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
Trademark Applications - Filed & Registered

Year | Filed | Registered
---|---|---
2011-12 | 183588 | 51735
2012-13 | 194216 | 44361
2013-14 | 200005 | 67876
2014-15 | 210501 | 41583
2015-16 | 283060 | 65045
Applications - Indian & Foreign Origin

![Bar chart showing applications by origin from 2011-12 to 2015-16.](chart.png)
Trademark Applications - Classification

![Diagram showing the number of applications filed and registered for different classifications of goods.](image-url)
Design Filings
Design Applications - Filed & Registered

![Graph showing the number of design applications filed and registered from 2011-12 to 2015-16.](image)
Applications - Indian & Foreign Origin

- Indian
- Foreign
- Total
Design Applications - Classification

![Number of Applications by Classification](chart.png)
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

<table>
<thead>
<tr>
<th>Design Disciplines</th>
<th>Designers (in%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fashion + Textile + Jewellery + Leather Design</td>
<td>9.75</td>
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<tr>
<td>Graphic Design</td>
<td>18.09</td>
</tr>
<tr>
<td>Animation + New Media Design</td>
<td>9.64</td>
</tr>
<tr>
<td>Industrial + Automotive + Retail Design</td>
<td>22.63</td>
</tr>
<tr>
<td>Allied (Toy + Set &amp; Exhibition + Design Research)</td>
<td>10.94</td>
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<tr>
<td>Human Computer interaction (HCI)</td>
<td>29</td>
</tr>
</tbody>
</table>
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