

# Intellectual Property Rights & Launch of Design Register

Link to recording: <https://youtu.be/qZ2UanTfBJg>

**17th April 2020:** This webinar on protecting intellectual property rights and protecting one's own designs was marked by an interesting panel discussion by several stalwarts of the industry and the much awaited launch of Design Register - Design Register Service Platform that has been conceptualised by EPCH for protecting designs of its member exporters.

**Moderated by Mr. Rajesh Rawat, Joint Director, EPCH,** this webinar was attended by more than 300 members from across India. The expert faculty was **Mr. Ankit Sahni, from M/s Ajay Sahni & Associates,** a legal expert and practicing lawyer on the subject. He made an elaborate presentation on trademarks, copyrights, patents, best practices, design registrations and explained about legal procedures as well as the relevance of design protection in handicrafts sector. He further said that IPR plays an important role in creating goodwill of the product produced by the company, creates demand of the products and ensures quality amongst the importing nations/overseas buyers.

Expert panelists from the handicrafts sector included Mr. Dileep Baid of Dileep Trading Corporation, Jaipur and COA Member, EPCH; Ms. Ruma Malik, a well-known buying representative, Proprietor of Something Else and founder member of Buying Agents Association, India; Mr. Rajan Agarwal from Rajan Overseas Inc., Moradabad; Ms. Nupur Batra from Accessories by Nupur, Noida; and Mr. Rahul Bhardwaj of R.R. Overseas, Moradabad. This webinar was graced by Mr. Ravi K Passi, Chairman, EPCH; Mr. Rakesh Kumar, Director General, EPCH; and Mr. R K Verma, Executive Director, EPCH.

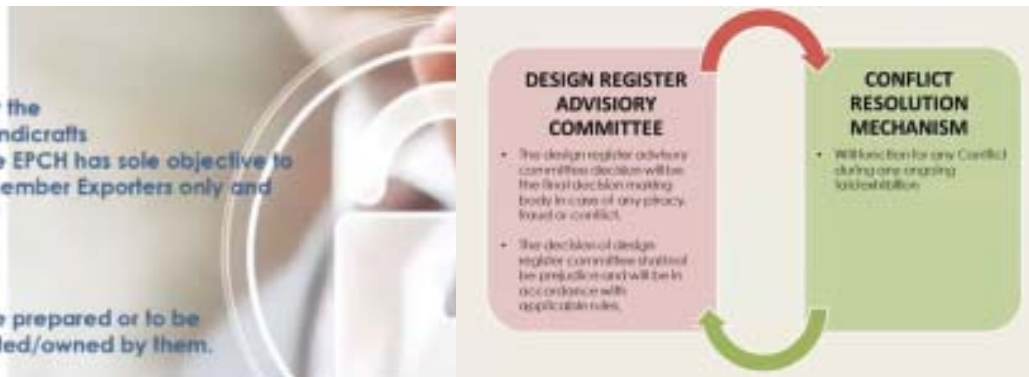
The poster is titled "HOW TO PROTECT YOUR DESIGN?" in large white letters on a teal background. Below the title, it says "Webinar organised by EPCH" in yellow. The main topic is "INTELLECTUAL PROPERTY RIGHTS & LAUNCH OF DESIGN REGISTER" in white. It further states "An Online Design Register Conceptualised by EPCH" and "Date: 17.04.2020 (Friday) at 03:00 p.m" in yellow. The poster features six portraits of participants: Shri. Ravi K. Passi (Chairman, EPCH), Shri. Rakesh Kumar (Director General, EPCH), Shri. Dileep Baid (Dileep Trading Co. & Member COA, EPCH), Ms. Ruma Malik (Known Buying Representative, M/s. Something Else & Alumni Parson's School of Design), Shri. Ankit Sahni (Legal Expert on Intellectual Property Rights, M/s Ajay Sahni & Associates), and a section for "Panelists" including Mr. Rajan Agarwal (Rajan Overseas), Ms. Nupur Batra (Accessories by Nupur), and Mr. Rahul Bhardwaj (R. R. Overseas). A central image shows a screenshot of the Design Register website interface with "TERMS & CONDITIONS" text.

Addressing the participants, **Mr. Rakesh Kumar, Director General, EPCH,** informed the need and relevance of incorporating best practice features in this unique first in its class Design Register Service Platform. Briefing the participants and the dignitaries present in the webinar Mr. further elaborated the objective of launching the copyright protection platform and

## DESIGN REGISTER

An online register Maintained by the Export Promotion Council For Handicrafts through its own means where the EPCH has sole objective to create awareness amongst its member Exporters only and to facilitate them to register their

design/products/material/article prepared or to be prepared/created or to be created/owned by them.



This will be maintained by EPCH with the objective to create awareness amongst its member exporters and facilitate them to register their design/product/material/article, created by them, under the Design Register at EPCH, that would work as a code of conduct of the handicrafts exporters, for the handicrafts exporters and by the handicrafts exporters. Visit at: <https://designregister.epch.in/>

said, every now and then EPCH used to receive complaints from its members regarding copying of product designs by other exporters. To sort out this issue faced by a large number of exporters, EPCH conceptualised creating of design register. This will be maintained by EPCH with the objective to create awareness amongst its member exporters and facilitate them to register their design/product/material/article, created by them, under the Design Register at EPCH, that would work as a code of conduct of the handicrafts exporters, for the handicrafts exporters and by the handicrafts exporters.

**Mr. Ravi K Passi, Chairman, EPCH**, said that, "this long awaited design registration platform that EPCH and its hard working team had been working on, has been beautifully achieved. This will prove to be an important tool for the exporters to protect their designs from getting copying by others and protect the rights of the creator of the design or product."

**Mr. Dileep Baid of M/s Dileep Trading Corporation, Jaipur and COA Member, EPCH** appreciated the dynamic model of the platform that features the exporters' as well as buyers' perspectives. **Ms. Ruma Malik from Something Else**, said that this initiative will also save the design creator from spending a lot of money and time in patenting/registering their products with the appropriate authorities. **Ms. Nupur Batra from Accessories by Nupur, Noida**, congratulated EPCH on the Design Register and shared her perspective on how laborious and cost involving creating a design and patenting it is, all the while aware that some may do well and some may not in that particular season but may later connect with a trend for some

market and can be used. She shared of the anguish and emotional pain when a buyer would challenge the originality of some designs. "At that point, one would wish for a place where one could show the buyer or whoever concerned, that the design is very much from one's own studio," she explained and added, this is where an intervention such as the EPCH Design Register can help. Applauding team EPCH under the leadership of Mr. Rakesh Kumar, she said, "this is a platform where exclusivity of creativity and design can go the next level as this is a space that secures your business model."

Seven member exporters from all across the country simultaneously registered their designs on the design register platform and tested the efficacy. The exporters were veteran exporter from lacecraft cluster Narsapur - Mr. K.N. Tulasi Rao from Ramakrishna Paramhansa & Co., Andhra Pradesh who is also a COA Member, EPCH; Regional Convenor, NER, EPCH, Ms. Jesmina Zeliang from Heirloom Naga, Nagaland; Vice Chairman, EPCH, Mr. Naved Ur Rehman from Zed Sons, Moradabad; Mr. Anand Jalan from Shubham Trexim Pvt. Ltd Kolkata; Mr. Mayank Jain from Basant, Jodhpur; Mr. Rajat Asthana from Stonemen Crafts International, Agra; and President, Social Media Cell of EPCH, Mr. Rajesh Kumar Jain from Exmart International, New Delhi. After registering his designs online, Mr. Jain said that a dream envisioned by Mr. Rakesh Kumar, Director General, EPCH has come true today with the launch of Design Register during COVID-19. All the panelists appreciated this very well thought of approach and looked forward to registering their designs on Design Registers on a long-term basis. ■