



Online National Workshop

On

PROTECTION OF TRADEMARK IN THE CONSUMER'S INTEREST

Organised by

CIRF-in-IPHD Center at Chanakya National Law University, Patna

In Collaboration With

**INDIAN INSTITUTE OF PUBLIC ADMINISTRATION (IIPA)
CENTRE FOR CONSUMER STUDIES (CCS) &
CONSUMER ADVOCACY GROUP (CAG)**

Date: 21st May, 2023

Time: 10:30 AM – 1:30 PM

Mode: Microsoft Teams Application

Event Report

The CIRF-in-IPHD at Chanakya National Law University, Patna in collaboration with Indian Institute of Public Administration (IIPA) Centre for Consumer Studies (CCS) & Consumer Advocacy Group (CAG) organised an online National workshop on the topic “**Protection of Trademark in the Consumer’s Interest**” on 21st May, 2023 from 10:30 AM to 1:30 PM through MS Teams application. The workshop was attended by approx. 80 students. The event was coordinated and moderated by Prof. Dr. Subhash Chandra Roy, Director of CIRF-in-IPHD.

The seminar focused on the importance of trademark protection and its implications for consumers. With the growing prevalence of counterfeit goods and brand imitation, understanding trademark law is essential for safeguarding consumer rights and promoting fair competition.

Hon’ble J. Mridula Mishra, Vice-chancellor, CNLU inaugurated the workshop with her address message on the theme of the workshop.

The workshop was graced with the presence of the distinguished key note speakers: **Dr. P.V.V.S. Murthy** (*Former Member District Consumer Forum, Vijayawada*); **Prof. Dr. Suresh Mishra** (*Chair Professor, CCS, IIPA, New Delhi*) and **Prof. Dr. K.V.S. Sarama** (*Vice Chancellor, MNLU, Aurangabad*)

The discussion panel included expertise like **Prof. Dr. Raman Mittal** (*Professor of Law Campus Law Centre University of Delhi*); **Prof. Dr. Subodh Kumar Singh** (*Professor and Head of Department of Law, Harischandra PG College, Kashi Vidyapith Varanasi*); **Dr. Sapna Chadah** (*Assistant Professor, Centre for Consumer Studies (CCS) IIPA New Delhi*); **Dr. Sreenivasulu N.S.** (*Professor of Law, NUJS, Kolkata*); **Adv. Varalakshmi** (*Hyderabad, Telangana*) and an representative from Amazon, Ecommerce.

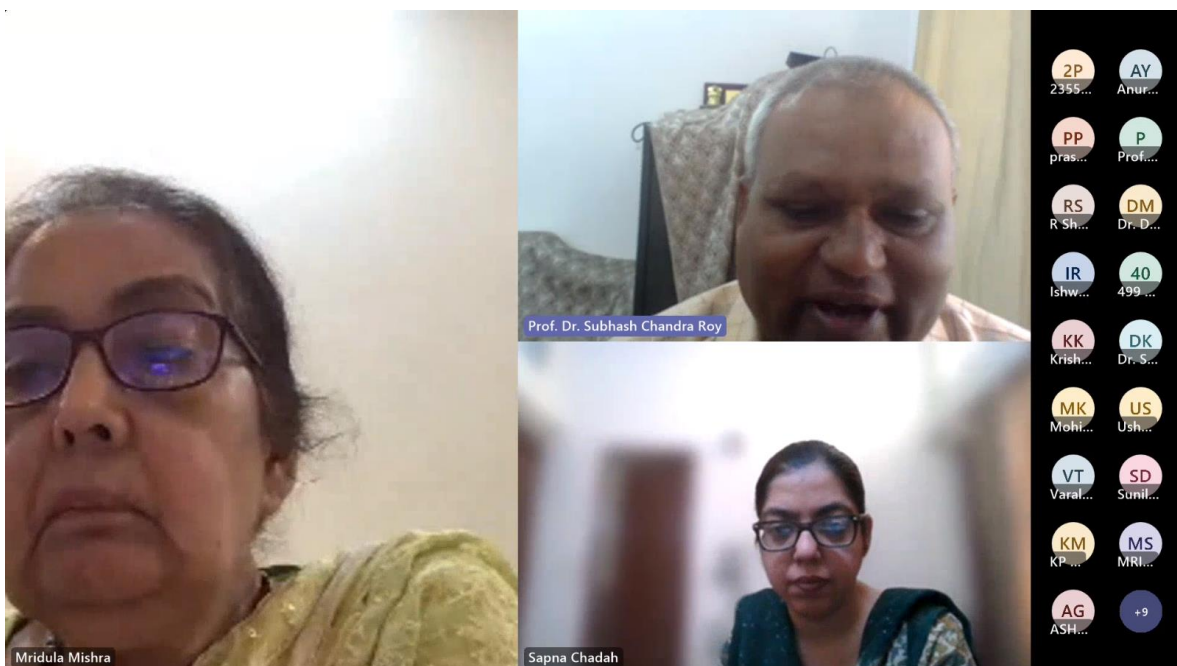
In a globalized economy, trademarks play a vital role in differentiating products and services. They serve as symbols of quality and reputation, guiding consumer choices. However, the rise of counterfeit goods and brand imitation poses significant risks to consumers, making trademark protection crucial. The primary aim of this initiative was to educate stakeholders—including consumers, businesses, and legal professionals—about the importance of trademark protection and its impact on consumer rights and safety.

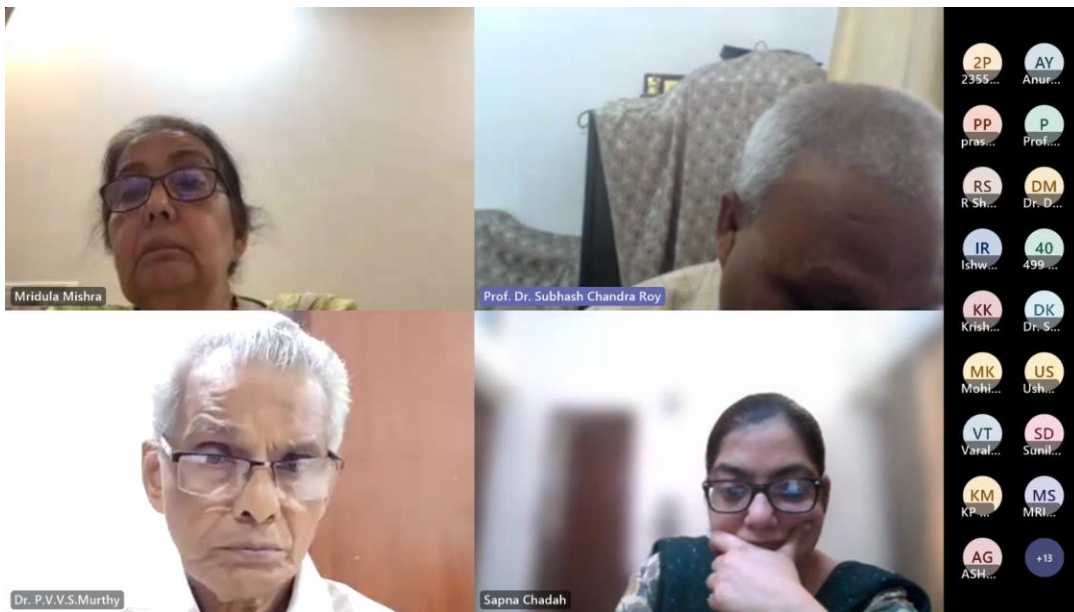
The resource persons used presentations for the illustrative and insightful demonstration of the knowledge among the attendees. The workshop focused on certain sub-themes such as

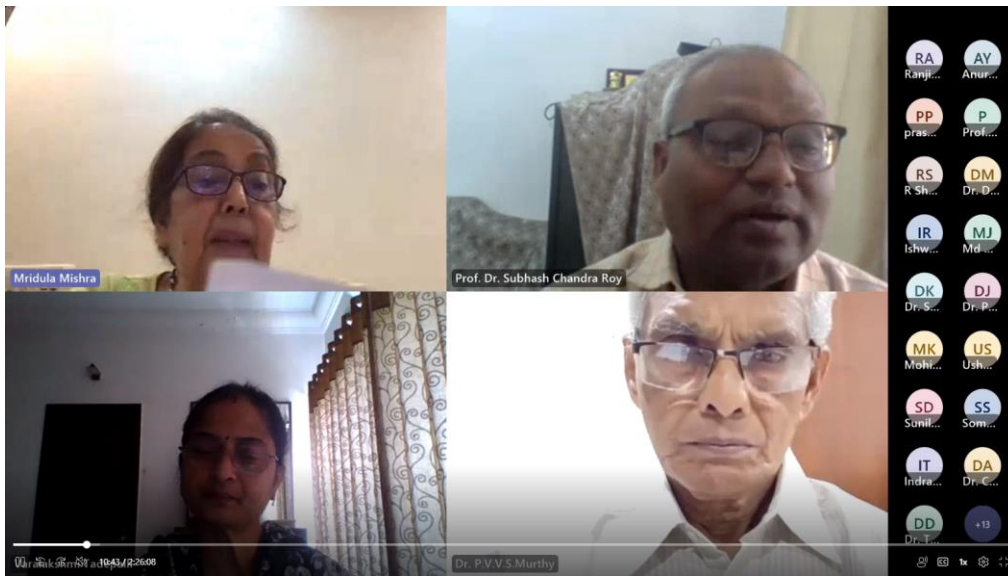
TM and E-commerce, Domain names, intersection of TM law and consumer rights and challenges and loopholes in the regulatory mechanism while controlling E-commerce. Towards the need of the workshop, the panel laid down the proposed best practices that can be introduced to balance the interest between the TM holder's right and the consumers.

The protection of trademarks is essential not only for businesses but also for safeguarding consumer interests. By fostering awareness and understanding of trademark issues, we can contribute to a more transparent and safe marketplace. This initiative aims to empower consumers and encourage responsible business practices through effective trademark protection. The seminar successfully highlighted the critical role trademarks play in protecting consumer interests and fostering a healthy marketplace. Participants left with valuable insights into the legal landscape of trademarks and actionable strategies for both consumers and businesses.

SNAPSHOTS







Importance of Brand

- Brand is what resonates with customers, signaling the proposition, quality, price and trust associated with a given product/ service.
- main vehicle for distinguishing from others and achieving a competitive advantage.
- plays a key role in shaping the consumer choice.
- brand promise of a valued, relevant, differentiated, trustworthy experience that is delivered consistently
- source of sustainable value for any business.
- perceived quality and its association with the brand name can affect the customer's satisfaction and influence their decision to purchase a product or service.
- Over time, people develop a sense of loyalty to some brands.

Individuals who are familiar with a specific brand will tend to come back and buy more products. Majority of consumers will likely come back to buy from a brand that has remained loyal over time. Even when there is an increase in price, they will be more likely to come back and buy that same product instead of choosing a competitor's one.

The screenshot also shows the Zoom interface with participants: Prof. Dr. Subhash..., Varalakshmi Tade..., and Sapna Chadah.

