

CHANAKYA NATIONAL LAW UNIVERSITY, PATNA

DPIIT-IPR Chair & CIRF-in-IPHD

is organising

National Consumer Awareness Workshop

On

MITIGATING DECEPTION IN TRADEMARKS PRACTICES

6th DECEMBER 2025 (Saturday) at 1:30 PM – 5:00 PM

Platform: Microsoft Teams

FREE REGISTRATION!

OPEN FOR ALL!

Registration Link: <https://events.teams.microsoft.com/event/a27ba936-4f33-47e7-91d7-4cc0dae075ba@60c982bd-2bea-4257-83ea-27b3c7bd3bd7>

CONCEPT NOTE

Trademarks are distinctive symbols, names, words, sounds, shapes, or phrases used to identify and distinguish the goods or services of one seller from those of others in the marketplace. The primary purpose of trademarks is to indicate the origin and prevent consumer confusion and deception by enabling consumers to recognize and trust specific brands or products.

Consumer awareness of trademarks is crucial because trademarks help consumers identify brands, distinguish products, and make informed decisions based on trust and consistent quality. They also protect consumers from counterfeit or confusingly similar products and foster brand loyalty, ensuring that the products they purchase are authentic and meet their expectations. Trademarks allow consumers to instantly recognize and differentiate between products and services from different companies. This helps consumers find their preferred brands quickly in crowded markets. Yet many consumers remain unaware of how trademarks protect their rights and ensure fair trade practices. For example, Colgate – Colgate; Bisleri – Bisleri; JimJam – JamJam, etc. At first glance, it looks the same, but if we look closely, it is duplicate and damaging to consumers with respect to pocket and health.

This is a fundamental understanding not only to laymen like us, but also it is high time to get aware of the consumers as a whole, which we often ignore.

In today's consumerism, trademark awareness plays a crucial role in instantaneous decision-making. Consumers often make split-second judgments based on their recognition and perception of trademarks, especially in crowded marketplaces with numerous competing products and services. A familiar trademark can signal reliability and familiarity, prompting consumers to choose a trusted brand over unfamiliar alternatives.

Sub-theme:

- Why is consumer awareness on Trademarks necessary?
- Trademarks and its Types;
- Registered & Unregistered Trademarks and deceptively similar trademarks;
- Ensure distinctiveness and avoid deception;
- Preventing dishonest use of Trademarks;
- Pre-sale and post-sale confusion on trademarks;
- Initial Interest and reverse confusion;
- Deceptively similar trademarks and unfair trade practices;
- Misleading advertisements;
- Remedies available to consumers;
- Online Sale and Trademark Deception;
- Analyses the differences among Trademarks, Geographical Indications (GIs),
- Junk Food, Adulteration and Health;
- Spurious Drugs, Cosmetics and Beauty Products;
- Consumer Justice

ORGANISING TEAM



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Guest of Honour



Dr. Suresh Misra, Professor
IIPA, New Delhi

Note: E-certificates shall be issued to those who register and attend the Workshop