

## **Press Release**

### **Guest Lecture on “Commercial Aspects of Registered Design”**

**Guest Speaker : Mr. Abhijit Gidde, Partner Stratjuris**

**Date : November 15<sup>th</sup>, 2022**

Symbiosis Law School, Pune (SLS Pune) which is one of the foremost law schools in India and has recently been ranked as the 3rd best law school in India under the NIRF rankings is spearheading the mission to reconstruct the existing education system. As part of the progressive curriculum of Symbiosis Law School, Pune several guest lectures are organized in various domains out of which one heavily explored field these days is Intellectual Property. Under the aegis of the same, a guest lecture was organized at Symbiosis Law School, Pune on 15th November 2022 on the topic “Commercial Aspects of Registered Design” in which the guest speaker was Mr. Abhijit Gidde, Partner Stratjuris.

The guest speaker has immense knowledge in the field of IP and he shared his valuable insights on the commercial aspects and registration of Industrial Designs. An industrial design may consist of three-dimensional features, such as the shape of an article, or two-dimensional features, such as patterns, lines or color. Its intersection with the commercialisation of products is important as it adds attractive features to the product and promotes the market value of the same. The guest speaker shared the procedural requirements for the protection of Industrial Designs as it is mandatory to ensure that the new or original designs so created to be applied to particular articles are protected and not their technical features. Once a design is registered, it gives the legal right to bring an action against those persons who infringe the design right, in the Court. However, he also mentioned if the design is not registered under the Designs Act, 2000 there will be no legal right to take any action against the infringer under the provisions of the Designs Act, 2000. A design must have a commercial use for it to be protected under intellectual property laws. This means that the creator must have conceived the application of the design while creating the design.

