Pharma Dossier

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Packaging, labelling and marketing of pharmaceuticals has evolved rapidly in India, with concerns about 'deceptive similarity' at the helm. Our Pharma Dossier (Vol. 1) discusses trade mark jurisprudence in light of the primary factor – the consumer. Whereas differentiation on the basis of a name may have become more constrictive, creative use of unconventional marks and branding exercises by pharmaceutical companies has aided the creation of unique identities. Useful, with the rate e-pharmacies are disrupting traditional distribution models. To read more, contact us at email@anandandanand.com

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