Conference on sensory trademarks

News & Updates • March 28, 2018

Safir Anand and Twinky Rampal conducted a workshop on “Sensory Trademarks” involving several clients on 27th March at our Noida Office. The workshop was attended by over 40 corporates and was a study of how visuals/sight, sound, smell, taste are becoming pillars of Intellectual Property Evolution. The workshop also highlighted the difficulties and methods of protecting these marks and how they can be enforced, how strategic they were to the brand identity and lot more... [gallery type="slideshow" size="medium" ids="3309,3308,3307,3306,3305,3304,3303"]

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