

Virtual Session on:

“How the EU and Swiss businesses can leverage trademark protection and enforcement in India”

Co-organised by
Embassy of Switzerland in India
and
The European Business and Technology Center (EBTC)
in association with
Swiss-Indian Chamber of Commerce India (SICCI)

with knowledge partners
Anand and Anand, K&S Partners

8th October 2021, 4:00 pm - 5:30 pm IST/ 12:30 pm – 2:00 pm CEST

Tentative Agenda

Time (PM) IST	Topic	Speaker
3:50-4.00	Login to the Session (Zoom)	
4.00-4.05	Welcome Remarks	H.E. Dr. Ralf Heckner, Ambassador, Embassy of Switzerland in India
4.05-4.15	Opening Remarks	Ms. Hana Onderkova, Head IP, European Business and Technology Centre (EBTC) Mr. Shivprasad Laud, Executive Director, Swiss-Indian Chamber of Commerce India (SICCI)
4.15-4.25	Trademark registration and trademark enforcement in a nutshell	Representative from K&S Ms. Aishwarya Menon, Partner
4.25-4.35	Trademarks protection at Indian Customs	Representative from Anand and Anand Mr. Manish Biala, Partner
4.35-5.10	Panel Discussion: Protecting/enforcing trademarks in India	<ul style="list-style-type: none"> • Representatives from EU/Swiss Businesses (Nestlé, other) • Experts from Anand and Anand and K&S Partners <i>Moderated by Hana Onderkova, Head IP, EBTC</i>
5.10-5.25	Q&A and interaction with participants	<i>Moderated by EBTC, Hana Onderkova and Florin Müller, Counsellor and Head Economic, Trade and Finance</i>
5.25.-5.30	Vote of thanks and consolidation of thoughts	Dr. Ralf Heckner, Ambassador of Switzerland in India

Registration link: https://us06web.zoom.us/webinar/register/WN_zoDKA5QOSH61th2RY4GEtw

Reference and Briefing document for the session

Background: The rise in globalisation of Indian economy and commercial success of foreign brands have

led to an increase in infringement of trademark-protected products and services. Due to growing number of the European and Swiss businesses which either plan to enter or already operate in the Indian market, it is essential to increase awareness about trademark protection in general as well as legal framework in India which foreign businesses can avail to enforce their IP rights.

Context:

As counterfeiting, infringement and piracy cases are on the rise, the EU and Swiss businesses must be aware how to protect their brand, products and services and which legal tools they can avail to fight off IPR violations. Although the Indian IPR ecosystem has been harmonised with the international standards, the EU and Swiss business might have reservation about adequacy of enforcement and slow registration of the trademarks.

Thus, the webinar aims to explore whether it is necessary for a European/ Swiss business to register a trademark in India? What are the legal measures against trademark infringement or counterfeiting? How does Indian Customs Authority help the trademark holders in enforcing their IP? These and many other questions will be discussed by legal experts and industry representative, to provide concrete guidance on trademark protection and enforcement in India.

Objectives:

The digital session aims to:

- Increase awareness about trademark protection and enforcement in India
- Discuss the role of the Customs Authority in fighting off infringement.
- Present a case study of an EU/Swiss business in regard to their experience with trademark protection and enforcement in India

Target Audience:

EU/ Swiss businesses present in India
EU/ Swiss businesses planning to enter Indian market
IPR/Economic counsellors from the EU Member States
EU/Swiss businesses with existing trademark filings in India
Members of SICCI