IP UPDATE

December 2025 *18th Edition*

FROM CONCEPT TO COMMERCE: REALIZING THE VALUE OF IP

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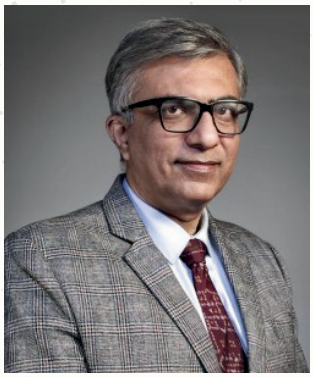

Mr. Rajiv Aggarwal

India stands at an unprecedented inflection point where intellectual property has transcended its traditional role as legal protection to emerge as a strategic commercial asset, one that drives valuations, unlocks financing, generates licensing revenues, and powers export competitiveness. The theme "From Concept to Commerce" captures this fundamental transformation: IP is no longer merely about securing rights; it is about realizing measurable economic value from those rights through active commercialization.

At a recent DPIIT seminar on the IPR chapter of the India–UK Comprehensive Economic and Trade Agreement, policymakers and trade experts underscored how a modernised IP framework can expand India's commercial footprint abroad. Stronger provisions for Geographical Indications were highlighted as a key opportunity, offering Indian artisanal goods, agriproduct and regional specialties clearer protection in the UK and, in turn, greater export potential. The discussion made one point unmistakable: the commercial value of India's cultural and technological assets grows when supported by credible international IP safeguards.

That same emphasis on turning ideas into economic outcomes is supported by the Ministry of MSME, aiming to equip startups and MSMEs with the tools needed to protect and commercialize their innovations. The journey from concept to commerce starts with awareness, capacity building and early-stage IP strategy.

India's academic institutions are already demonstrating what this trajectory looks like in practice. IIT Madras recorded 417 patent filings in 2024–25 and continues to rapidly scale its licensing activity, transferring more than 30 technologies to industry partners this year alone. Its Technology Transfer Office now completes one to two licensing deals every month, converting deep-tech research in areas like medical devices, electronics, energy systems and AI into usable products and startup ventures. The institute's structured IP ecosystem shows how consistent filing, protection and licensing form the backbone of a research-to-market pipeline.

Globally, WIPO's World Intellectual Property Indicators report points to the same momentum. Patent and design filings reached record highs in 2024, with India among the strongest performers—recording sustained double-digit patent growth and the fastest rise in design filings worldwide. The report highlights that innovation hotspots across Asia are not only creating IP but preparing it for commercial deployment. In a landscape where competitive advantage hinges on technology, branding and design, countries that invest in strong IP systems are the ones turning their ideas into market influence, trade gains and high-value employment.

The Union Cabinet's approval of the Research, Development and Innovation (RDI) Scheme has added a powerful policy anchor to this momentum. With a corpus of one lakh crore rupees and a structure designed to channel long-tenor, low-cost capital into sunrise and strategic domains, the scheme directly addresses one of the biggest gaps in India's innovation pipeline, the availability of patient financing to take technologies from advanced prototypes to commercial deployment. By empowering ANRF to oversee a deep-tech Fund of Funds and by enabling long-term loans and equity support for high-TRL projects, the RDI Scheme creates the financial backbone required for private industry to scale R&D, acquire critical technologies and bring them to market. In many ways, it signals a new phase in India's innovation strategy: not just generating intellectual property, but building the capital architecture needed to turn that IP into globally competitive products and enterprises.

A similar push is visible within the country's public research ecosystem. At SAMANVAY 2025, DRDO transferred twelve technologies to industry through formal licensing agreements, demonstrating how government-funded innovation can move directly into commercial production lines. These technologies—ranging

from defence equipment to advanced materials—are now in the hands of MSMEs and larger industry partners ready to manufacture, sale and market them. The event reinforced an important structural shift: India's scientific institutions are not only generating IP but actively creating pathways for that IP to become domestically manufactured products, industrial capabilities and revenue streams.

Against this backdrop of rising innovation activity, FICCI's recent work has focused on strengthening the commercial pathways that allow Indian technologies to scale. One of the key interventions was the FICCI–ICRIER conference on Standard Essential Patents, which examined how Indian firms and research institutions can engage more effectively with global standard-setting forums. The discussions highlighted the commercial significance of SEPs in sectors such as telecommunications, electronics and connected devices, and underlined the need for Indian stakeholders to develop stronger capabilities in FRAND-aligned licensing and negotiation practices.

FICCI's IP Cell also deepened its work on enabling technology transfer and commercialization. Through a structured series of sessions and workshops, the Cell brought together universities, startups, industry representatives and technology transfer offices to unpack the practical elements of taking research from proof-of-concept to market deployment. These initiatives focused on licensing strategy, valuation, contract structuring and the operational hurdles that often slow down commercialization.

Together, these efforts illustrate an important continuity in India's innovation landscape. As global filings surge, startups gain IP literacy, universities license technologies at increasing rates and national financing frameworks such as the RDI Scheme take shape, FICCI's convening role ensures that policy, research and industry move in the same direction. The focus is not only on generating intellectual property, but on ensuring that Indian ideas have a clear route to commercial use, market entry and long-term economic value.

Mr. Rajiv Aggarwal
Chair, FICCI IPR Committee
Sr. Vice President, Corporate Relations Office
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FICCI-UPES DEHRADUN STARTUP WORKSHOP

The workshop on Fostering Innovation and Growth in MSMEs and Startups through IPR, jointly organized by the FICCI IP Cell and UPES with support from Runway and S.S. Rana & Co., brought together a diverse group of policy leaders, legal experts, entrepreneurs, and academic voices for an in-depth discussion on strengthening India's IP-driven startup ecosystem. The deliberations underscored the growing importance of intellectual property as a strategic enabler for early-stage ventures, particularly as India positions itself as a global innovation hub.

The inaugural session, moderated by Dr. Ashish Mathur of UPES, set the foundation for the day by emphasizing the critical role of IP in translating research-led innovation into viable commercial opportunities. Drawing from his work in microfluidics and healthcare technologies, Dr. Mathur highlighted IP as both a protective mechanism and a credibility marker for emerging technologies.

His remarks opened the door for a wider discussion on aligning IP decisions with long-term business strategy. Panelists Ms. Susana Armário from EUIPO, Yasir Abbas Zaidi of the Indian Patent Office, Mr. Sri Prakash of TiE Dehradun, and entrepreneur Ashish Bhandari stressed the need for startups to view IP not as a compliance requirement but as a strategic investment. Ms. Armário urged young companies to protect inventions, brands, and designs early, while Mr. Zaidi outlined national initiatives—such as subsidized fees and fast-track filings for startups and women innovators—that are broadening access to IP protection.

Investor perspectives added further clarity on how strong IP portfolios influence valuation and attract early capital. Mr. Prakash noted that investors increasingly assess IP maturity when evaluating technology-led ventures, and Ashish Bhandari shared insights from his carbon-tech journey on how thoughtful protection of core know-how can

safeguard competitive advantage and support scale. Panelists collectively emphasized confidentiality management, strategic partnerships, and international filing pathways as essential considerations for globally oriented founders.

The second session, led by Mr. Vikrant Rana of S.S. Rana & Co., moved the conversation toward legal, regulatory, and institutional frameworks shaping India's IP environment. Speakers such as Dr. Ram A. Vishwakarma of CSIR, Dr. D.P. Uniyal of UCOST, Dr. Deepak Murari from the Directorate of Industries, Ms. Sangeeta Nagar of S.S. Rana & Co., and maritime-technology entrepreneur Kunal Narayan Uniyal, explored the evolving intersections of policy reforms, research translation, and technology transfer. Dr. Vishwakarma highlighted the need for higher-quality patent filings and expanded government support for global IP protection. Dr. Murari detailed state-level initiatives that simplify IP filing for regional startups, while sectoral perspectives—particularly in maritime technology—illustrated the distinct challenges faced by niche industry innovators navigating international IP regimes.

The final segment, led by Mr. Mohit Nagpal of Runway, focused on operational pathways for commercialization, licensing, and capital mobilization. Panelists Mitali Arora of MAK Law, Dr. Mukesh Kumar of UPES, and Mr. Gaurav Dwivedi of UGreen Technologies discussed the practical dimensions of taking research prototypes to market, managing licensing negotiations, and building IP portfolios that appeal to investors and international partners. Case studies on emerging technologies—including AI-driven solutions, augmented reality platforms, and sustainability innovations—offered real-world examples of how integrated legal, technical, and financial strategies can accelerate commercialization.

Throughout the discussions, a consistent theme emerged: intellectual property needs to be embedded early in a startup's development, serving not only as a safeguard but as a catalyst for long-term value creation. With expanding government incentives, increased awareness programs, and global support tools such as EUIPO's IP Scan, Indian startups now have greater opportunity than ever to strengthen their IP capabilities and compete internationally. The workshop's collaborative insights and practical frameworks reaffirmed the central role of IP in shaping India's innovation-driven future and in empowering young enterprises to scale confidently in domestic and global markets.

FICCI–EUIPO CONFERENCE ON INTELLECTUAL PROPERTY

The FICCI–EUIPO Conference on Intellectual Property, held in Bangalore, convened senior policymakers, industry leaders, legal experts, and innovation stakeholders for a substantive dialogue on strengthening India–EU cooperation in the intellectual property domain. The conference positioned IP as a foundational instrument for global competitiveness, with particular emphasis on enabling Indian startups and MSMEs to access and expand within the European market.

Opening the proceedings, Ms. Ruchita Singh, Joint Director and Head of the IP Division at FICCI, highlighted India's rapid progress in the Global Innovation Index and the emergence of the country as one of the world's most dynamic startup ecosystems. She underscored recent government-led reforms, including the digitization of IP systems, fee concessions for startups and MSMEs, and capacity building through FICCI's Intellectual Property Education Center. These initiatives, she noted, have significantly strengthened India's innovation environment.

Representing Karnataka's innovation landscape, Ms. Archana from the Karnataka Innovation and Technology Society outlined the state's leadership in fostering over 8,000 startups and its flagship programs such as Elevate.

She emphasized the integration of IP facilitation within state initiatives to ensure that startups are equipped to protect, commercialize, and scale their innovations effectively.

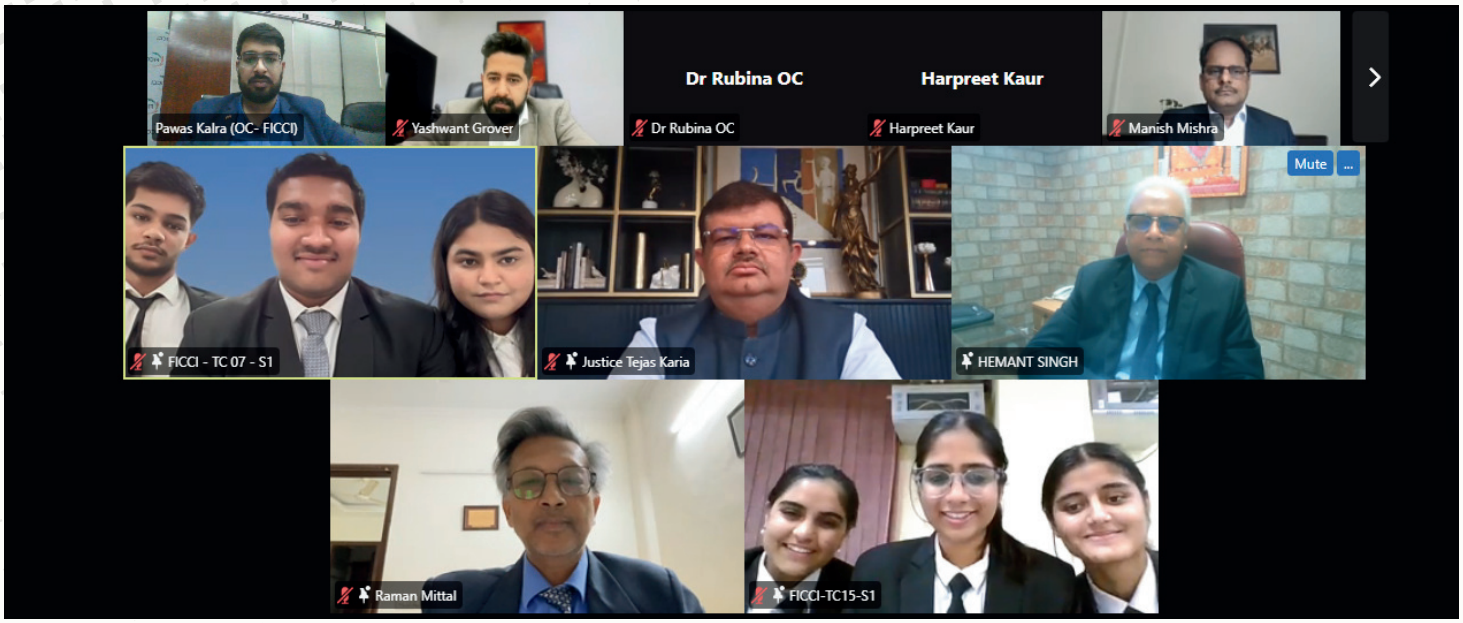
Delivering the European perspective, Mr. Ignacio de Medrano of the EUIPO reflected on ongoing India–EU strategic cooperation in the IP sphere. He shed light on recent European reforms aimed at simplifying design and trademark registrations, recognizing virtual goods, and enhancing IP valuation frameworks. He encouraged Indian enterprises to leverage Europe's harmonized IP system to strengthen their presence in the single market.

The first panel discussion, focused on building global IP foundations, examined the strategic considerations Indian enterprises must undertake to create resilient and internationally competitive IP portfolios. Dr. Nandini Dholepat highlighted the opportunities and challenges associated with Geographical Indications and plant variety protections, particularly for grassroots innovators. Mr. Kartikeya Singh traced the evolution of India–EU cooperation since 2021 and identified regulatory alignment and enforcement consistency as core priorities for sustained progress. On design protection, Mr. Ramachandra Kulkarni outlined differences between Indian and European regimes and underscored the territorial nature of design registrations. Patent strategy received detailed attention through insights from Mr. Durgesh Mukharia, who advocated early-stage alignment of patent claims with business objectives and cost-efficient drafting practices. Mr. Medrano expanded on EUIPO's ongoing reforms and opportunities for Indian innovators, especially in sectors shaped by emerging technologies.

The second panel addressed advanced strategic and operational dimensions relevant to Indian stakeholders entering or expanding in Europe. Ms. Pooja Khamani Sharma discussed phased patent filing approaches, strategic partnerships, and optimization. Dr. Ritesh Mathur highlighted Europe's

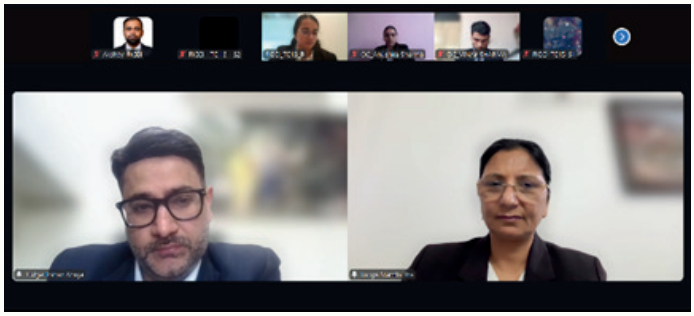
rigorous regulatory frameworks, including REACH and LFGB, and encouraged early collaboration with European OEMs to navigate compliance pathways effectively. Enforcement perspectives were provided by Ms. P. Vinita Shekhar, who drew attention to global trends in counterfeiting—particularly in pharmaceuticals—and outlined India's customs enforcement mechanisms supported by the World Customs Organization. Complementing these insights, Ms. Claire Castile of the EUIPO spoke about public-awareness campaigns and IP education initiatives designed to promote long-term respect for intellectual property across generations.

The conference concluded with a strong message on the growing convergence between India's domestic IP aspirations and its international engagement. Speakers emphasized the need for continued harmonization of legislative, judicial, and enforcement frameworks, broader commercialization avenues for innovative enterprises, and sustained India–EU collaboration to support cross-border innovation. The deliberations reflected India's transition from a predominantly domestic IP focus to a confident global position, underscoring the critical role of strong IP strategies in advancing the nation's innovation agenda and supporting its vision for Viksit Bharat 2047.

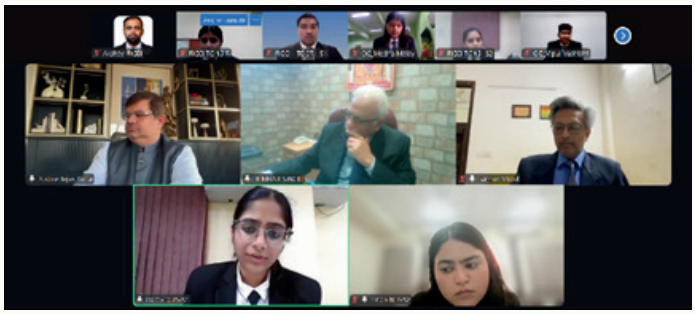


The 2nd National Virtual FICCI-CLC Moot Court Competition 2025, organized by FICCI in collaboration with the Campus Law Centre, University of Delhi and supported by Inttl Advocare, brought together 35 teams from law colleges across India. The event offered students a chance to work through a detailed intellectual property dispute in a simulated appellate setting.

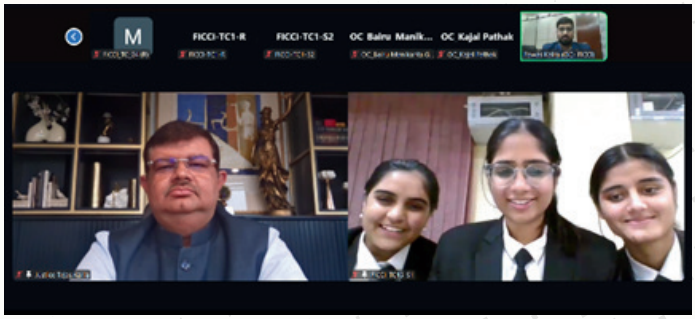
This year's problem centered on a clash between an independent designer and a major lifestyle brand over a geometric lotus motif. The case folded together questions of design infringement, similarity between closely worded trademarks, and allegations that excerpts from a published book were reproduced in promotional material. What this really meant for participants was engaging with deeper issues of originality, consumer confusion, access to earlier works, evidentiary value of expert reports, and the broader debate around independent creation versus imitation.



Teams advanced through memorial elimination, prelims, quarterfinals, semifinals, and the final, presenting written submissions and arguing from both sides before panels of practitioners and academicians. Judges challenged them to defend their reasoning with precision, interpret statutory provisions with care, and connect doctrinal understanding with practical legal strategy.



The final round was judged by Hon'ble Mr. Justice Tejas Karia, Judge, High Court of Delhi; Prof. (Dr.) Raman Mittal, University of Delhi; and Mr. Hemant Singh, Founder, Inttl Advocare. The competition concluded with Army Institute of Law, Mohali emerging as the winners. Thakur Ram Narayan College of Law, Mumbai secured the runners-up position. The Best Speaker award went to Ms. Stuti Maheshwari of BITS Law School, Mumbai, while Birla Global University, Bhubaneswar earned the Best Memorial award.



The competition reinforced the value of experiential learning in IP law and continued to nurture interest among young legal professionals, who showed strong advocacy, research, and analytical skills throughout the event.

CRITICAL ASPECTS, KEY CHALLENGES INVOLVED IN TECH TRANSFER NEGOTIATIONS

12th September 2025

The webinar on critical aspects and key challenges involved in technology transfer negotiations was led by Mr. Abhishek Jan, a distinguished partner at K&S Partners specializing in intellectual property in life sciences, delivered a comprehensive overview of technology transfer, its significance, and the legal intricacies involved. Mr. Abhishek began by defining technology transfer as the process of moving scientific knowledge, inventions, or discoveries from research institutions such as universities to businesses or government entities capable of commercializing them. He emphasized that technology transfer is vital for ensuring innovations extend beyond laboratories to create societal benefits, generate employment, promote economic growth, and reward inventors financially and with recognition.

Mr. Abhishek highlighted the multifaceted stages involved in technology transfer, including invention disclosure, protection through patents, copyrights, or trademarks, evaluation, licensing, and commercialization. He detailed critical challenges faced in patent licensing, such as the risk of unintentional infringement, third-party infringements, ownership disputes, and ambiguous licensing terms. He stressed the importance of conducting thorough due diligence before entering agreements, correctly defining roles, rights, and obligations, and protecting intellectual property comprehensively.

A significant portion of the session was devoted to the distinct treatment of trade secrets, which unlike patents, lack statutory protection and rely heavily on contractual safeguards like Non-Disclosure Agreements (NDAs). Mr. Abhishek outlined best practices for trade secret transfer, including detailed negotiations on confidentiality, audit rights, restrictions on disclosure even post-termination of agreements, and automatic revocation clauses in cases of breach. He also discussed the transfer of technical know-how, underscoring the need for clear clauses concerning use, training, and support.

During the interactive Q&A, Mr. Abhishek clarified the role of NDAs in patent technologies, the structuring of royalty and milestone payments tailored to technology life cycles, and the challenges surrounding university technology transfer regulations in India. He also touched upon franchise agreements as a form of technology commercialization requiring proper tech transfer contracts.

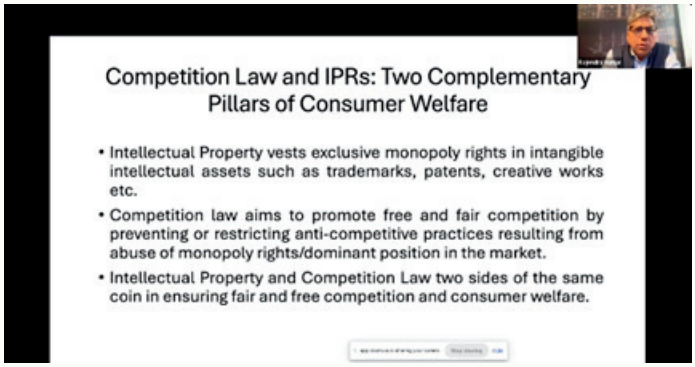
Overall, Mr. Abhishek's insights offered crucial guidance to legal practitioners, inventors, and businesses on navigating the complexities of technology transfer to maximize commercial success while safeguarding intellectual property rights.

INTERSECTION BETWEEN COMPETITION LAW AND IPR

25th September 2025

The webinar delivered by Mr. Rajendra Kumar, an eminent expert in intellectual property law, extensively explored the interface between competition law and intellectual property rights (IPRs). Mr. Kumar sought to dislodge a commonly held misconception of perceived conflict between competition law and IPRs. He went on to emphasize that these two branches of law are in fact two complementary pillars that collectively aim to protect consumer welfare. He detailed how statutory monopoly rights granted by various IP legislations, including the Trademarks Act, the Copyright Act, the Patents Act, the Designs Act, and the Geographical Indications Act, each have an in-built mechanism of statutory checks and balances designed to prevent anti-competitive practices arising from their abuse.

To illustrate this, Mr. Kumar elaborated the key provisions within the Trademarks Act, such as Sections 9, 17, 30, and 35, which restrict or prevent registration and protection of generic or non-distinctive terms as trademarks to ensure at once free speech in public interest and avoid monopolization and maintain fair competition. He illustrated this with a few important leading precedents delivered by the Supreme Court of India



and a few High Court cases which have refused protection to common trade terms and generic words... In the realm of copyright, Mr. Kumar shed light on the overlaps between the Copyright Act and the Designs Act in relation to artistic works and the statutory demarcation set out in Section 15 of the Copyright Act serving as a guardrail to prevent perpetual monopoly protection for industrial designs. He illustrated the overlap and the judicial interpretation of this in the landmark cases like Samsonite vs. VIP and Microfibers.

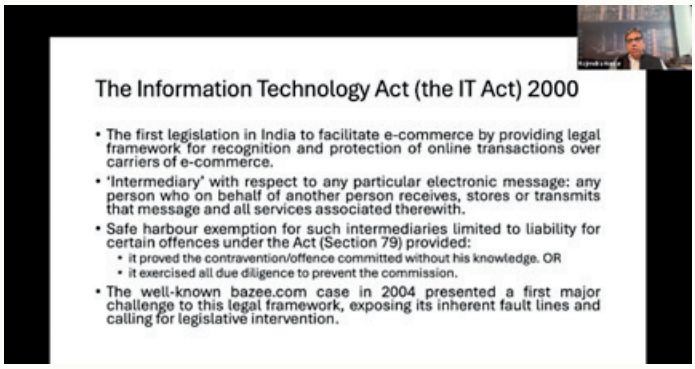
Addressing patents, Mr. Kumar elaborated that, despite the exclusive rights available under the Patents Act for 20 years, the Act contains statutory safeguards against their anti-competitive abuse: compulsory licensing provisions and voidable restrictive licensing terms aimed at balancing monopoly with consumer interests. He discussed a few significant judgments where the Competition Commission of India (CCI) exercised jurisdiction against anti-competitive conduct involving IPRs in industries like entertainment and telecommunications. However, he noted that a recent Delhi High Court DB judicial interpretation has thrown away a spanner in what was generally regarded as a settled legal position, ousting CCI's jurisdiction in patent-related anti-competitive matters leading to ongoing regulatory confusion. In conclusion, Mr. Kumar stressed the importance of harmonious interpretation between IP statutes and competition law to foster innovation while preventing abuse of monopoly rights, pointing to ongoing legal developments influencing this dynamic interplay.

UNDERSTANDING INTERMEDIARY LIABILITY IN THE AGE OF DIGITAL IP INFRINGEMENT

10th October 2025

The webinar on understanding intermediary liability in the age of digital IP Infringement was led by Mr. Rajendra Kumar, Founder RKR & Partners, Intellectual Property Attorneys. Mr. Kumar began by tracing the transformation of the World Wide Web, from static Web 1.0 to the interactive and user-generated Web 2.0, while also touching upon the emerging technologies of Web 3.0 and 4.0. He highlighted various types of intermediaries such as Internet Service Providers (ISPs), Search engines, social media platforms, E-commerce sites, and web-hosting services. He emphasized that the advent of online intermediaries was beneficial to commerce as it enabled the users to make use of the depth of the internet for online transactions. He explained that, over the past decades, the online platforms have faced a number of complex questions of their responsibility and liability for user-generated content and their potential risk exposure/ legal liability for infringing content. Recognizing the nuances involved in determining the intermediary liability exposure, the laws around the world have created safe harbor provisions which provide immunity to the internet intermediaries from liability.

Mr. Kumar explained that, recognizing the challenges faced by the intermediaries India enacted its own Information Technology Act in 2000 and the circumstances leading up to its subsequent substantial amendments by way of a widened definition of 'intermediary' and 'safe harbor provisions' in order to regulate and protect the intermediaries. He also mentioned the role of the Information Technology (Intermediaries Guidelines) Rules 2011 in the regulation of the intermediaries. He illustrated these developments with the seminal case of Avnish Bajaj v. State, where liability issues of intermediaries hosting obscene content were debated, ultimately shaping changes in the IT Act. The Shreya Singhal judgment of the Supreme Court was also discussed for clarifying the notice-and- takedown regime, mandating court orders for restricting online speech, while maintaining that direct notifications are sufficient in cases of intellectual property violations. With the help of the case Amazon Seller Services Pvt. Ltd. v. Amway India Enterprises Pvt. Ltd, 2020 Mr. Kumar highlighted that Section 79 of the IT Act is a safe harbor for online marketplaces limiting their liability for third-party information posted and the IT Act does not distinguish between passive and active intermediaries.



The Copyright Act went through the relevant amendments by way of separate insertion of safe harbor exceptions introduced to protect content-hosting intermediaries from copyright infringement. He explained the landmark judgments relating to the intermediary liability in respect of IP rights. He mentioned that the Hon'ble Court for the first time interpretated the limits of the Intermediary Liability in the context of copyright protected content in the case, Super Cassettes Industries Ltd. (SCIL) V. MySpace (2016). He also highlighted the case of DRS Logistics Ltd. And Anr v. Google India Pvt. Ltd. And Ors (2017) followed by an intra-court appeal filed in Google LLC v DRS Logistics Ltd., where the Division Bench of the High Courtheld that Google's use of trademarks as keywords in its AdWords program, even if it is invisible to the users, constitutes trademark infringement and, due to its various direct acts of encouragement affecting the operation of the AdWords program, Google is not entitled to any immunity under the safe harbor provisions of the IT Act.

In the context of the 2022 amendment rules, Mr. Kumar referred to the case of Mrs. X v Union of India and Ors. (2023) where the High Court, applying the relevant provisions of the IT Act and the 2022 intermediary rules held that uploading non-consensual images constitute an offense under the IT Act and the right to privacy under Article 21 of the Constitution.

During the interactive Q&A, Mr. Kumar clarified that the 2009 amendments expanded the safe harbor provisions to include various offenses and explained how the provisions would apply to copyright protected content or design infringement. Lastly, he highlighted the effect of Sections 52(1)(b) and 52(1)(c) of the Copyright Act.

In conclusion, Mr. Rajendra Kumar's insights offered a comprehensive overview of the legal and regulatory landscape shaping intermediary liability in India. By examining landmark cases and evolving jurisprudence under the IT Act and the relevant IP statues, he highlighted the delicate balance between protecting digital rights and ensuring accountability of online platforms. The discussion underscored the growing responsibilities of intermediaries in managing harmful content, safeguarding intellectual property, and complying with new regulations.

DANISH PATENT AND TRADEMARK OFFICE (DKPTO) MEETING

15th October 2025

The Danish Patent and Trademark Office (DKPTO) and the Federation of Indian Chambers of Commerce and Industry (FICCI) held a collaborative meeting to explore strategic cooperation in the field of intellectual property rights (IPR). The discussions provided a platform for senior representatives from both organizations to identify areas of mutual interest, with a focus on supporting MSMEs and startups across the innovation lifecycle.

The DKPTO delegation included Ms. Maria Skou, Deputy Director General; Dr. Mattias Karlsson Dinnetz, Country Coordinator for India; Dr. Louise Boisen, Counsellor, Intellectual Property Rights; and Mr. Niket Gehlawat, Programme Officer. Representing FICCI were Mr. Anil Rajput, Chair, FICCI IPR Committee; Mr. Narendra Sabharwal, Advisor; and Think Tank members Mr. Suvashis Choudhary and Mr. Sandeep Bhatnagar.

The meeting began with an overview of FICCI's ongoing initiatives, including the FICCI Intellectual Property Education Centre (IPEC), the IP Enforcement Toolkit, the White Paper on Trade Secrets, and its recommendation as an IP Facilitation Centre under the Ministry of MSMEs. Discussions focused on key themes such as IP commercialization frameworks, cross-border IP statistics and observatory models, and modular, scalable IP training for diverse stakeholders.

Priority areas identified for collaboration included training-of-trainers programs for police, customs, and judiciary; dedicated engagement for judiciary and ADR; joint research on IP data observatory mechanisms; and targeted workstreams in biotechnology and green technology. Both sides expressed commitment to translating these discussions into actionable projects and agreed to maintain structured follow-up to advance collaborative efforts.

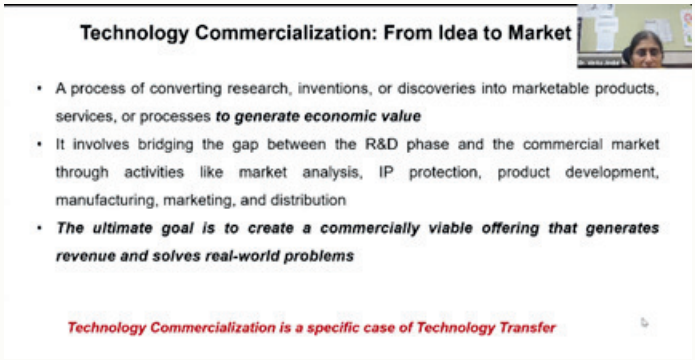
This productive dialogue highlighted the shared vision of DKPTO and FICCI to strengthen intellectual property frameworks, support innovation, and foster an ecosystem that enables MSMEs and startups to thrive through effective IP strategies.

WEBINAR SERIES ON TECHNOLOGY TRANSFER AND COMMERCIALIZATION

INTRODUCTION TO TECHNOLOGY TRANSFER AND COMMERCIALIZATION

29th October 2025

Dr. Vinita Jindal, DGM and Head of IP & Technology Management at BIRAC, delivered a practical overview of technology transfer and commercialization, mapping the journey from ideation to market launch. She framed the structural foundation that moves an idea from lab to market-ideation → technology development → IP protection → transfer → commercialization—and emphasized the four pillars that must work in concert: science (R&D and proof-of-concept), law/IP (patents and IPR management), business/commercialization (market strategy, licensing or spin-offs, valuation), and ecosystem/stakeholders (TTOs, industry, investors, government, incubators, and service providers).



Explaining the role of technology transfer offices, Dr. Jindal described the key steps of tech transfer and commercialization. From pre-disclosure meetings and submission of invention disclosure forms to TTOs to triage and evaluation and licensing, Dr Jindal demonstrated through case laws, the concept and importance of technology commercialization.

She also provided a detailed explanation of Technology Readiness Levels (TRLs). TRL 1–2 mark the early stages of research and concept formation, while TRL 3 represents proof of principle or initial validation in a lab setting. Technologies move through TRL 4–5 as they undergo development, integration, and bench-scale validation. TRL 6–7 involve demonstration and testing in relevant or operational environments—typically the most resource-intensive and risk-prone stages, where many projects stall. TRL 8–9 correspond to final validation, regulatory approval, and commercial deployment, with TRL 9 denoting market-ready, operational products.

She concluded by emphasizing that the success of technology transfer depends on a connected ecosystem involving government, industry, and research institutions. Proactive IP management and commercialization strategies are critical for transforming research outcomes into market-ready innovations that deliver real societal impact.

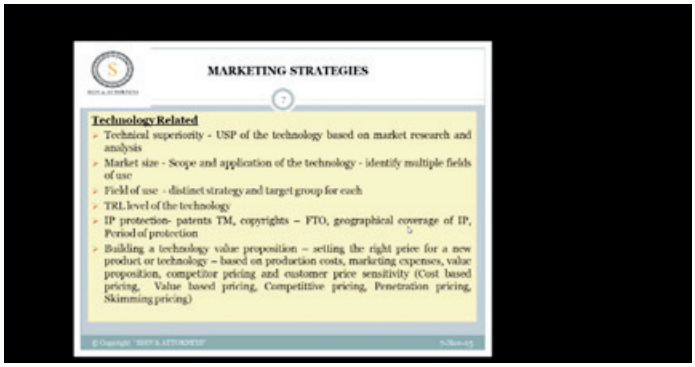
MARKETING AND NEGOTIATION STRATEGIES IN TECHNOLOGY TRANSFER

7th November 2025

The webinar on Marketing and Negotiation Strategies in Technology Transfer was delivered by Mr. Shivakumar R, Founder and Managing Attorney at Shiv & Attorneys. He began by highlighting that while identifying, protecting, and disclosing intellectual property are vital steps, the true success of technology commercialization depends on effective marketing and skilful negotiation.

He explained the roles of the licensor (giver) and licensee (receiver), stressing the importance of assessing the licensee's intent before revealing sensitive details. This should involve staged information sharing under confidentiality agreements to safeguard trade secrets. Robust NDAs before full disclosure help prevent misappropriation, ensuring trust-based partnerships. He also stressed the importance of filing an IP before disclosure to third parties, better than the situation having only NDA without any IP in hand.

Negotiations typically start with a term sheet outlining core conditions such as exclusivity, territory, payment structure (upfront fees, milestones, royalties), and clawback clauses for delays. This forms the foundation for the license agreement, which formalizes the terms to prevent disputes. Mr. Shivakumar cited the Listerine case, where a royalty clause led to perpetual payments, underlining the need for clear, forward-looking contract language.



From the licensee's perspective, he identified key assessment criteria—technical readiness, IP protection, scalability, and market relevance—urging licensors to tailor marketing strategies accordingly. Effective marketing involves preparing concise technology briefs or "one-pagers" summarizing the innovation's value, IP status and commercial potential. He advised using social media, industry forums, conferences, and networks to enhance visibility. Technology valuation should consider market size, field of use, and competitive edge to set realistic expectations for negotiation.

He outlined various license types: exclusive and non-exclusive licenses, trial licenses for limited evaluation, cross-licenses common in software, and compulsory licenses in public interest, referencing the Natco vs Bayer case in India.

Through case studies, Mr. Shivakumar illustrated real-world lessons: Stanford's PageRank licensing to Google as a model of balanced royalties and equity; IIT Delhi's collaboration with Agilent fostering academia-industry synergy; Shanta Biotech's acquisition of hepatitis B vaccine technology driving affordable healthcare; and Jim Frazier's lens invention, which highlighted strong IP protection, royalty negotiation and the importance of executing a robust instrument.

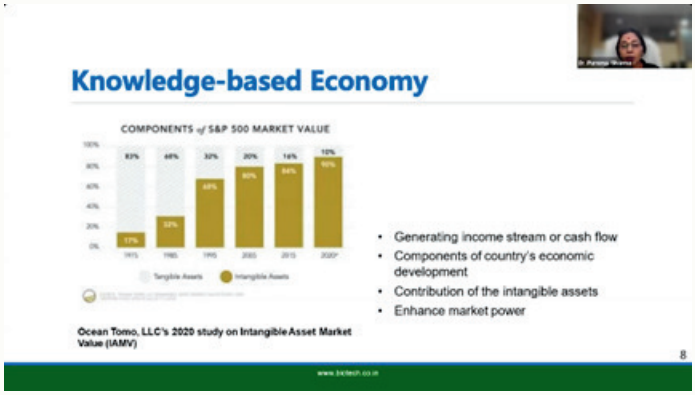
He emphasized integrated planning across IP management, business strategy, and technology readiness levels, supported by institutional and industry ecosystems. Ownership of new IP generated in collaborations must be clearly defined —whether joint or individual—along with cost-sharing, prosecution rights, and access provisions. Concluding, he underscored that the strength of the technology, clarity, patience and strategic negotiation are the cornerstones of building lasting, mutually beneficial technology transfer partnerships.

INTELLECTUAL PROPERTY VALUATION

18th November 2025

The webinar on IP Valuation was delivered by Dr Purnima Sharma, Managing Director, Biotech Consortium India Limited (BCIL). Dr Purnima began by emphasising that there's an increasing trend in reliance on intangible assets in defining the wealth of a business. The webinar pointed out that earlier, business wealth was mainly seen as the sum of working capital and fixed assets. Today, however, valuations also focus on IP assets, which are special because they are legally protected, clearly identified, can be transferred, have set economic lifespans, and can bring in a lot of revenue.

Dr Purnima outlined a dual-perspective framework for understanding IP value. From a legal standpoint, IP is characterised by qualitative attributes such as novelty, originality, and legal protection. From an economic standpoint, IP is quantified based on measurable economic benefits, including direct revenues, competitive advantages, and market positioning. For an IP asset to be quantifiable, it must generate a measurable amount of economic benefit while simultaneously enhancing the value of other assets with which it is associated.



Several strategic contexts where IP valuation assumes critical importance were highlighted, such as strategic planning and alliances, licensing and sale transactions, equity restructuring and infringement damages.

Dr. Purnima explained a detailed valuation method that uses three parts, combining both qualitative and quantitative analysis. The qualitative part looks at the competitive environment, how the technology compares to the latest alternatives, and how legally enforceable the IP is in different target regions. The quantitative part includes three methods: (1) the cost-based method, which looks at past investments but doesn't directly link costs to revenue potential (2) the market-based method, which studies similar IP deals and licensing but struggles with finding comparable data and considering different market conditions, and (3) the income-based method, the most commonly used, which calculates IP value based on expected future earnings adjusted to their current worth.

Dr. Purnima explained the importance of true market conditions and distribution channels before deciding on licence fees with case studies. She emphasised on obtaining proper assignments before starting technology transfer. The process can be complex due to funding restrictions, regulatory approvals, and the involvement of multiple institutions, requiring careful management of contracts and regulations.

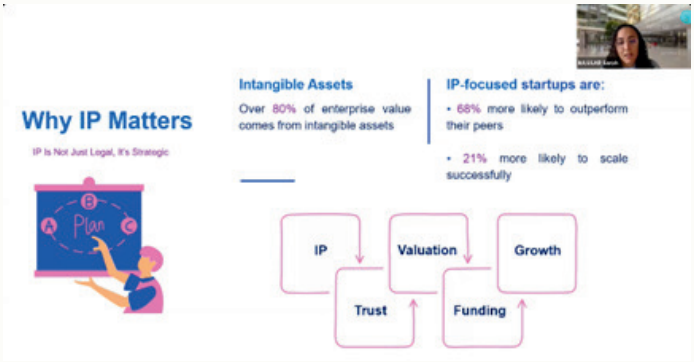
She concluded that knowing the real value of IP helps in making informed negotiations, fostering trust between partners, and supporting strong, long-term business relationships in licensing, mergers, acquisitions, and strategic alliances.

INTRODUCING IP AS A KEY BUSINESS ENABLER

5th December 2025

The webinar on Introducing IP as a Key Business Enabler was delivered by Ms. Sarah Nassar, Associate Program Officer, IP for Business Division, World Intellectual Property Organization (WIPO). The session highlighted the growing importance of Intellectual Property as a strategic driver of business growth, competitive positioning, and long-term value creation.

The discussion began by emphasizing that modern enterprises derive substantial strength from their IP portfolios, and successful organisations typically combine multiple forms of protection. Patents safeguard technological innovation, trademarks reinforce brand visibility, industrial designs protect the appearance of products, and copyright preserves creative and marketing content.



A key takeaway of the session was the alignment of IP strategy with business strategy. Rather than treating IP as a compliance formality, companies were encouraged to link IP decisions with market goals, expansion plans, and product timelines. Identifying intangible assets at the core of the business model forms the first step toward building a practical and effective IP strategy.

Among the most significant elements discussed was the WIPO IP Diagnostic, a self-assessment tool designed especially for small businesses. Available in multiple India-specific languages, it generates a personalised report based on a structured Q&A format and is highly recommended for evaluating existing IP gaps and aligning IP priorities with business objectives.

The session concluded by emphasising the commercial dimension of IP. Licensing, partnerships, and technology collaborations were highlighted as essential routes for revenue generation, investor confidence, and sustainable business growth when IP is treated as a business tool rather than merely a legal safeguard.

COORDINATING THE FIGHT AGAINST COUNTERFEITING AND PIRACY

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Imagine a scenario where everyday objects or seemingly harmless acts can pose a serious health and safety hazard. A knockoff phone charger that is faulty and can start a house fire or fake batteries which might malfunction due to poor quality and cause burn injuries...or worse. How about downloading the latest movie or a hit song using a pirate website? Pirated content can be embedded with malware or spyware, leading to financial losses or even identity theft and hacking of digital devices.

Often, the words counterfeiting and piracy are associated with luxury goods or big budget movies and music; something that only affects big businesses, major films, or famous artists. But reality is different and examples like these remind us how IP crimes such as counterfeiting and piracy not only hamper innovation and creativity but negatively impact daily lives.

Moreover, IP crime is not victimless or isolated in nature. Studies have demonstrated how it can fuel other types of crime, including money laundering, document fraud, cybercrime, drug production and trafficking, and terrorism.

Coordinated action and a collaborative approach is the way forward in dealing with these threats posed by IP crime. WIPO is working in tandem with valued partners across the world to lead and support initiatives that aim to tackle counterfeiting and piracy effectively. FICCI is one such partner and the Memorandum of Understanding between WIPO and FICCI signed in April 2025 is strengthening this partnership.

Counterfeiting and Piracy in Numbers

According to a recent Organisation for Economic Co-operation and Development (OECD) report, international trade in counterfeit and pirated goods is estimated at more than 467 billion US dollars, representing 2.3 percent of all global trade. A report from an industry association estimated a loss of INR 1 trillion (USD 12 billion) to the Indian economy in 2021 due to counterfeiting.

Data from World Customs Organization (WCO) shows that out of nearly 200 million reported seized items in 2024, the number of illicit medicines accounted for more than 74 percent, which is concerning because of the direct threat to public health and safety.

Independent tracking data provided by MUSO, a data company that measures global piracy consumption, recorded 216.3 billion visits to piracy websites in 2024, with 8.12 percent of this piracy traffic or 17.56 billion visits coming from India.

The above figures represent a loss of value, potential investment and jobs in creative industries and other key sectors such as pharmaceuticals, Fast-Moving Consumer Goods (FMCG), automotives, apparel, consumer durables, and agricultural products. To put this in perspective, a report by IP House and Media Partners Asia on the impact of piracy on the online video industry in India estimates that effective anti-piracy measures could offer a clear pathway to value recovery—adding 71 million new legal users, unlocking over 2 billion US dollars in incremental revenue and investment, and creating 47 thousand additional jobs.

Technology is evolving at a rapid pace, creating immense opportunities for growth and innovation. At the same time, however, it has become easier than ever to commit counterfeiting and piracy, and harder to detect them. Greater anonymity expanded distribution channels, and fast, inexpensive Internet access have all contributed to making these illicit activities more widespread than ever before.

India is fighting counterfeiting and piracy through a combination of its legislative framework, online customs recordation system, and website-blocking regime. The reforms to the Cinematograph Act, 1952 which prohibit unauthorized recording and transmission of films, represent another strong step in the fight against piracy. However, the threat remains and grows larger every day despite the excellent efforts and coordinated responses

worldwide; and collaboration remains key to tackling this challenge.

Building a Culture of Respect for IP

When it comes to a coordinated global response to counterfeiting and piracy, WIPO's BRIP Division approaches enforcement of IP rights in line with its mandate to build a culture of respect for IP and grounded in the conviction that IP systems drive economic, social and cultural development effectively when they are enforceable.

The BRIP Division takes a holistic approach to building respect for IP, working both on prevention and deterrence simultaneously. We do this by assisting WIPO Member States in developing awareness-raising campaigns and activities, addressing the "demand side" of IP infringements, as well as providing technical assistance to Member States to enable them to enforce IP rights effectively and efficiently, addressing the "supply side."

The BRIP Division's more traditional work on legislative assistance and capacity building is complemented by its initiatives focused on facilitating a global policy dialogue on enforcement, enhancing cooperation with the private sector and other intergovernmental organizations, making available strategic tools to deal with piracy and counterfeiting and engaging with the youth through targeted and impactful initiatives to meet their unique aspirations and needs.

International Cooperation and Policy Dialogue on IP Enforcement

In its efforts to foster cooperation and policy dialogue on IP enforcement, the BRIP Division holds the Advisory Committee on Enforcement (ACE) annually. The ACE is a non-normative body that functions as a global policy forum where Member States and Observers are free to openly discuss topical issues of IP enforcement and building respect for IP and learn from each other's experiences.

Discussions during ACE sessions regularly feature examples from Member States and other stakeholders, on ways to coordinate the fight against counterfeiting and piracy and to raise awareness about the dangers posed by counterfeit and pirate products; and tech-enabled tools aiding right holders in identifying and responding to instances of piracy and counterfeiting. During the seventeenth session of ACE, we also launched the ACE Documents Catalog which serves as a one-stop shop to access all the working documents related to meetings of the ACE, going all the way back to the first session.

The BRIP Division also engages regularly with the private sector and other intergovernmental organizations to discuss ongoing work on enforcement, challenges, solutions, and opportunities for collaboration. In 2026, the BRIP Division will host the first ever WIPO Global Forum for IP Prosecutors, bridging a critical gap in global enforcement efforts.

WIPO's Strategic Tools

WIPO ALERT is the BRIP Division's flagship initiative to fight online copyright piracy. It is a secure online platform that helps to protect creative industries by preventing legitimate advertising revenue from funding copyright-infringing websites.

It allows national authorities responsible for administering website-blocking regimes to upload lists of websites identified as copyright-infringing into a global database. Advertisers can then access these lists to prevent their ads from appearing on such pirate sites, helping them avoid brand-safety risks and protecting the reputation of the brands they serve. It is a public-private partnership that uses a "follow the money' approach to stop the revenue from legitimate advertising being used to fund criminal operators.

With a large base of internet users (900 million and growing), and 83 percent of internet users accessing digital content, the growth potential for the digital content industry in India is massive. But with this, also comes the issue of piracy, which is amplified in scale and scope. As noted in a recent WIPO-commissioned study on website blocking, India's approach, to include dynamic injunctions, has already proven effective in countering this threat. Joining WIPO Alert as an Authorized Contributor would not only solidify India's position as a leader on digital piracy, but also benefit national and international brands that fall victim to the misplacement of their genuine ads on pirate websites, not to mention the consumers who fall prey to malware and other forms of fraud by visiting these sites. Data shared by the Government of India during the most recent session of the ACE indicates that in the last 12 years, India has blocked 45,000 pirate websites, which would nearly double the number of listed sites on WIPO ALERT.

Engaging with the Youth

WIPO's youth engagement activities are guided by the WIPO Intellectual Property and Youth Empowerment Strategy (IP-YES!), which provides a structured approach for targeted and impactful initiatives that respond to the unique aspirations and needs of youth. The strategy focuses on three key areas: sparking passion, building skills, and

empowering action for youth engagement and leadership in the IP system. Since early 2025, WIPO's Youth Engagement function has come within the BRIP Division's portfolio, strengthening our work to promote respect for IP from a young age.

The highlight of this youth engagement in 2025 was WIPO's first ever IP Moot Court Competition. Launched in late 2024, it featured several virtual rounds of intense arguments taking place in February 2025, culminating in the final rounds held in Geneva at WIPO's headquarters in April 2025. Interestingly, the grand finale featured an all-India lineup, where teams from the National Law University (NLU) Delhi and Mumbai University faced off, displaying their brilliant oratory skills, insightful, well-reasoned arguments and confident delivery.

The team from NLU Delhi ultimately emerged as the winner.

Following the success of the first edition, the second edition of the competition was launched in October 2025. It has already received a large number of entries from all over the world, and we look forward to seeing even stronger engagement from students in India.

With these initiatives, at WIPO, we stand ready to support Member States and other stakeholders in their fight against IP crime. But we cannot do this alone. This is a global problem, and it requires global resolve.

THE 2025 NOBEL PRIZE IN ECONOMICS— INNOVATION, GROWTH, AND PATENT POLICY

Ms. Julie Carlson

Director
Government Affairs
Qualcomm

The Royal Swedish Academy of Sciences awarded the 2025 Nobel Prize in Economics to Joel Mokyr, Philippe Aghion, and Peter Howitt for their work explaining the role of technological innovation for sustained economic growth. The Nobel laureates show that such growth depends on a dynamic process of innovation, competition, and openness to change. These ideas are especially relevant for India as a country striving to accelerate economic growth through technological innovation. The insights from the laureates' research provide support for a system of strong and reliable patent rights. By enabling inventors to protect their creations while sharing valuable information, the patent system fuels the virtuous cycle of innovation and progress that underlies economic growth.

The Nobel laureates' research has fundamentally changed our understanding of why some societies experience long-term economic growth while others stagnate. As the Academy notes, "[f]or most of humankind's history, living standards did not change considerably from one generation to the next, despite sporadic important discoveries."[1] Economic growth was irregular and often short-lived. The Industrial Revolution marked a turning point, initiating a cycle of continuous innovation and progress. The Nobel laureates' research helps us to understand what made this turning point possible.

The Academy recognized Joel Mokyr for identifying the prerequisites for sustained economic growth. His research focuses on how scientific breakthroughs and practical applications reinforce each other. He emphasizes the importance of a continual flow of useful knowledge and the role of societies open to new ideas and change. Societies that encourage openness to new ideas and have skilled practitioners are more likely to turn inventions into widespread improvements. Mokyr's research shows that sustained economic growth requires not just new inventions, but a feedback loop between scientific knowledge and practical application. For many decades now, India has put these ideas into action and has demonstrated how openness to new ideas, competition, and investment in knowledge can drive sustained economic growth and lift millions out of poverty.

The Academy recognized Philippe Aghion and Peter Howitt for developing the theory of creative destruction. Their economic model describes how firms invest in new products and processes, outcompeting older technologies and firms. In their model, a firm's incentive to innovate "is governed by the potential profit it will make."[2] While patents enable this potential profit, they "do not shield [firms] from the threat of creative destruction" from other innovating firms.[3] It is this ongoing cycle of innovation and replacement that is the engine of sustained economic growth. This same idea has been central to the Government of India's 'Make in India' and 'Startup India' initiatives which have provided important innovation incentives to position the country as a global innovation hub. Furthermore, India's IT and pharmaceutical sectors exemplify creative destruction, where new firms and technologies have rapidly displaced older business models resulting in increased growth and competitiveness.

[1] The Royal Swedish Academy of Sciences, "The Prize in Economic Sciences 2025 Popular Science Background," p. 1, https://www.nobelprize.org/uploads/2025/10/popular-economicsciences2025-3.pdf

[2] The Committee for the Prize in Economic Sciences in Memory of Alfred Nobel, "Scientific Background to the Sveriges Riksbank Prize in Economic Sciences in Memory of Alfred Nobel 2025," p. 30, https://www.nobelprize.org/uploads/2025/10/advanced-economicsciencesprize2025-1.pdf.

[3] The Committee for the Prize in Economic Sciences in Memory of Alfred Nobel, "Scientific Background to the Sveriges Riksbank Prize in Economic Sciences in Memory of Alfred Nobel 2025," p. 29, https://www.nobelprize.org/uploads/2025/10/advanced-economicsciencesprize2025-1.pdf.

While the role of patents in supporting innovation and economic growth is not the Nobel laureates' primary contribution, their research has important implications for patent policy. A key component of the Aghion and Howitt model is the profit incentive the patent system provides. In exchange for public disclosure, a patent enables a firm to exclude others from practicing its invention, for a limited period of time (usually 20 years) and only in countries in which the patent is issued. The profit generated from the ability to exclude provides the necessary incentive for the firm to invest in risky R&D to become the technological leader. This profit incentive similarly incentivizes the firm's rivals to develop new patented inventions to displace the incumbent and become the new technological leader. This rivalry to become the technological leader spurs the innovation that underlies economic growth. Therefore, the ability to exclude that a patent provides is a key component of sustained economic growth.

The patent system not only enables inventors to exclude others from practicing their inventions, but, because patents are public documents, the patent system also disseminates information about the inventions to society more broadly. Mokyr notes that, "[w]hat is sometimes overlooked is that patents placed technical information in the public realm and thus reduced access costs."[4] In this way, the patent system contributes to the dissemination of useful knowledge which Mokyr identifies as important to sustained economic growth.

The 2025 Nobel Prize in Economics highlights the critical role of innovation, competition, and openness in driving sustained economic growth. The Nobel laureates' research demonstrates that societies flourish when they foster a continual flow of useful knowledge and encourage creative destruction through technological advancement. India's impressive economic growth over recent decades is a powerful example of these ideas in practice. Equally encouraging is this decade's marked rise in domestic patenting applications and grants in India. The promotee also highlights the importance of strong and reliable patent rights to incentivize firms to invest in risky R&D and to promote the dissemination of technical knowledge. Consequently, maintaining strong and reliable patent rights is essential for sustained economic growth.

[4] Joel Mokyr, Gifts of Athena (Princeton, NJ: Princeton University Press, 2002), p. 295.

IP 4.0: REIMAGINING INTELLECTUAL PROPERTY FOR THE AGE OF INTELLIGENT INDUSTRY

Mr. Vineet Vij

Global General Counsel & Chief Legal Officer
Tech Mahindra

As global economies accelerate toward intelligent, data-driven ecosystems, the role of intellectual property (IP) is undergoing a profound transformation. Historically, IP law has advanced in step with industrial progress—evolving from early patent statutes of the mechanisation era to the sophisticated multilateral frameworks that support today's global innovation economy. Yet the emergence of Industry 4.0 has created an inflection point: traditional IP models, shaped for physical inventions and linear production cycles, are struggling to keep pace with digital, interconnected, rapidly iterating technologies.

Industry 4.0 is not simply an industrial upgrade; it is a structural shift in how value is created. It combines cyber-physical systems, artificial intelligence (AI), cloud architectures, the Internet of Things (IoT), blockchain networks, and pervasive data analytics. In this environment, value lies as much in algorithms, datasets, digital interactions, and collaborative outputs as in any physical product. To safeguard and accelerate innovation, we need IP frameworks built for this reality—what may be termed Intellectual Property 4.0 (IP 4.0).

The Industrial Context: How IP Arrived Here

Every industrial era reshaped IP norms:

- During Industry 1.0 around late 18th century, from IP perspective we saw early legislative experiments protecting mechanical inventions, literary, artistic work etc. – we can call this era IP 1.0.
- Industry 2.0, around late 19th century to early 20th century, brought trademarks, industrial designs, and the first global IP treaties as mass production and global trade expanded – we can call this era IP 2.0.
- With Industry 3.0 around mid-20th century, we saw introduction of software protection, semiconductor rights, process patents and expanded copyright regimes to reflect the rise of computing and electronics.

Today, Industry 4.0 presents an entirely new challenge: innovation is continuous, intangible, distributed, and often co-created by humans and intelligent systems. The legal architecture must adapt accordingly.

The Tipping Point: Why Current IP Systems Are Under Strain

While many industry leaders are implementing automation, analytics, and connected manufacturing, full-scale digital transformation is still gaining traction. In parallel, legal systems remain rooted in assumptions that no longer hold. Few things to consider here:

- Innovation cycles are now iterative, not linear.
- Outputs are often probabilistic (e.g., algorithmic decisions), not deterministic.
- Multiple contributors—including AI systems—may influence creation.
- Data, rather than devices, increasingly drives competitive advantage.
- Enforcement must contend with borderless digital infringement.

This mismatch risks slowing innovation or pushing companies to rely on secrecy and technical barriers instead of transparent, equitable IP regimes.

An IP 4.0 thought process, system and processes aligned with Industry 4.0 seeks to prevent that gap from widening.

IP 4.0: A paradigm for the Digital-Intelligent Economy

IP 4.0 should not be viewed as a single law or treaty; it is a mindset grounded in three imperatives:

1. Recognize new forms of value generated by data, digital interaction, intelligent systems, and collaborative networks.
2. Protect innovation at the speed of technology, not at the tempo of legacy administrative systems.
3. Enable equitable participation by ensuring access, interoperability, and global coherence in an interconnected world.

Adopting this mindset is essential if IP systems are to remain relevant, resilient, and innovation positive.

Five Pillars of an IP 4.0 Ecosystem

1. Expanded Recognition of Digital and Algorithmic Assets

The boundaries of protectable subject matter must reflect contemporary forms of creativity and invention. This includes:

- anonymized or aggregated datasets,
- AI model weights and training data,
- algorithmic and autonomous outputs,
- virtual assets and digital constructs,
- personality and synthetic likeness rights.

Clear attribution rules are needed to address whether AI is merely a tool or an active creative agent and how responsibility and ownership should be assigned.

2. Dynamic Protection Models Tailored to Sectoral Realities

Innovation cycles now vary widely—from decades-long biomedical research to weekly software iterations. A one-size-fits-all term or structure is no longer workable.

Under an IP 4.0 aligned mindset, we should consider:

- differentiated protection terms,
- accelerated or short-life rights for rapidly evolving technologies,
- updated utility model systems where incremental innovation is frequent,
- flexible mechanisms for industries with extended development horizons.

3. Technology-Driven Filing, Registration, and Prosecution

Current global filing systems are often slow, fragmented, and paper-bound in process, even when digitized in form.

An IP 4.0 aligned system should leverage:

- blockchain for immutable timestamps and provenance,
- smart contracts for automated licensing and rights transfer,
- dynamic registries that update in real time,
- interoperable global filing pathways and harmonized standards

Such systems reduce cost, increase transparency, and modernize rights management.

4. Transparent, Data-Driven Commercialization

IP is increasingly a tradable digital asset. Yet valuation models remain opaque, inconsistent, and highly manual.

A process and system aligned with IP 4.0 should help with:

- standardized valuation methodologies powered by public datasets,
- real-time visibility into transactions, licenses, and asset performance,
- integrated digital tools to enable frictionless licensing, particularly for SMEs and startups.

Clarity in commercialization promotes trust and unlocks new markets for intangible assets.

5. Enforcement and Dispute Resolution for a Borderless Digital Era

Digital infringement scales rapidly and transcends jurisdictions. Traditional enforcement mechanisms cannot match that pace.

In an IP 4.0 paradigm envisaged, there should be:

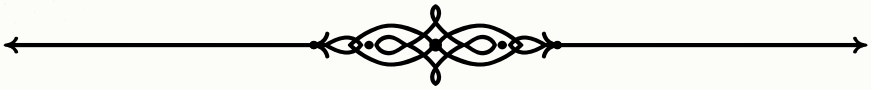
- specialised digital IP courts or tribunals,
- automated monitoring for online misappropriation and data leakage,
- rapid and technology-informed relief mechanisms,
- robust protection of trade secrets and proprietary datasets.

A secure, reliable and transparent enforcement ecosystem gives innovators confidence to invest and collaborate.

Conclusion: Building the Future Architecture of Innovation

IP 4.0 mindset marks a shift from slow-moving, document-centric systems to agile, technology-native, globally interoperable IP ecosystems. This transition is essential not just to protect innovation, but to accelerate it — ensuring that businesses, creators, and economies can fully harness the opportunities of an intelligent, interconnected industrial era.

As nations, enterprises, and policymakers navigate the next wave of digital transformation, the evolution of IP may well determine whether Industry 4.0 becomes an engine of broad-based prosperity or a fragmented landscape marked by uncertainty and uneven access. The choice lies in embracing an IP 4.0 mindset today.



BUILDING TRUST AND ACCOUNTABILITY IN AI-DRIVEN IP MANAGEMENT

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Abstract

AI has become a co-creator of intellectual capital, with Gen AI and Agentic systems now able to design molecules, generate music, write code, and invent products—challenging traditional notions of creativity and ownership. Yet, IP frameworks remain rooted in human- centric, manual processes. As organizations embed AI across their value chains, IP oversight must evolve into a living, intelligent system anchored in transparency, explainability, and measurable outcomes. The integration of AI, data-driven metrics, and intelligent IT systems offers a way to protect, accelerate, and scale innovation responsibly. For leaders and policymakers, the challenge is to build oversight as intelligent as the technologies it regulates.

The Legacy Problem: Outdated IP Oversight

IP systems were designed for a simpler era, when creativity was human and traceable. Authorship was clear, and ownership binary. Oversight relied on registries and legal processes moving at the speed of paperwork. Today, Gen AI models trained on massive, often opaque datasets autonomously create valuable assets. Most jurisdictions still define inventorship in human terms, resulting in an oversight vacuum: outputs that are valuable but legally un-ownable, data that is indispensable but untraceable, and risks that outpace compliance. Enterprises face widening cracks as IP management remains manual and siloed, fragmented across R&D, legal, compliance, and IT. In an era of dynamic AI, static controls are insufficient; intelligent oversight systems that sense, learn, and act are needed.

From Static Oversight to Intelligent Oversight

AI technologies can reinvent IP frameworks. AI and Gen AI automate complex, error-prone aspects of oversight, adding real-time intelligence and foresight. AI can analyze millions of patents and creative works to detect originality and prior art. Machine learning maps the innovation landscape in real time, enabling data-driven IP strategy. Gen AI assists in drafting patent applications, visualizing prior art, and generating claim variations. It also records provenance—capturing who (or what) contributed to an invention, how datasets were used, and how models evolved. Agentic AI, capable of autonomous reasoning, acts as a continuous compliance steward, monitoring data flows, ensuring licensed data use, detecting infringement, and triggering corrective actions. Oversight thus becomes continuous, predictive, and embedded.

Metrics: The New Language of IP Oversight

Measurement is now more complex and essential. Traditional metrics like patents filed or litigation costs no longer capture algorithmic innovation. Modern oversight requires multi- dimensional metrics integrating compliance, performance, and strategic value.

- Provenance and Compliance Metrics: Data integrity is foundational. Metrics include dataset provenance coverage, algorithmic transparency index, model explainability score.

- Oversight Efficiency and Responsiveness: AI automation should reduce time and cost. Metrics such as average time-to-protection, cost-per-filing reduction, and automation coverage ratio quantify operational efficiency.
- Risk and Value Optimization: Metrics like infringement detection accuracy, IP leakage incident rate, and IP monetization index help monitor risks and innovation yield.
- Adaptability and Training: Oversight systems must learn and adapt. Metrics such as policy refresh frequency, AI oversight model drift index, and agentic response time assess agility.

Intelligent IP Systems: The Backbone of Oversight

Transformation requires changes in enterprise IT architecture. Effective oversight depends on seamless integration of data, analytics, and workflow automation.

- Unified IP Data Platforms: Consolidate disparate repositories—patents, trademarks, trade secrets, AI models, and training data—into unified IP data lakes for AI-driven analysis.
- AI-Powered Oversight Engines: Next-generation platforms combine AI-powered search, semantic analysis, and automated risk flagging with dashboards mapping global IP portfolios.
- Agentic Compliance Monitors: Agentic AI agents ensure adherence to licensing, data access, and regulatory standards, autonomously verifying provenance and monitoring cross- border data transfers.
- Cognitive Dashboards: Real-time dashboards aggregate and visualize oversight metrics, turning oversight into a strategic intelligence asset.

People and Process: Human Oversight in the Loop

Despite automation, human judgment remains indispensable for ethical reasoning, contextual understanding, and accountability. Enterprises will rely on AI-augmented oversight teams—legal experts, data scientists, compliance officers, and ethicists. Processes must evolve from static workflows to adaptive oversight loops, with continuous feedback cycles and machine-readable policies. Training and culture are crucial, requiring new skillsets and leadership commitment to institutionalize accountability.

Embedding Trust, Accountability, and Standards

Trust is the currency of AI-driven oversight. As systems gain autonomy, decisions must remain explainable, auditable, and ethically aligned. Explainable AI (XAI) enables transparent reasoning for originality checks and infringement alerts. Early alignment with standards reduces regulatory risks and builds reputational advantage. For policymakers, interoperability is key—a globally harmonized oversight infrastructure anchored in shared standards for provenance, explainability, and accountability.

Conclusion

AI is reinventing IP oversight. The manual, reactive, human-only model cannot survive in an environment defined by autonomous creativity and algorithmic iteration. AI, Gen AI, and Agentic systems offer tools to build oversight that is more intelligent, transparent, and inclusive. Leaders must invest in intelligent IP systems, define measurable metrics, and empower cross-functional teams. Policymakers must craft adaptive, interoperable frameworks balancing innovation with societal trust. Success will be measured not by patents granted, but by the integrity, agility, and intelligence of oversight systems. In the age of autonomous creation, oversight is the architecture of responsible progress.

IP 4.0: REIMAGINING INTELLECTUAL PROPERTY FOR THE AGE OF INTELLIGENT INDUSTRY

Mr. Dhirendra Verma

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"In the IoT–semiconductor era, the true competitive advantage lies not in the hardware you build, but in the IP that powers intelligence, security, and trust."

Summary

The intersection of IoT and semiconductors is reshaping how industries build, secure, and scale connected products. Success increasingly depends on intellectual property: from embedded firmware and edge AI to security stacks and vertical-specific solutions. India, with its engineering strength and growing semiconductor ecosystem, is uniquely positioned to lead with IP-led innovation.

The global technology ecosystem is being reshaped by the rapid convergence of two foundational pillars: the Internet of Things (IoT) and semiconductors. As we move into 2026, this convergence is powering a world where devices spanning industrial robots to home appliances can sense, compute, communicate and make decisions autonomously.

But beyond the hardware and the connectivity, a deeper shift is underway: the rise of IP-led innovation. In the IoT–semiconductor era, intellectual property rather than raw manufacturing capacity is emerging as the true source of differentiation, economic value, and competitive advantage.

For India, where electronics manufacturing, chip design capabilities and embedded engineering strengths are advancing in parallel, this shift presents a historic opportunity to evolve from being a participant in global supply chains to a creator of global IP.

The Quiet Infrastructure Behind a Connected World

Today, IoT is visible everywhere smart wearables, connected cars, energy-efficient buildings, predictive factories, and automated retail. Yet what appears seamless on the surface is powered by a layered architecture beneath:

- Sensors that capture real-world data
- Microcontrollers and modules that interpret and process it
- Communication stacks that relay insights
- Cloud systems that automate decisions
- Security mechanisms that safeguard every step

At the center of this ecosystem are semiconductors, which serve as the invisible infrastructure enabling intelligence at the edge.

Why IP Is the Real Differentiator in the IoT–Semiconductor Era

As IoT ecosystems scale from millions to billions of devices, companies are discovering that value creation is shifting from physical manufacturing to digital intelligence. The most successful IoT and semiconductor firms today are those that treat IP as a strategic asset.

1. Architecture and System Design IP

A well-designed architecture ensures that devices communicate reliably, operate efficiently, and scale effortlessly. Ownership of IP around provisioning flows, sensor-to-cloud pipelines, and power-optimized system design allows companies to create reusable, defensible platforms.

2. Firmware, Middleware, and Integration IP

Every IoT module, whether Wi-Fi, Bluetooth, LTE-M, or GNSS relies on tightly engineered firmware. This embedded software defines performance, boot cycles, energy consumption, and security. Companies that own this firmware IP control the user experience and accelerate product development cycles.

3. Security and Trust Chain IP

In a hyperconnected world, every device must be verifiably secure from silicon to cloud. IP around cryptographic identities, secure key provisioning, tamper resistance, OTA integrity, and hardware-rooted authentication has become mission-critical. This domain is one of the most defensible IP segments in the entire ecosystem.

4. Power Efficiency and Optimization IP

IoT devices often operate for years on small batteries or harvested energy, making power innovation essential. IP around low-power modes, sleep-state optimization, and energy-efficient firmware becomes a lasting competitive moat.

5. Vertical-Specific Solution IP

IoT's diversity means no single stack fits all use cases. Industries require specialized IP:

- Retail demands vision-assisted modules
- Mobility relies on telematics accelerators
- Healthcare prefers secure, low-power wearables
- Industrial automation needs deterministic, robust wireless systems

Domain-specific IP enables companies to create deeper value and build long-term defensible positions within verticals.

Evolving from Components to Ecosystems

The convergence of IoT and semiconductors marks a broader transformation in the industry mindset. The winners are no longer those who build the cheapest hardware but those who build complete ecosystems. This includes:

- Multi-protocol modules
- Secure connectivity stacks
- Pre-certified reference designs
- Developer-friendly SDKs
- Edge AI enablement
- Cloud-ready device management

Semiconductors are evolving from isolated chips to platforms powered by reference designs/BSP/SDK/SOC that anchor entire IoT solutions. As this evolution continues, IP surrounding these platforms not the silicon itself becomes the primary driver of value.

India's Strategic Opportunity

India is standing at a pivotal moment in its technology journey. With rising investment in semiconductor fabrication, a strong talent pool in embedded engineering, and robust policy support for electronics and chip design, the country is well positioned to lead in the IoT–semiconductor convergence:

1. Deep Engineering and Firmware Talent

India's engineering talent excels at system design, firmware development, and protocol integration areas where most IoT IP is being created.

2. Growing Semiconductor Ecosystem

New fabs, OSAT facilities, R&D centers, and design-led startups are strengthening India's position in the global semiconductor value chain.

3. Increasing Demand for Secure, Local Solutions

Smart cities, digital public infrastructure, industrial automation, mobility, healthcare, and retail are driving the need for locally designed, secure IoT modules and solutions.

From Manufacturing to Global IP Creation

The convergence of talent strength, manufacturing capability, and strong internal demand provides India with a unique opportunity to evolve from simply assembling devices to developing meaningful, exportable technology IP.

By owning more of the semiconductor and IoT innovation stack from firmware and connectivity IP to chip-level design and advanced packaging India can emerge as a global leader in next-generation connected systems.

What Next Five Years Will Bring

The IoT–semiconductor landscape is heading toward a transformative period, driven by five major trends:

1. Edge AI Becomes Ubiquitous

On-device machine learning and ultra-efficient neural processing will demand tight co-design of hardware, firmware, and algorithms fueling new forms of IP.

2. Security-by-Design Becomes Mandatory

Every device will ship with built-in identity, encryption, and tamper protection, making security IP a core differentiator.

3. Modular, Pre-Integrated Solutions Accelerate Time-to-Market

Companies will increasingly rely on pre-certified, ready-to-deploy modules that reduce complexity and enable scalable productization. A single IoT device may require 20 to 40 compliance checks depending on geography and technology stack, and using hardware that already meets these requirements helps avoid costly and time-consuming regulatory processes.

4. Verticalized Silicon and Module Platforms

Industries will require specialized silicon and application-specific IoT modules tailored to their environments and regulations.

5. Standards-Driven Interoperability

As IoT deployments scale across industries and geographies, interoperability will shift from a "nice-to-have" to a baseline requirement. However, interoperability in IoT is **not universal or protocol-to-protocol is domain-driven and layered.**

Interoperability in IoT won't come from one universal standard, it will come from layered standards working together across consumer, industrial, and connectivity ecosystems.

Become a Member !

FICCI IP FORUM

- A Community of IP Professionals -

BACKGROUND

FICCI Launched its unique initiative - FICCI IP FORUM - in May 2020 to provide an interface for businesses to resolve their issues pertaining to intellectual property rights and also develop a pool of IP professionals whose knowledge and expertise will benefit the industry at large.

OBJECTIVE

- To create a consortium of legal professionals who are keen to support IP and encourage innovation, brand protection and creativity among various stakeholders.
- To strengthen the IP ecosystem in India and play an important and more comprehensive role in addressing existing and evolving issues in the area of IP in India.

BENEFITS

- Engagement in IP Policy Advocacy Networking through various FICCI national & international seminars/conferences
- Speaking/ participating opportunities in various FICCI Webinars
- Enhanced Visibility for forum members
- FICCI IP Talks
- Several other Benefits

CONTACT

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Twelve MoUs announced at Semicon India 2025 signal a sharper push toward a self-reliant semiconductor ecosystem

At Semicon India 2025, twelve new MoUs were unveiled, marking a deliberate step toward strengthening India's semiconductor design, manufacturing, and skills pipeline. The agreements span product development, service expansion, and IP ecosystem growth. Notably, Tata Electronics signed key MoUs with Merck to boost manufacturing and packaging capabilities, and with C-DAC to deepen India's domestic design and IP ecosystem. Together, these collaborations show how industry and government are trying to accelerate India's emergence as a competitive semiconductor hub.

https://www.pib.gov.in/

CGPDTM updates the Roll of Scientific Advisers to strengthen technical expertise in patent adjudication

IP India issued new guidelines for examining Ayush-related inventions, aligning them with the unique mix of codified and non-codified traditional knowledge in the sector. These guidelines complement the 2012 framework on traditional knowledge and biological materials and are designed to help Ayush innovators understand what is patentable, how examiners will assess applications, and how to navigate the intersection of traditional knowledge and modern IP standards. This move signals a more structured approach to innovation emerging from India's traditional healthcare systems.

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https://ipindia.gov.in/

Indi and Puliyankudi Limes enter the UK market, expanding global visibility for India's GI produce

APEDA facilitated the first air shipment of Indi Lime from Karnataka and Puliyankudi Lime from Tamil Nadu to the United Kingdom, totaling 500 kg. This is the first time these GI-tagged horticultural products underscores India's broader effort to elevate GI-linked produce on the world stage, giving farmers and producer groups greater export visibility and premium market access.

https://www.pib.gov.in/

Notification of the GI (Amendment) Rules 2025 updates fees and procedures for GI registration

The Ministry of Commerce and Industry issued a Gazette Notification for the Geographical Indications of Goods (Registration and Protection) (Amendment) Rules, 2025. The amendment revises the First Schedule, including updated fee structures, updated form references, and procedural adjustments. The goal is to make the GI system more aligned with current administrative needs while improving clarity for applicants and registered proprietors.

https://ipindia.gov.in/

Draft Guidelines on the Use of GI names and the GI Logo released for stakeholder comments

DPIIT released Draft Guidelines on the use of GI names and the GI logo, inviting public feedback. These guidelines aim to standardize how GI names and the national GI logo are used across the value chain—from producers and artisans to distributors and retailers. They define permissible use, restrictions, visual specifications, and regulatory controls. The broader intention is to help genuine producers maintain authenticity while improving consumer trust in GI-tagged goods in India and abroad.

https://www.dpiit.gov.in/

Indian Army secures IP protection for the new digital-print Coat Combat design

The Indian Army has obtained exclusive design rights for its new Coat Combat (Digital Print), developed by NIFT Delhi under the Army Design Bureau. The three-layered coat uses advanced textile engineering to improve comfort and performance in varied environments. Registered

under Design Application No. 449667-001, the design reflects the Army's push toward indigenization, innovation, and modernization as part of the "Atmanirbhar Bharat" and "Decade of Transformation" vision.

https://www.pib.gov.in/

India's first olfactory trademark application accepted for advertisement by CGPDTM

In a breakthrough for non-traditional trademarks, the CGPDTM accepted India's first smell mark for advertisement. Sumitomo Rubber Industries sought protection for a floral, rose-like scent used in tyres under Class 12. The office adopted a seven-dimensional scientific olfactory vector—a novel method globally—to represent the scent in a compliant and examinable format. This is a pivotal moment for Indian trademark practice, signaling that sensory branding is moving from discussion to enforceable IP protection, aligning India with jurisdictions like the EU, UK, Australia, and the US.

TMR/DEL/SCH/2025/16

Creation of a Permanent Article 8(j) Body Signals a Shift in Global TK Governance

The Convention on Biological Diversity has, for the first time, established a permanent subsidiary body under Article 8(j) focused on Indigenous Peoples and Local Communities (IPLCs) and their traditional knowledge. This new Subsidiary Body on Article 8(j) (SB8J) replaces an ad hoc working group and is mandated to advise the CBD's decision-making processes, the Nagoya and Cartagena Protocols, and support integrating traditional knowledge into global biodiversity frameworks. Its first meeting in late 2025 set out drafting guidance for reporting and work plans tied to the Kunming-Montreal Global Biodiversity Framework. Critics say Article 8(j) has always been aspirational with weak enforceability, and SB8J's impact will depend on how it translates soft commitments into real participation, benefit sharing, and protection of traditional knowledge. The article also ties this to broader international governance trends like the WIPO treaty on genetic resources and traditional knowledge, where transparency in patent claims could help prevent misappropriation but won't by itself ensure equity for IPLCs.

https://spicyip.com/

DPIIT Releases Part 1 of Working Paper on AI–Copyright Interface; Invites Comments

The Department for Promotion of Industry and Internal Trade (DPIIT) under the Ministry of Commerce and Industry has published Part 1 of its working paper examining the interface between generative artificial intelligence (AI) and copyright law. The paper, prepared by an eight-member committee, reviews current legal approaches—such as blanket exemptions, text/data-mining exceptions, voluntary licensing and extended collective licensing—and proposes a new hybrid policy framework to balance creators' rights with AI innovation. Key proposals include blanket licensing for AI training with royalties payable upon commercialization and a centralized mechanism for royalty collection and distribution. DPIIT has opened the draft working paper for 30-day stakeholder consultation and public feedback.

https://www.pib.gov.in/

Novo Nordisk AS v Dr. Reddy's Laboratories & Anr

2nd December 2025 | Delhi High Court

The Delhi High Court refused to grant Novo Nordisk an interim injunction against Dr. Reddy's Laboratories and OneSource Specialty Pharma in a patent dispute over semaglutide, the active ingredient in diabetes and weight-loss drugs like Ozempic and Wegovy. Novo Nordisk argued its species patent (IN'697) was being infringed by Dr. Reddy's manufacture and export of semaglutide. The court found Novo had not made out a strong prima facie case for interim relief and noted any losses could be compensated later.

ITC Limited & Anr v Bukhara Inn

7th November 2025 | Delhi High Court

The Delhi High Court examined ITC's complaint against a guest house operating as "Bukhara Inn," a name ITC argued was riding on the reputation of its well-known "BUKHARA" restaurant. The defendants leaned on Section 35 of the Trade Marks Act, claiming bona fide use of their surname, Bukhari. The court didn't accept this. The business was branded "Bukhara," not "Bukhari," and it entered the market long after ITC's mark had built strong recognition in the hospitality space. The court found the adoption calculated, not coincidental, and held that ITC had a clear prima facie case of infringement and passing off. An ad-interim injunction was granted, stopping the defendants from using "Bukhara Inn" or any similar name.

Mohammad Talha vs M/S Karim Hotels Pvt. Ltd

6th November 2025 | Delhi High Court

A dispute over the name "GULSHAN-E-KARIM" prompted the Delhi High Court to consider the strength of the iconic "KARIM" mark. The plaintiff argued that the defendant's use of the dominant element "KARIM" for identical restaurant services risked misleading customers into assuming an association. The defendant invoked honest adoption and the anti-dissection rule but offered no evidence of prior use or independent goodwill. The court held that consumers with imperfect recollection would likely link the two businesses, satisfying the test for infringement. While protecting the plaintiff's rights, the court allowed the defendant to continue using "GULSHAN-E-KARIM," provided a clear disclaimer was displayed to avoid any perceived connection with the Karim's Group.

Ab Initio Technology LLC v Controller of Patents & Designs

4th November 2025 | Madras High Court

The Madras High Court reviewed Ab Initio Technology's appeal against the Patent Office's rejection of its patent application (No. 4693/CHENP/2010) for a data lineage diagram system and method. The Patent Office had refused the application on the grounds that the claimed invention was essentially a computer programme per se under Section 3(k) of the Patents Act and lacked novelty and inventive step. The applicant argued the invention offered technical contribution beyond mere software and addressed real problems in data processing. The court agreed, analyzing the claimed method and system in detail, and found the rejected features — including data lineage retrieval and graphical representation — went beyond excluded subject matter and solved a technical problem in data handling. The impugned order was set aside and the patent application was directed to proceed to grant.

Glorious Investment Limited vs. Dunlop International Limited & Anr.

4th November 2025 | Calcutta High Court

When Glorious Investment appealed a Single Judge order that had set aside its "DUNLOP" trademark registration and remanded the matter for fresh consideration, the Division Bench first had to resolve whether a Letters Patent Appeal was even maintainable. The court held it was not. It noted that the Registrar exercises judicial powers similar to a civil court, meaning the Single Judge's decision already represents the first appellate stage. With Section 100A of the CPC barring further intra-court appeals—and Parliament having deliberately omitted a second-appeal provision that existed under the 1958 Act—the Division Bench dismissed the appeal as legally impermissible.

Dr Reddy's Laboratories Limited & Ors vs Union of India & Anr.

31st October 2025 | Delhi High Court

Dr Reddy's challenged a Patent Office order rejecting its pre-grant opposition, arguing that crucial prior art, scientific material, and detailed objections had been ignored. The government countered that writ review couldn't be used to re-evaluate technical findings. The court agreed on the limits of judicial review but stressed that the Patent Office must still show clear reasoning and application of mind. Since the order lacked analysis of key issues raised in the opposition, the court set it aside and directed the Patent Office to reconsider the matter with a reasoned order within a fixed timeline.

M/S Novalife Consultancy Pvt Ltd Versus Mr. Bharat Sachdeva Trading As M/S Novvalife Karnal & Ors.

30th October 2025 | Delhi High Court

Novalife Consultancy, owner of the registered mark "NOVALIFE," accused the defendants of operating under "NOVVALIFE / NOVVALIFE KARNAL" and misleading customers in the wellness sector. Despite being served, the defendants neither filed a response nor appeared in court. Reviewing the plaintiff's evidence, the court held that "NOVVALIFE" was deceptively similar to "NOVALIFE," especially given identical services and overlapping consumers. A permanent injunction followed, along with directions to remove infringing online listings and stop using any mark similar to "NOVALIFE."

Koninklijke Philips N.V. v. M. Bathla & Anr.

13th October 2025 | Delhi High Court

The long-running dispute over Patent No. 175971 ended with the court dismissing Philips' infringement claim. Philips failed to demonstrate that the defendants' VCD replication process met each element of the patented digital transmission system. The court highlighted the centrality of the all-elements test, proper claim mapping, and independent technical evidence—requirements that become even more important when dealing with alleged Standard Essential Patents. With the patent having already expired and no infringement proven, the court declined to grant damages or any further relief.

Mars Incorporated v. Cadbury (India) ltd & Ors.

10th October 2025 | Delhi High Court

After nearly twenty-five years of battling over the trademark "CELEBRATIONS," Mars and Cadbury finally arrived at a settlement. The parties filed a joint application requesting a consent decree. Mars agreed to withdraw its opposition against Cadbury's marks "CELEBRATIONS" and "CADBURY CELEBRATIONS." As part of the settlement, both sides voluntarily committed to distributing sealed confectionery units worth at least five lakh rupees to students in government and government-aided schools across Delhi. The court accepted the settlement and disposed of the dispute on those terms.

Asha Bhosle v. Mayc Inc.

29th September 2025 | Bombay High Court

Asha Bhosle sought interim protection against unauthorized commercial use of her name, image, and likeness. The court recognized her longstanding reputation and granted an ad-interim injunction restraining the defendants from exploiting her personality rights, copyright, or performer's rights. They were ordered to take down all infringing content from online and physical media—including digital copies, merchandise listings, posters, and other depictions—within a week. The order reflects the judiciary's growing willingness to protect the commercial and moral rights of well-known personalities.

Mankind Pharma Ltd. v. Biodiscovery Lifesciences Pvt. Ltd

24th September 2025 | Delhi High Court

Mankind Pharma sought an injunction against several marks— "DICKIND," "LONOKIND," "FENKIND," and "CHIMOKIND"— which it argued were confusingly similar to its "KIND" family of trademarks used for pharmaceutical products. The court noted that this was a textbook case of triple identity: identical marks, identical goods, and identical trade channels. Given the overlap in medicines and consumer base, the risk of confusion was obvious. The court granted an ex-parte ad-interim injunction, restraining the defendants from using the impugned marks or any variants deceptively similar to Mankind's trademark portfolio.

Mattel Inc. v. Padum Borah

8th September 2025 | Delhi High Court

Mattel approached the court after discovering that its well-known "BARBIE" mark was being used in connection with commercial kitchen equipment, event management, and catering through names such as "BARBIE KITCHEN MART," "BARBIE HOSPITALITY," and "BARBIE CATERING." Finding the marks visually, phonetically, and conceptually identical, the court granted an injunction restraining the defendants from using the impugned marks. The defendants were also directed to take down all their social media accounts, websites, and online pages reflecting the infringing branding.

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