

“  
IF YOU  
TORTURE  
THE DATA  
LONG  
ENOUGH, IT  
WILL  
CONFESS.”

- RONALD COASE



PRESENTS

# THE IP EXPO

CASH PRIZE  
WORTH  
**40,000 INR**  
+  
PERKS

SEPTEMBER 24-27, 2020

ONE STOP FOR ALL IPHOLICS

OUR PARTNERS



# ABOUT US

The IP Press is a team of IP-Holics, who started this blog to ensure access to the latest intellectual property (IP) issues for all the IP hopefuls. Our focus would be to address IP concerns of stakeholders, students, academicians, researchers, start-ups, etc. and guide them to attain and enforce their IP rights. We, not only hold expertise in law and IP, but our team of technically-skilled professionals, IP specialists and patent agents gives us a better understanding to deal with technical issues in IP. To focus on national and international issues, we are supported with international IP experts as well.

# ABOUT IP EXPO

With the change in the Indian education policy announced by the current government, we wish to gear up our initiatives to spread the IP awareness. It is unusual that a subject as relevant as IP in the modern world gets introduced to students either only when they are halfway through their law undergraduate course or when they experience an issue first hand in their field of work. It would be extremely fruitful if students were introduced to it at an earlier stage, for instance at high school level. Thankfully, the proposed change in the education policy opens doors to make this a reality. This proposed change is in line with the educational policies of many developed countries.

# EVENTS

## FOR SCHOOL STUDENTS

- **Junior Inventors**

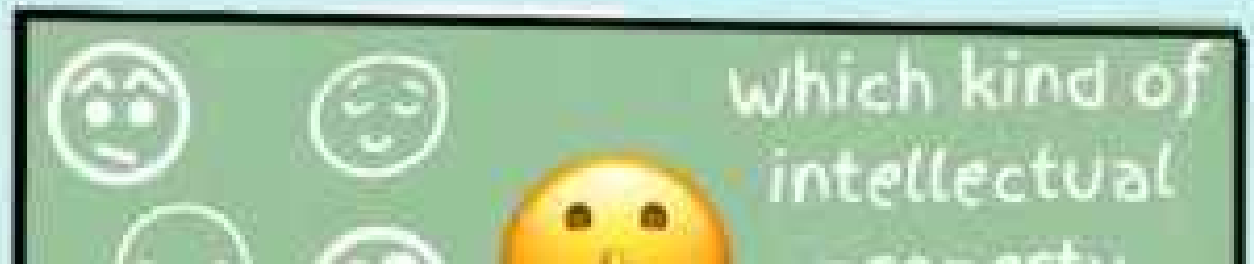
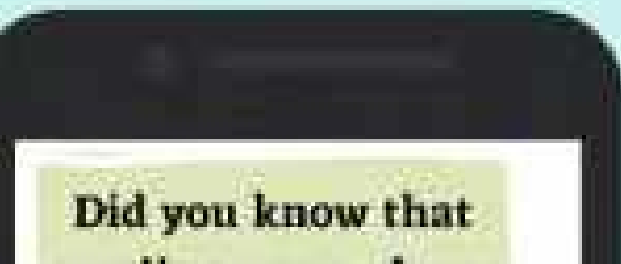
## FOR LAW AND SCIENCE STUDENTS

- **Trademark Opposition**
- **DnD-ing the Patent Novelty**
- **Real Time Dialogue Writing**
- **IP Workshop**

*from the pens of IPHolics*

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# EMOJIS AS INTELLECTUAL PROPERTY RIGHT



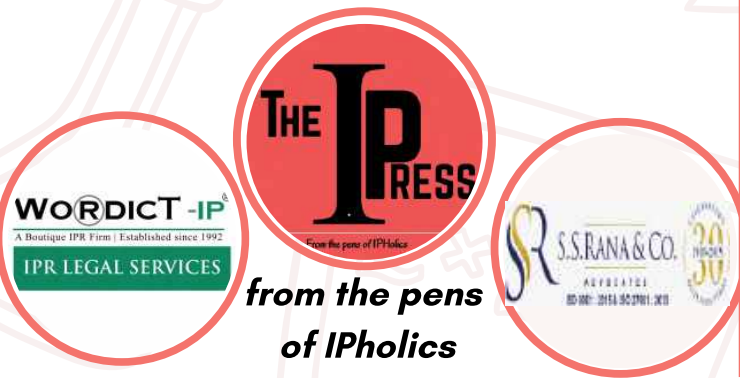
**THE IP EXPO**

# FOR SCHOOL STUDENTS

## EVENT 1:

# JUNIOR INVENTORS

A competition which introduces some fundamental basics of patent law. The participant will have to identify and explain if there is novelty (or not) between two things (pictures and a brief description will be given). In the elimination rounds, the participants with the highest aggregate scores will proceed further. In the final round, the participants will take 'sides' beforehand! By the end of this competition, participants will have some degree of competence in appreciating what exactly sets two 'inventions' apart from one another.



## PRIZES

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**Two Free Online Courses**

(offered by Katcheri.in)

+

Participation certificates to all

+

Winners will be featured on the website of **The IP Press**

&

**Additional Perks**

**THE IP EXPO**

## EVENT HEAD:



**Shuvam Bhattacharya**  
Student of IIT Kharagpur

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# FOR SCIENCE AND LAW STUDENTS

**EVENT 2:**

## TRADEMARK OPPOSITION

“Trademark Opposition is an event for the young IP aspirants involving simulation of a real life trademark opposition scenario. It will have preliminary rounds wherein the participants will have to prepare an Opposition Notice and the qualifying teams will prepare a counter statement. The final round shall be the battle of trademarks, wherein two teams will argue before a panel of 2 judges and claim their reward!”



## PRIZES

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Internship opportunities

for winners and  
deserving participants  
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+

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**EVENT HEAD:**



**Karan Upadhyaya**  
Student of ICFAL law school

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# FOR SCIENCE AND LAW STUDENTS

**EVENT 3:**

## REAL TIME IP DIALOGUE WRITING

The basic idea behind the Real-time dialogue writing is to encourage the IP aspirants to spontaneously write on the IP issues given in a conversation between an IP lawyer and a client. The participant will take the role of the IP lawyer to answer the queries of the client in a creative manner (blog writing) on the IP issues. For sample writings, participants can check our blogs published in a similar fashion on the copyright issues in a photograph.



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+

Winners will be featured  
and the best writeup will  
be published on the

**The IP Press**

&

**Additional Perks**

**THE IP EXPO**

**EVENT HEAD:**



**NEHA SINGH**  
LLM From the  
University of Birmingham

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# FOR SCIENCE AND LAW STUDENTS

**EVENT 4:**

## DnD-ing THE PATENT NOVELTY

The basic idea behind this competition is to give a clear idea as to what makes a patent novel. Participants will get a hands on experience to Destroy and Defend the novelty . The essence of finding novelty in a patent is one of the most important criterias to get your patent registered in any part of world. By understanding the novelty requirement you will be one step proficient enough to counter the examination objections raised by the Patent office.



**PRIZES**  
**CASH PRIZE WORTH**

**10,000 INR**

+

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Winners will be  
featured on the  
website of **The IP Press**

&

**Additional Perks**

**THE IP EXPO**

**EVENT HEAD:**



**AKANKSHA MISHRA**  
**ALUMNI OF IIT KHARAGPUR**

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# FOR SCIENCE AND LAW STUDENTS

**EVENT 5:**

## **IP WORKSHOP**

Intellectual Property (IP) is highly relevant in this era of globalization and it recognizes the growth of the Nation. Come join us for a workshop where we discuss;

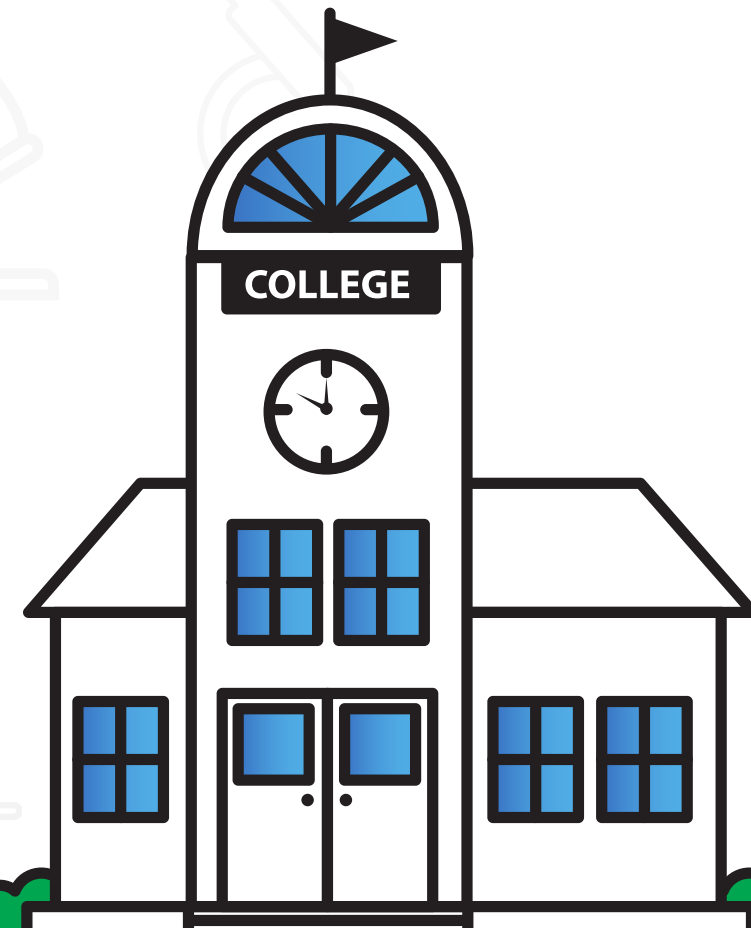
- The effect of COVID 19 on Intellectual property and its future.
- Career Planning in IP (India and Europe)
- Practical views on IP/Patent Practice; and
- Much more.....

## **WHO CAN APPLY**

**SCHOOL STUDENTS,  
LAW STUDENTS,  
SCIENCE STUDENTS,  
PRACTITIONERS,  
SCHOLARS,  
ACADEMICIANS.**

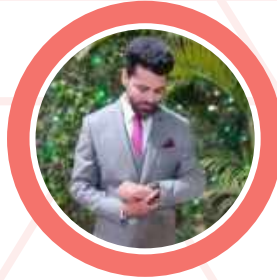
The IP Workshop will be held on 27th September followed by the result.

And of  
course  
**YOU!**



*from the pens  
of IPholics*

# WORDS FROM THE EDITORS OF THE IP PRESS



**GAURAV  
MISHRA**  
Managing editor

What you sow, you reap. We have heard this saying so very often. We are all inventors, innovators and entrepreneurs at heart. A spark is what we need to get the fire going. IP Expo intends to be that spark the spark that the mind needs and the world needs, now more than ever.



**NEHA SINGH**



**MARIA  
FISCHER**



**ELEFThERIA  
STEFANAKI**



**VIDUSHI  
BHARDWAJ**



# NOTE FROM THE FOUNDERS OF THE IP PRESS

Dear Reader,  
If you are reading this post, we are sure that you are somehow interested in the field of intellectual property rights. It is definite that you must have created a lot of intellectual properties in your lifetime by your innovative ideas, amazing creativity and expressions (in fact, like most of us have done, you might have also referred someone else's work in your own work without due citation). We know that you understand the importance of intellectual property. But to ensure that this understanding is developed right from your teenage, we wish to seek your support in conducting this event.

The IP Expo aims to reach out to all the school and college going students along with the practitioners to spread the necessary awareness of the IP rights. There are many highly intellectual people, who being unaware of their IPR or the potential of their work being qualified to be a valuable IPR, tend to lose the gold mines created out of their intellectual property. Help us in building an innovative and creative atmosphere in this world.



**CHARU SRIVASTAVA**



**KRISHNAM GOYAL**

## Team of IPHolics

**Mr. Ram Kumar**

**Mr. Srinivas.L**

**Shatrunjay Bose**

**Riddima Sharma**

**Madhur Bhatnagar**

**Pritika Bhasin**

**Tanya Choudhary**

**Tanya Sharma**

**Aastha Sharma**

**Teena Dutta**

**Sushmita Ray**

**Kunal Chandriani**

**Manya Jain**

**REGISTRATIONS OPEN!**

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40,000 INR**

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PERKS**



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**Free assistance in  
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to the winners.\***

*\*subject to their merit in general  
law internship test.*



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**2 free publications to the  
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**10% off on courses  
offered by Katog  
to all the participants**



**50% off on all online  
courses to all the  
participants  
registering before  
31st December 2020**



**50% off to winners in  
publication fee**

**40% off to runners  
up in publication fee**

**30% off to 2nd runners  
up in publication fee**

**10% off to all the  
participants in publication fee**

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PRESENTS

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+ INTERNSHIPS AND MANY MORE

SUPPORTING PARTNERS



KNOWLEDGE PARTNERS



MEDIA PARTNERS



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