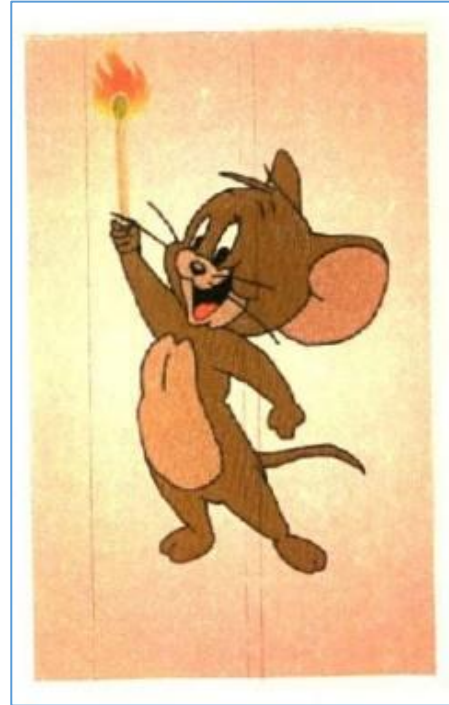


# **STARTUP SUMMIT**

**LEGAL AND TAX: DEMYSTIFIED**

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# Smart OR Not



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# Smart OR Not



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# A brief definition of IP

*What is  
Intellectual Property?*

INTELLECTUAL PROPERTY INCLUDES  
THE **WORDS** WE READ, THE **IMAGES**  
WE SEE, THE **VIDEOS** WE WATCH,  
AND THE **MUSIC** WE LISTEN TO.  
MOST OF IT IS MADE AVAILABLE  
TO US FOR FREE.

BUT FREE DOESN'T MAKE IT OURS.

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# Coco-Cola



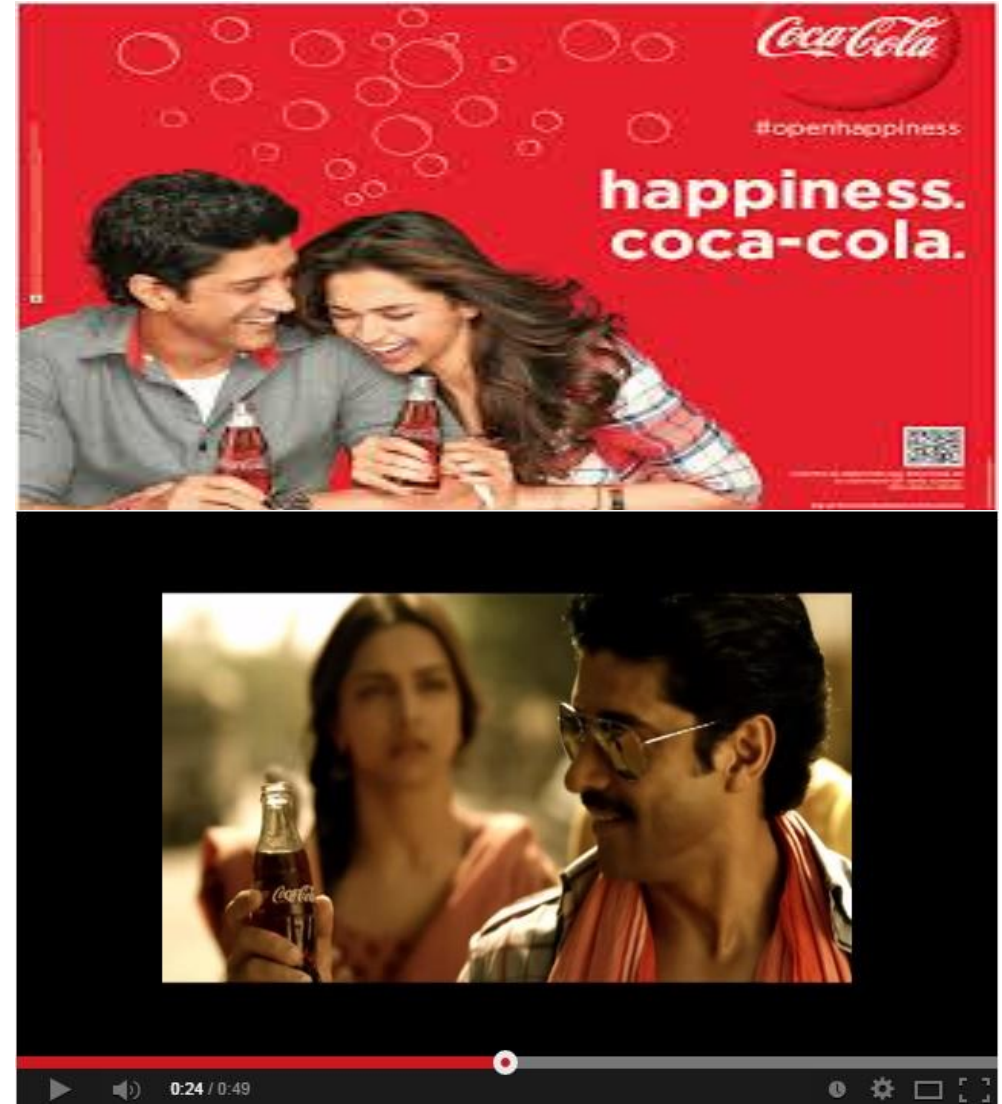
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# Trademark - Identifiers

- Word – COCA COLA
- Label – 
- Slogan – SHARE HAPPINESS, #COKEZERO
- Packaging – Bottle

# Copyright – Protecting The Arts

- Artistic Work –
- Cinematographic Work, Literary, Dramatic, and musical



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# Patents - Inventions

- Products and Processes



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# Designs – The Look of Things



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# Trade Secrets

- Merchandize 7x
- Guaranty Bank NY 1925
- World of Coca Cola
- Contracts



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- Geographical Indicators  
Assam Tea & Champagne
- Semi Conductor and Integrated Circuits Layout Design





# Why is IP relevant to SME?

[Home](#) » [Next Big What](#) » Exclusive : Bluegape Shuts Down Due To Copyright Issues

## Exclusive : Bluegape Shuts Down Due To Copyright Issues

Posted in [Next Big What](#) By [admin](#) On December 2, 2014

» Grab 40% Discounts On UnPluggd Tickets (Only Till November 24th). Use the code NEXTBIGWHATTWO ([link](#))

Online merchandise store [Bluegape](#) has shut down its merchandise business due to copyright issues.

Started by students in 2012, [Bluegape](#) raised angel funding in 2012 and raised INR 1.5 crores in January, 2014.



Bluegape : Sad But True

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# Up but to keep you running

## **Trademark Infringement**

Startup – 4 years – Funding (1.5 Cr) – two weeks – Legal Notice

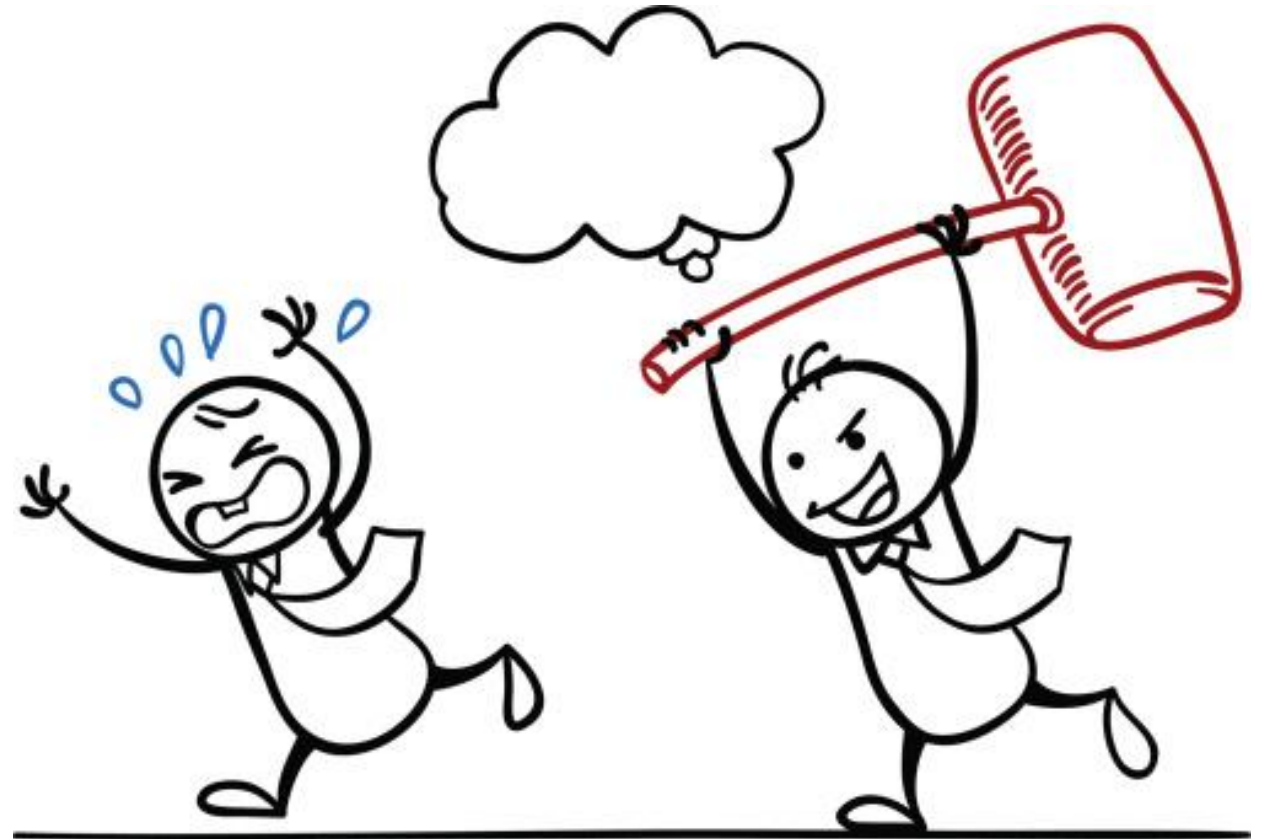
## **Patent Infringement**

Mobile apps – UK and US Patent – Indemnity – Legal Notice

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# Why you can't escape IP

- Internet is a level playing field
- Indian Courts on IP
- I'm in India, you can't sue me!

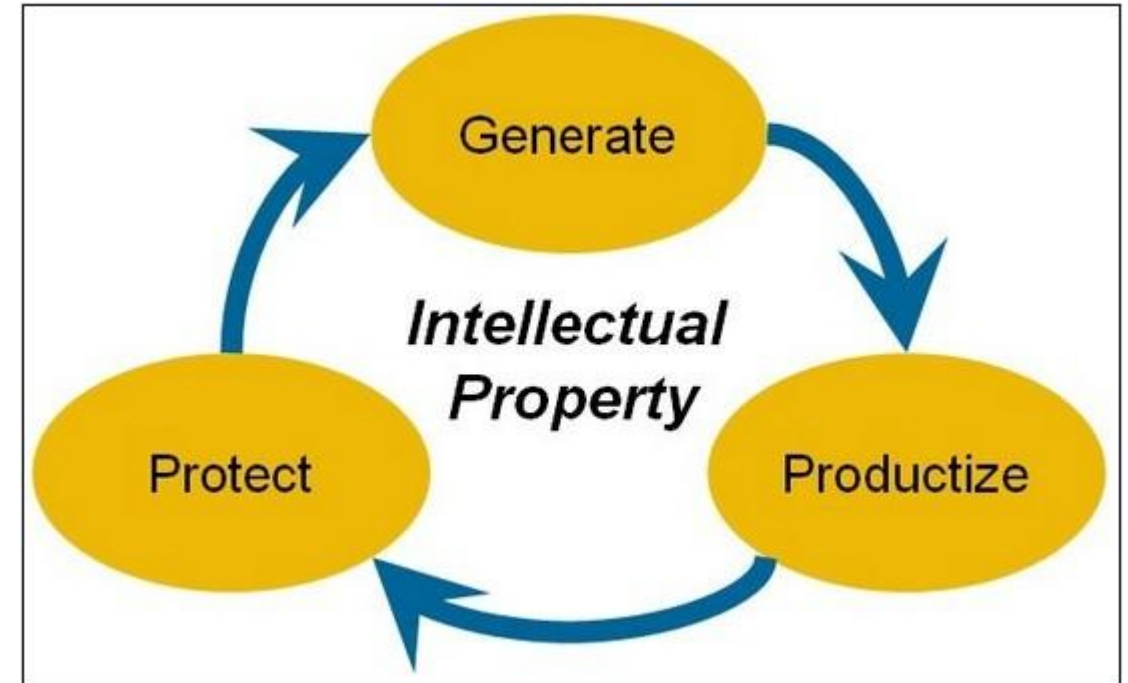


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# Intellectual Property Audit

- Two fold purpose
- Protection – Exclusivity, Monopoly
- Infringement – Not stepping on someone else's toes



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# Do It Yourself Kits

- Trademark Clearance Searches – [www.ipindia.nic.in](http://www.ipindia.nic.in), [www.trademarkia.com](http://www.trademarkia.com), TM View on [oami.europa.eu](http://oami.europa.eu)
- Copyright – Online filing – [copyright.gov.in](http://copyright.gov.in)
- General information – [www.ipindia.nic.in](http://www.ipindia.nic.in)

# Contracts - Agreements

- Relationships
  - Between you and other owners
  - Between you and the people working for you
  - Between you and your investors

One Size may not fit all



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# Questions

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