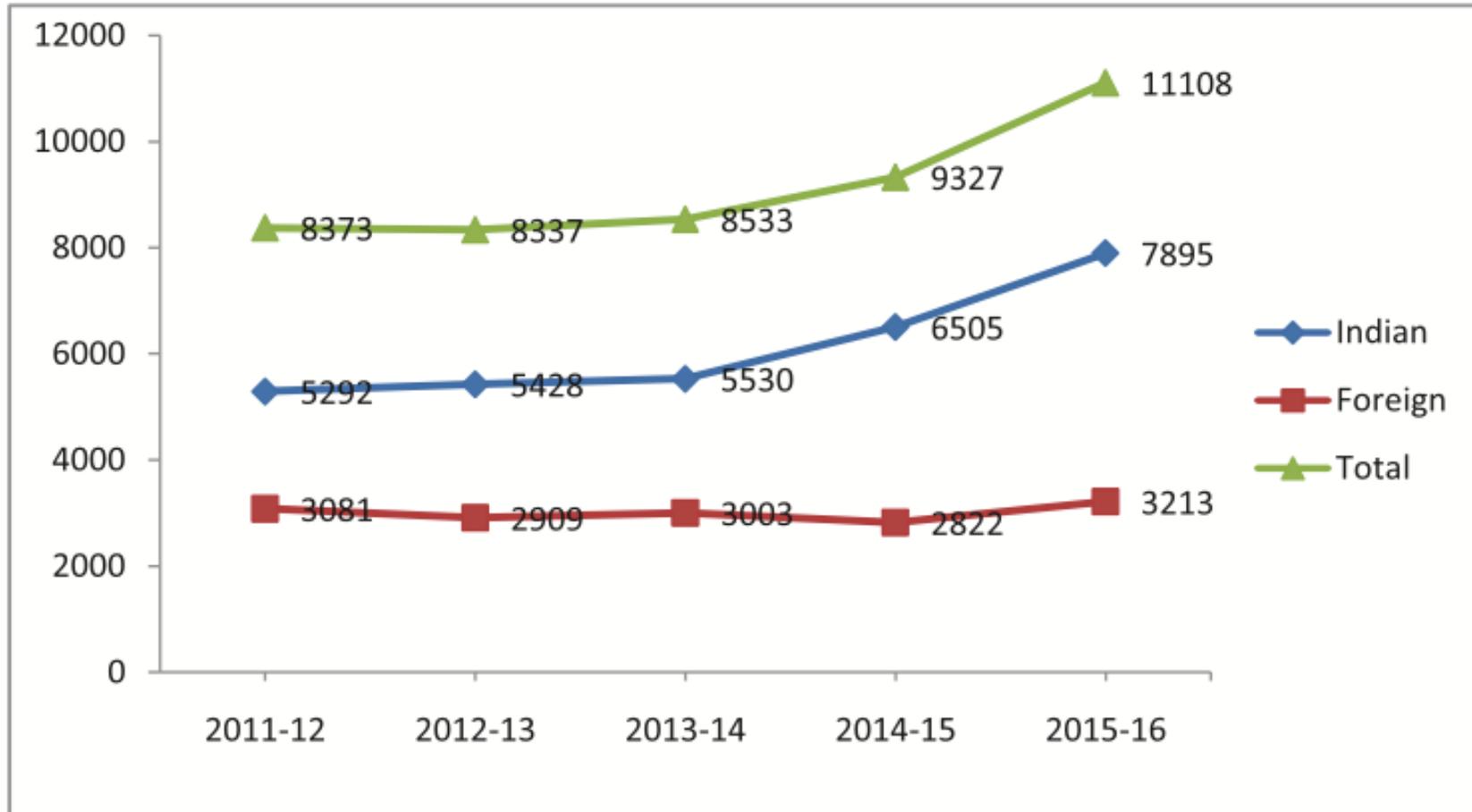


# Design Filings

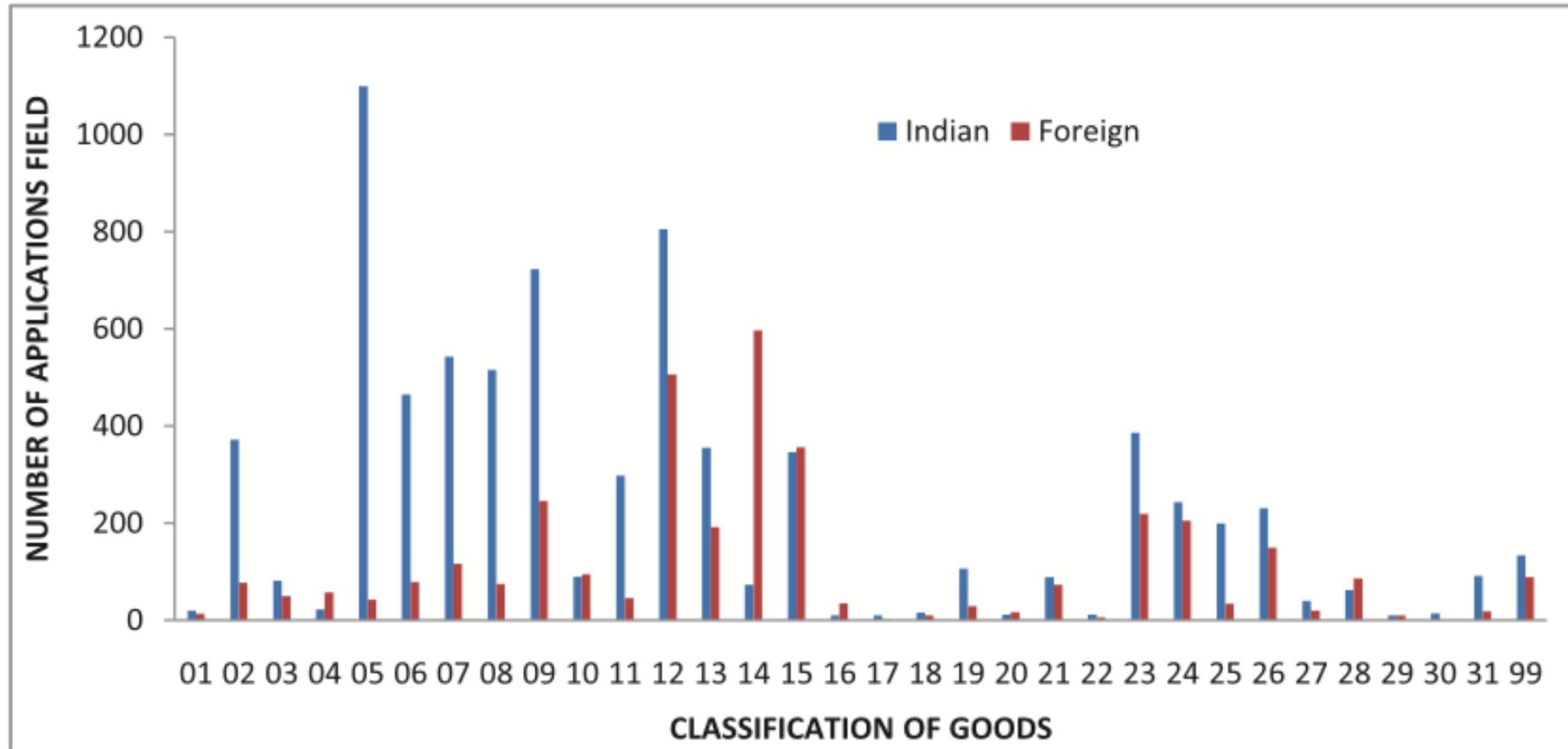
# Design Applications- Filed & Registered



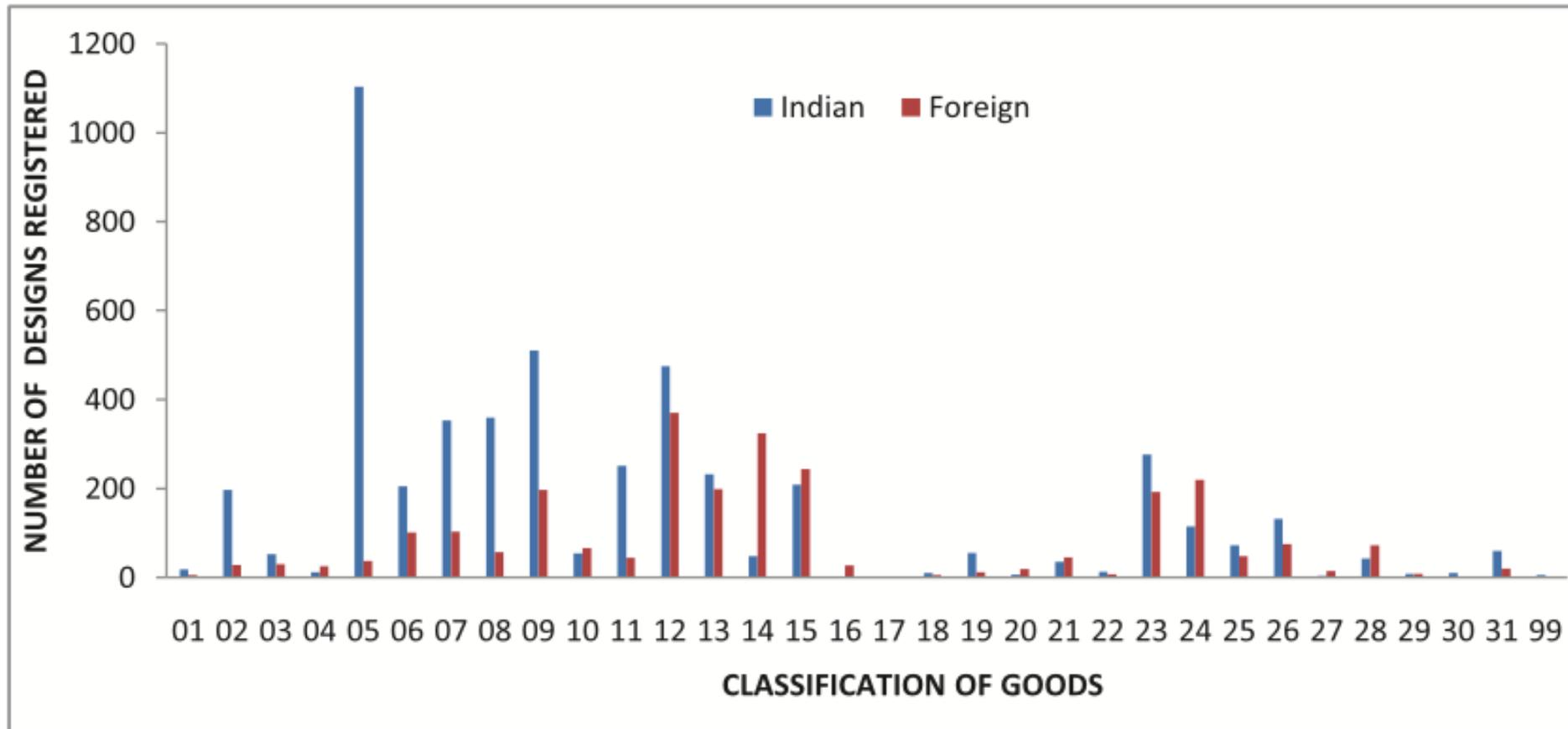
# Applications - Indian & Foreign Origin



# Design Applications - Classification



# Design Registrations - Classification



# National Design Policy 2007

- Design Enabled Indian Industry
- "Designed in India" – byword for quality and utility
- Make India a major hub for exports and outsourcing of designs
- Power the "Make in India" campaign
- Make Indian Design Industry 1% of GDP

# Design Industry

Design Disciplines	Designers (in%)
Fashion + Textile + Jewellery + Leather Design	9.75
Graphic Design	18.09
Animation + New Media Design	9.64
Industrial + Automotive + Retail Design	22.63
Allied (Toy + Set & Exhibition + Design Research)	10.94
Human Computer interaction (HCI)	29

# India Design Mark



- Design Standard
  - SADU: *Socially Responsible-Aesthetic-Durable-Usable*
- Made in India-Designed in India-Sold in India
- Partner with Good Design Award Japan (1957)
- Ineligible entries
  - Design under an IP litigation
  - Copy of product in India/overseas

# Thank You

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