



**Institution's Innovation Council**  
**Saurashtra University Rajkot**

# **Mark the Spot: Trademarks Talk: Masterclass on Trademarks and Geographical Indications**

**24<sup>th</sup> April 2025**

**Virtually on YouTube**  
**Saurashtra University Campus, Rajkot**

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## Saurashtra University – IIC

The university is dedicated to instruction, research, and extending knowledge to the public (public service). Ministry of Education (MoE), Govt. of India has established 'MoE's Innovation Cell (MIC)' to systematically foster the culture of Innovation among all Higher Education Institutions (HEIs). The primary mandate of MIC is to encourage, inspire and nurture young students by supporting them to work with new ideas and transform them into prototypes while they are informative years. Saurashtra University is one the Organization that have constituted the IIC to foster the vision of MoE and be a part for the promotion and development of innovation ecosystem.

## Event Schedule

Time	Topic
11:45AM	Welcome
12:00PM	Awareness session on Trademarks Talk: Masterclass on Trademarks and Geographical Indications by Dr. Rahul Taneja
1:15PM	Programme Feedback - Conclusion
1:30PM	Closing Ceremony

## Event Link

<https://www.youtube.com/live/e1LS GpUmlE>

## Brief about Event

Ministry of Education's Innovation Cell (MIC) was be celebrated World Intellectual Property Day of online expert masterclasses under Mark the Spot: Trademarks Talk: Masterclass on Trademarks and Geographical Indications scheduled 24<sup>th</sup> April 2025. From 11:30am to 1:30 pm

The Ministry of Education's Innovation Cell (MIC) organized an online expert masterclass titled "Mark the Spot: Trademarks Talk – Masterclass on Trademarks and Geographical Indications" on April 24, 2025, in celebration of World Intellectual Property Day. This initiative aimed to enhance awareness and understanding of intellectual property rights, particularly trademarks and geographical indications, among students, educators, and innovators across India.

**Objective of the Masterclass Awareness and Education:** To educate participants about the significance of trademarks and geographical indications in protecting intellectual property. **Promoting Innovation:** To encourage students and educators to recognize the value of intellectual property in fostering innovation. **Capacity Building:** To build capacity among participants to identify, protect, and leverage intellectual property assets effectively.

The masterclass was conducted online, allowing for widespread participation from various regions. While specific attendance figures are not available, the event's online nature facilitated access for a diverse audience, including students, educators, and innovators from across India.

Dr. Rahul Taneja sir explain this initiative aligns with India's broader efforts to strengthen its intellectual property ecosystem. According to the World Intellectual Property Organization (WIPO) 2024 report, India has secured a position among the top 10 countries for patents, trademarks, and industrial designs, reflecting the nation's commitment to fostering innovation and protecting intellectual property.

The MIC's focus on intellectual property education is also evident in its other initiatives, such as the KAPILA (Kalam Program for IP Literacy and Awareness), which aims to promote IP literacy among students and faculty in higher education institutions.

Building on the success of this masterclass, the MIC plans to organize similar events and workshops to further promote intellectual property awareness and foster a culture of innovation across the country. These initiatives are expected to play a crucial role in empowering the next generation of innovators and entrepreneurs in India.

## Key Points

During the session, below mentioned points were discussed:

- How trademarks build consumer trust and market identity.
- Role of GIs in preserving heritage and boosting local economies.
- Step-by-step guide to filing and securing trademarks.
- How trademarks and GIs enhance startup visibility and competitiveness.

## Outcome

While specific outcomes of the “Mark the Spot” masterclass are not detailed in available reports, the event likely contributed significantly to enhancing IP awareness, empowering innovators, and strengthening India's intellectual property ecosystem. Such initiatives are crucial for fostering a culture of innovation and ensuring that intellectual property rights are understood and respected across the country.

# About the Speaker/Chief Guest



**Dr. Rahul Taneja**

Scientist Patent information centre,  
Department of science and technology

**Inauguration of IP UTSAV**  
IP and music: Feel the beat of IP (21<sup>st</sup> April – 26<sup>th</sup> April 2025)

**Celebration of World Creativity and Innovation Day & Intellectual Property UTSAV**

**21<sup>st</sup> April 2025**  
Monday, 11:30 AM

**Prof. T. G. Sitharam**  
Chairman, AICTE  
Ministry of Education, Govt. of India

**Dr. Abhay Jere**  
Vice Chairman AICTE &  
Chief Innovation Officer (CIO)  
Ministry of Education, Govt. of India

**Dr. Sacha Vincent**  
Head of Section, Economics and Statistics  
Division, and co-editor of The Global  
Innovation Index (GII) at the WIPO

**Prof. (Dr.) Unnat Pandit**  
Controller General of Patents, Designs & Trademarks  
Registrar of Copyright and Geographical Indication,  
DPIIT, MoCI, Government of India

**Join us**

**LIVE STREAMING** /MoEInnovationCell

**Mark the Spot: Trademarks Talk**

**24<sup>th</sup> April 2025**  
Thursday, 11:30 AM – 1:00 PM

**Dr. Rahul Taneja**  
Scientist, Patent Information Centre,  
Department of Science and Technology

**Join us**

6:00 AM	Ajanta, Citizen, I-Phone, Samsung
6:30 AM	Colgate, Close-up
7:30 AM	Nescafe, Taj Mahal, Red Label, Taaza
8:00 AM	Dettol, Lifebuoy, Lux, Cinthol
8:30 AM	Kissan Fruit Jam, Maggi Tomato Ketchup, Kellogs
9:00 AM	Maruti Suzuki, Hero Honda, TVS, Toyota
9:30 AM	IBM, Lenevo, HCL, HP
10:30 AM	Yahoo, rediff, gmail, hotmail
11:30 AM	Canon fax, Intercom
1:30 PM	Mc Donald's, Dominos, Pizza Hut, Sagar Ratna
6:00 PM	PVR, Big Cinema, V Mart, Easy Day
8:00 PM	Sony, Star Plus, Discovery, CNN
10:00 PM	Good Night, All-Out, JET





