

Entrepreneurship and IP Strategy
Professor Gouri Gargate
Rajiv Gandhi School of Intellectual Property Law
Indian Institute of Technology, Kharagpur
Lecture 12: Trademark-Types

(Refer Slide Time: 0:14)



A very warm welcome in the second module of the week 3 of the course Entrepreneurship and IP strategy, titled Trademark Types. In the earlier module, we have tried to answer 3 questions, what is trademark? Whether I need trademark as an entrepreneur? And third question was what advantages I will get if I will have registered trademark. We have given you some assignment also. Are you able to complete that assignment? If not, please try to complete it.

So, the assignment was if you are not remembering I will just give you the reminder that the assignment was related to try to understand differentiation between the trademark and a brand. Now, in this module we will try to get a brief idea about different types of trademarks. By knowing this types, you can decide on which type of trademark will be suitable for your venture. So, you just keep in mind whatever your venture you are trying and check this type, so, that you can relate, this trademark type may be good for my venture.

So, in that way if you go through this module, this will be very useful for you to choose a correct trademark for your venture. So, here we go. Now, the types of trademark as discussed in earlier module, were, if you remember device, heading, label, ticket, name, signature, word, letter,

numerical or numeral, shape of goods, packaging, or combination of colors, or any combination thereof. So, we have gone through that particular, this is the list and you can consider anything out of this to choose your trademark. So, we will touch base upon it this types little bit and then we will move little deeper.

(Refer Slide Time: 2:24)



So, first we have seen like a word mark. You can see that Ford, or Times of India, or Apple. So, this is nothing but a word mark, it means a name written as a text or a word or a group of letters. Now, it is most common form of word mark, it is a very common, or like that is a word mark. Also you can see a slogans or taglines that will come under a category of a trade, this word mark only. So, examples of slogan for example, McDonald, do you remember? What is the slogan for that? I am loving it. That is a, that slogan McDonald have. Or Nike, What is it? Just do it. So, this is like a slogan or some punch line which is associated with this trademark.

(Refer Slide Time: 3:17)



Next, that is a device mark. Now, best example I remember here is like a spirit of ecstasy or which is also called as a silver lady or flying lady. Do you remember where that which organization is associated with this? Correct it is a Rolls Royce. So, Rolls Royce and then if you remember that 3 pronged star, obviously it is a Mercedes Benz. So, by seeing this device like a that lady, flying lady, you can immediately remember that Rolls Royce. So, this is a device mark. Then you also know Amul girl and Pillsbury boy, these are also good example of a device.

(Refer Slide Time: 4:00)



Now name. Now name is like your surname can be a good trademark. Now here I will say that we have seen in earlier module, Mercedes Benz related video clip. If you remember you can remember the name as a Carl Benz. So, Benz's Mercedes Benz that Benz is a surname. And here are the few examples like Chitale Bandhu. It is a very popular sweet, what we can say organization, sweet related organization, a shop and it is in Maharashtra.

Then Tata it is very well known, then Hilton, again this is a very well well known that these are the surnames which are used as a trademark, that is a name as a trademark. And here I will give you one hint that if you use a surname as a trademark, there are almost I will say (negligible) negligible chances of any infringement or any issues, legal issues related to that trademark because you are considering your name as a trademark, that is a best trademark.

(Refer Slide Time: 5:07)



Now moving further, logo. Now, if you see the logos which are on the screen, you can immediately remember, oh, Tesla, Elon Musk, immediately that will come in your mind, it is something related to automobile. Porsche. So, this Porsche is nothing but if you remember it is like a, it is the coat of arms. Now, what is the description of that logo is like the coat of arms of the free people state of **Battenberg of former Weimar**, Germany. So, that is a, nothing but again associated with automobile.

(Refer Slide Time: 5:42)



Now, this is a logo, next is like a letter, single letter represents a trademark. Best example, GM, immediately you remember, oh, General Motors, or H, Honda or W and V, Volkswagen. So, these are the good examples of a letter as a trademark. So, please, please try, if your venture whether any word mark is okay, or device mark you think or letter you think as a trademark, just keep on thinking in that way. Moving further BMW, IBM, HDFC again these are the good example of a letter mark, very popular.

(Refer Slide Time: 6:19)



Now, number as a trademark, 007 immediately you remember James Bond that is a, it is a trademark, or 4711, something related to cologne, or 501 when it comes that is a number and you remember some soap. So, a number that is associated with some organization or some particular what we can say the product or it may be a service also. And that acts as a good trademark. That is a good example of a number.

(Refer Slide Time: 6:52)



Now shape as a trademark. You, if you see the particular that triangular packaging kind of thing, that triangular shape of a chocolate immediately you remember Toblerone, a chocolate. Or Coca Cola bottle that is having a very special shape and therefore shape as a trademark. So, just see how, how this trademark like a shape as a used as a trademark. So, this is example. Now, further if you see now this kind of that this whatever examples we have seen or this types we have seen, this is like a word, letter, then some shape that kind of a types of trademarks we have seen.

Now, I will give you now two examples of a trademark, the another classification, like a trademark for goods or trademark for a services. Now, here I will give you little hint about number or some classification system. We will go little deeper later in this module only and then much more, much more deeper when we will think about or learn about a trademark registration.

(Refer Slide Time: 8:03)



So, when we say goods classes, that is a goods and the services. So when we talk about a goods, there are goods that is a 1 to 34. Now, what is this 1 to 34? These are nothing but a number of classes. Now which this, which this classification I am talking about, I am talking about a Nice classification. Now Nice classification, it is a best classification. If you go into the details of that Nice classification, you will surprise that how detailed classification of trademarks is done in this Nice classification.

They have taken suppose one class 1 and in class 1 they are gone much deeper that you cannot think also that much deeper, they have given you the classification. So, if you want to see this classification, I will suggest you just Google, just in the search engine put word nice classification, you can visit the Nice classification, it is very good. Available on a WIPO. WIPO that is a World Intellectual Property Organization, on that site, this whole classification is available.

So, goods and then services are there. Now, we are talking about goods, you can see that any manufactured product some something product, which is coming as a product to a consumer or a customer that will be considered as a goods classes, it is will be considered under good classes and numbers are like 1 to 34. So, you can see Samsung, Apple and n number of what we can say products are there.

(Refer Slide Time: 9:33)



Now services, next is services, 35 to 45 nice classification, 35 to 45 is related to services. Now, which different kind of services are included in, in this particular category. So, computer hardware and software assembly and maintenance related service, restaurants and hotels, courier and transport, I am giving you example so that if you are, your venture is related to services, you can judge whether my, I am under goods category or I am under a service category.

So I am giving you the list. Beauty and healthcare, advertising, publishing, educational services, it may be academy, online services, anything, banking services, communication, financing, insurance, chit funds, real estate, transport, storage related facilities if you are providing, supply of electrical or other energy related services if you are providing, Reliance or Tata are providing this electricity.

So, if you are under that some, something like that category. Processing industry, if you are related to that kind of services, material treatment related services if you are providing, boarding, lodging, entertainment, amusement, construction, repair, conveying of news or information, advertising, I guess good enough examples. So, these all come under the services. So, you can see that Greyhound is a bus service, it is a very good best bus service available or Air India, airlines services are available.

So, this services, these are classified under Nice classification from 35 to 45. So, 1 to 34 is for goods, 35 to 45 is a Nice classification for services. And please remember this classification is

accepted worldwide. So, in every country this classification is followed. Ok. So, this is like a one category that is a goods and services. Now, further if you see what another classification of trademark comes, so, here we will see main 4 types of trademarks.

So, in first we have seen like a word, a letter that kind of thing. In second we have seen the goods and services. Now we are seeing a 4 kind of a types that is a fanciful or arbitrary marks, suggestive marks, descriptive marks and generic marks. We will go little deeper details about that thing. So, that this will give you hint that whether you will choose fanciful arbitrary mark, or suggestive mark, or descriptive, or generic, we will give you what exactly these 4 types are.

(Refer Slide Time: 12:16)



Now, what do you understand by fanciful or arbitrary mark, you can see Samsung or Xerox these are the good examples I just remember. So, these are the words, whether these words were in the dictionary, no these are the coined terms. So, something which is coined, Apple, Apple for computer, this is a coined term. So, a fanciful or arbitrary mark is unrelated to good or service being sold, or, or it may be a service, but it is completely unrelated.

Please remember, fanciful or arbitrary mark is a strongest trademark. And this mark may not make any sense maybe made up or it may be established word that is entirely unrelated to a goods or services. So, Xerox it is a coined term or Apple, Apple, we remember that as a fruit, but Apple as a computer is completely unrelated, it is completely different thing. So, these marks are

a words that are made up and have no meaning other than as a brand name, or that particular service which is associated with that, that particular represent with that particular coined term.

Xerox, you have seen that, XOR is there for petroleum. Now such marks generally receive a broadest scope of protection. It is a unique. Right? I remember another example Ola, so it is a completely coined term related to a taxi services. Then arbitrary, arbitrary marks like a here only if you see these marks include words that may have a common meaning but not in relation to goods or services.

And we have already seen the example of Apple or Samsung. That Apple is there which is completely unrelated and it is related to a something it is a fruit, but it is now for the computer. So, now I guess you can immediately remember or understood this type, something fanciful or something arbitrary and that is a strongest trademark. Unrelated Apple, unrelated. Something coined Xerox or Samsung. Ok. So, this is a fanciful or arbitrary.

(Refer Slide Time: 14:24)



Now next is suggestive. This is little bit, I will say that second category, fanciful and arbitrary is a best strong trademark. Now, suggestive it does not describe the good or service being sold, but suggest a characteristic or a quality of a product with the help of a consumer's imagination. So, in suggestive mark what the organization who, who is coining that particular term, what they will do, they will imagine means what will be the imagination of consumer that will be thought and accordingly that particular quality or some characteristic of product will be exhibited. Now thus

suggestive mark is inherently distinctive and it receives relatively strong trademark protection relative to a descriptive.

Means we have seen fanciful arbitrary, it is a best one. Next category is a suggestive that is also a better variety, what we can say better type of a trademark. Now suggestive marks are also considered as a strong mark and this suggest, but they do not describe. They will give you the quality or connection to the goods or service. Well known example you can see here like a Whirlpool, you can immediately remember, something this company is related to the maybe refrigerators are there.

So, you can just imagine, so what will be the possible products this organization can give. So, this mark suggest some attribute or a benefit of the goods or services. You can also, I can give you another example, Microsoft. So, it is like a software for a micro computers. So, good example of a, this what we can say a suggestive marks. Then the example which you are seeing is like a Airbus, so, Airbus for airplanes. So, here some quality some benefit of that product is exhibited by that particular term. So, this is a second type.

(Refer Slide Time: 16:24)



Now, third type that is a descriptive marks. It describes a product or service, and it grants a better protection similar to generic mark. It can refer to a broad class of things and thus it may not be helpful in distinguishing goods and services. Now, here generally means, what we will suggest

you that if you are coining the term or if you are thinking of a trademark, please think of fanciful or arbitrary that is a first type or second that is a suggestive.

Descriptive and generic, we will not suggest you, but still you should know these types, but you should as you should know, we will just give you the example, but remember first two are a strongest trademarks. So, here, if consumers view the mark as having a secondary meaning, then the descriptive mark may obtain a legal protection. So, here distinctiveness is a very important, you have to establish that distinctiveness.

Descriptive mark is descriptive or describing some quality of a product and how will you establish that mark, you have to make a efforts, and it should be distinctively placed, advertised in such a way that, that will make your product or your service distinct. So, that efforts you have to take, and that is like a descriptive. Now as a term suggest this marks, use words or designs to describe goods or services. Example is like a creamy for yogurt, or you can see that Quick Print that is a easily you can say it is something related to printing.

Or another example, it is like a, it is like a already given like a yogurt that is a creamy yogurt, creamy for that yogurt. So, it is like a descriptive and you can (imagine), or sparkling some sparkle or something like that for some cleaning solutions or detergents that that kind of a mark is there. So, this is descriptive in nature. So, here what you have to do that you have to make a advertisement or positioning of your product in such a way that distinctiveness should be acquired by that particular product, product or it may be a services you are providing. Another example, Homemakers is there for housekeeping services. So, I guess you can understand what that descriptive marks are.

(Refer Slide Time: 18:54)



Now the moving further next is a generic marks, we will not suggest this mark at all. So, generic mark receives no protection because it does not identify the source of goods or distinguish the goods from others. Generic terms can serve as a basis for a trademark, because generic words are the common everyday name of a goods or service and everyone has the right to use that term. And in that way that distinctiveness or a special what we can say positioning of your product or service may not be there if you use something like a generic.

For example, you cannot use a word Apple for apple juice, it is not allowed. So, that kind, that is not a right one, that will, that is like a competition law unfair competition will come into play and that competition law into the play. So, that is not allowed at all. So, here I can give you example of again Xerox, it is a example of trademark dilution also that you never said photocopy.

Actually this is a photocopy and Xerox is a machine it is a trademark, trademark is a Xerox, but it is so now what we can say, maybe accepted and everybody now uses Xerox for a photocopy instead of using a word photocopy. So, this is now become a generic mark. Or Crocini, probably you, it is a paracetamol but we are not aware that this is a paracetamol instead of saying any paracetamol you say Crocini and that is becoming a generic, like it is a generic mark.

So, it trademark dilution is another big topic. So, we will not go in details, but this generic mark is only one thing you remember here generic mark is not accepted, we are not suggesting you to

go for this kind of a mark. Ok. Now, we have seen now, up to the time we have seen this like a three types we have seen. Now, we are moving to our next type that is a, what are certification marks? What are collective marks? And what are textile marks? We will go in details of that. So, which three types we have seen?

We have just seen that according to definition that word, letter that kind of shape all these examples we have seen. Then we have seen, ok goods and services. Then third we have seen four types, right, that fanciful is there, suggestive is there, descriptive is there, generic is there. Ok Now, we will go a little deeper in a sense that what other types of a trademarks are there. Now, certification mark or collective mark or textile mark this is a, again a very different category of a trademarks.

(Refer Slide Time: 21:33)



So, what do you understand by certification marks? So, this certification mark as the name suggests, it is giving something certifying it is, it is certifying something, what exactly it certifies, so it is a form of a trademark. It is used to identify goods or service that meet a certain standard or a specifications. So, this standards or specification that may include what, it may include a quality, accuracy, place of origin, raw materials, mode of manufacture or performance of services, other specified property.

So, anything out of that will be certified. Now who will certify that particular thing? So, there are spatial bodies, government organizations are there or some organizations which have received

that authority from government and that authorized organizations are certifying that, okay this mark is like, that certification mark is given. I can give you the best example 916, when you see on a gold 916 you immediately say that, this quality of gold is good quality. So similarly ISI example, now you can see that ISI mark. So this ISI mark or Agmark.

So all these are the examples of a certification mark. So the owner of a certification mark exercises control over the use of a mark. Now, here whosoever is owner who will determine whether you are following that particular mark. So, on the screen you can see ISI, now this ISI you are well aware about this ISI standard. So, here who is authorizing that particular thing that particular organization is authorizing, government of India is authorizing that whether this particular product is following certain standards or not.

So, certification marks are used to define standards and they assure the consumer that product must certain, meets a certain prescribed standards. The presence of certification mark on product indicates that a product has a successfully gone through a standard test which is a specified by that particular organization which is giving or authority which is giving that particular certification. Now, for example, you have seen that ISI on electric goods etc.. Such a marking is indicating the safety and quality of a products.

(Refer Slide Time: 24:01)



So, moving for the next is a collective marks. Now, collective mark it is a meaning what exactly as a name suggests, something collective that is coming. Right? So it is like a association is

there. So, it is a trademark distinguishing the goods or services of a members of an association of a persons. Ok? Now here there is no partnership but it is a association, please remember. So it is a association of people and that association is giving some, what we can say product or a service. Now, a collective can be a corporation or it may be a association it may be anything, but it is a collective group of, group or it may be a organization. Now, the creation of that collective mark in fact must go hand in hand with the develop of a certain standards and criteria.

So, it is like that, that we are, in certification mark, we have, what we have seen that some organization is authorized. Government is giving that authorization after following certain rules, regulation and procedures. Here in collective mark what the thing is happening, it is a association, a group of people are coming together and they are it may be a group of organizations and that are giving you the services.

Now, this collective mark, they will have their own standards and they will have their own protocols and if by using that particular trademark, collective trademark if you are giving some services or if you are giving some product you have to follow that particular protocol or that set of standards or that quality, you have to maintain that particular thing. So, on the screen you can see here Amul, that what did Amul is like a, you immediately remember that Amul products, Gujarat and that milk related products immediately that comes in your, in your mind.

I have one query here like if you can take some time, timeout and if you find out, is there any long form for that Amul, or Amul is like a coined term like a fanciful, or there is any long form for that Amul, that is your assignment. Ok Now, here is another trademark also if you see on the CII is there. Now, this CII if you see, it is a association of a confrontation of a industrial that body is, it is a industrial body and organizations coming together and that that CII, and it is a membership given that, you are a CII member, this kind of association. So, these are the good examples of collective marks. So, you can (understand), you can appreciate now, what is the certification mark, what is a collective mark.

(Refer Slide Time: 26:41)



Now, next is a textile mark. Now, what that textile mark, it is a separate category you can see a handloom that is a good example of a textile mark. Now moving further, well known marks.

(Refer Slide Time: 26:51)



Now, this well known marks is like India recognizes this well known mark as a, like if you visit our IP India site, you can see a list of well known marks. There is a one separate document, it is hosted on a IP India website, when you go for a, I will show you in the coming module, how that site looks and where exactly you will get it at well known trademarks. So, what that well known trademark is? It is a trademark in relation to any good or service.

It may be any good or it may be service that mark has become, so, so known to a substantial sub segment of a public, and they are using that goods or services that the use of such mark in relation to other goods or services is likely to be taken as indicating in connection with that two marks. So, what the meaning is like this, that when a mark is easily recognized among a large percentage of a population, it achieves a trademark status. For example, if we say Harley Davidson, immediately most of the people are aware about that or Mercedes Benz most of the people, even auto, auto driver he proudly right? puts that 3 rings on his auto.

So, it is like a very well known mark. This well known mark it enjoys greater protection and once you achieve that well known mark recognition you get a greater protection. So, person will not able to register or use this mark in any of the classes. So, that is a what we can say privilege, once you go into that well known mark that privilege that particular organization or that trademark gets once you are establish in the market, how you are getting that recognition, when a larger, substantial segment of people are aware now about your brand, about your trademark. Ok.

That one. Now, moving further now. Now next is like a unconventional trademarks are there. Now these unconventional trademarks, now here you have to, this is something which is a very different sound or smell. Here this unconventional trademarks are those trademarks that get recognition for their inherently distinct feature. So sound or a smell, these are unconventional trademarks.

(Refer Slide Time: 29:21)



Now, phonetic marks are there, I could give you the example of a phonetic mark. Now, science which are perceived by hearing and which is distinguishable by their distinctive and exclusive song sound. You can imagine that that musical note is there. Now for example, when you start Nokia phone or when you start Samsung phone, some tune comes or Intel Inside that particular tune comes when you open that particular what we can say, when you start computer. So, that particular music note is nothing but a phonetic trademark, this, these are the registered trademarks. The important ingredient is a capability of that sound to create a immediate recall value of a product or a service.

Certain tunes are also there, ring tones are also there that are associated with a particular organization. So, these are the registered, example is like a Reliance have (thum), some theme song is there, Yahoo have their own phonetic mark is there, National Stock Exchange have their theme song, ICICI bank have their specific what we can say sound mark is there, then Britannia industries have that sound mark, Cisco is also having its sound mark. Ok Already I have given you example of Nokia and that Samsung also. So these are nothing but a non conventional and it is related to something sound. So this is a unconventional.

(Refer Slide Time: 30:55)



Now another example is like a olfactory marks. Now what did olfactory marks is like, olfactory is like a smell. So when the smell is distinctive and it cannot be mistaken for an associated with product, it can be registered as a smell mark. It is little bit difficult to do some smell mark

registration, we are not recognizing but USA there are olfactory, what we can say trademarks are registered. In India what we can say phonetic trademarks are very common in India.

Now, this olfactory memory is the most unused, what we can say mean to link a brand to consumers. The smell as a most what we can say potent type of a human memory and it can potentially identify a product that is a, what we can say rationale behind that particular olfactory marks. So, that is one kind of what we can say unconventional trademark. Now here what we will do, we will watch one video.

Now, in this video what we have done, we have given you the examples of a different kinds of a, that olfactory and phonetic trademarks. So you can just enjoy. You are well aware about that sound, these are very popular what we can say sounds or, sounds are there. Smell marks it is not possible to show in the video obviously. So you can see, you can enjoy this only you can see that which are this names of that olfactory trademarks. So watch this video, enjoy.

(Video shown 32:29 to 33:13)





Person 1: Brands, brands, brands, everything in the world is a brand.

Person 2: Everything.

Person 3: Well, we have to decide what our brand will be.

Person 1: Here we go, we are going to brand history.

Person 2: History, with what brand Marco?

Person 1: Follow me and you will see it is a place where they make t-shirts as customers wanted them.

(Refer Slide Time: 33:15)



Professor: Now, till this time, you are now well aware about the different types of, or what under, what different categories of trademarks are there or types are there. I repeat again, that word, letter, that category you have seen, then you have seen goods and services, this is actual that two different categories and whether you are under good category or service category, you have to decide.

Then we have seen that four categories like fanciful or arbitrary, then whether it is a suggestive, whether it is a descriptive, or whether it is that generic, so that four things, or four types we have seen. You have to choose out of this goods or service, first question you will ask. Then next question you will ask, out of this four which should be we have already suggested you, either you should choose fanciful arbitrary or it should be a, what we can say suggestive, best stronger trademarks.

You just follow that thing, then you choose whether you want word, letter, some punch line you decide on that particular thing. And then the thing come like a, we have given you the examples if you are association and if you are thinking of doing the business as a association, then that we have given you example, that is a collective mark. Certification mark is a different category if you think that you have authority to certify something, obviously, you can acquire this certification mark.

Or textile something which is related to a textile industry. I guess these are very well now, you can understand that different what we can say different types of these trademarks. Now, little bit, little more, we will go on a classification. Because I will suggest that when you are doing a trademark registration, you will require to specify under which class you want to do the registration.

Because what we are saying that when you are talking about a IP, we are saying that you do not require any agent or any help for copyright registration. Similarly, trademark registration it is simple and you can try on your own. So, if you know this classification little bit probably it will be easier for you to do the registration of trademarks. So, we are just giving little bit what we can say emphasis on this classification.

So, Nice classification is that it is a well recognized in the world. 1 to 45 are the classes 1 to 34 for goods, 35 to 45 for the services, that is now it is like in your mind clearly. Now, I have already told you that 45 classes you can visit WIPO and you can just go in detail and you can see, in class 1 what exactly is there, in class 2 what (services), what goods are covered in under this. So, that classification it is very easy, easy to understand.

Maybe in the next module we will see that classification in detail. So, this is one classification, I will not go more details of that. Next is a like Vienna classification. So, this Vienna classification have 29 categories, 145 divisions are there, there are 816 main sections are there and 918 auxiliary sections are there. So, you can see the hierarchy, 29 then 145 divisions then 816 main sections are there and then the 918 auxiliary sections are there, that is the Vienna classification.

We will show you Vienna classification also, that is also online available. So, these are the two, especially when you are doing a device related what we can say registration, you will require Vienna classification. Ok. Now with this next like a you are, we have covered almost everything related to types. Then we have given you the this, what we can see the classification also. Now, next you can just see that and the concluding we are we have to conclude this now.

And before conclude, concluding this module what I will suggest to you that now, you know, what is trademark, why I need, and how important it is. That already you know. Also by this time you are little bit clear about your venture. You are very clear about your venture now. You know

what is innovation, we have already seen in earlier modules, what is innovation, what is entrepreneurship, how IP is important in your venture that also you are completely aware.

So, I will suggest you here to briefly write about your venture, this is a second assignment today. First one assignment I have given you that is remember, it is like Amul, whether it is a, what is a long form for that Amul, just find out that thing. And second assignment do it very seriously, that you write down about your venture, some points. What exactly your product is, What your customer, who will be your possible customer.

So, your first step is like this, that you just find out that what is, what is your venture, first step. Second step, that is who is a customer, second step, write down. Third thing is like, various names and punch lines you just write down like a, it is like a naming your own what we can say venture. And here you just think of different names, different punch lines, and just start writing that.

I can think of this, I can think of this. Now why this is important, because probability is like, you may have now 15 names in your mind, you have to see the, when you do search report, you should get the clear search report, that particular name is not already registered. So, it is better to have a good number, good combination of what we can say words, which you think that will be very suitable for your venture. And also think of a punch line if you want to put that punch line.

And if you want to put it in a very specific way, think of that specific way, how exactly you want to put that particular thing. How to choose and how that procedure to be followed, we will see in the upcoming module. But you just start, just thinking on it. Three steps, follow that three steps. First step is like your venture. Second step who are the customers and third like think that the names which you feel that suitable for you.

(Refer Slide Time: 39:40)



Now I give you the example here. So for example, Genentech, how that Genentech name come, came into existence? A very popular company, restriction endonuclease, this is like their base and then they, they have, they have done the what we can say almost 11,000 patents that organization have started with one patent and then it what we can say, by, by the end when Roche bought it -, bought this Genentech, it was having 11,000 plus patents, that was the growth of that organization, Genentech.

Now how they coined the term, genetic engineering related their what we can say the product, it is like a, it is something which is a genetic engineering and therefore, they have taken a genetic technology and genetic engineering. So, they have chosen this, this is something related to that. And therefore, they have chosen gene tech and engineering and therefore, what we can say that Genentech engineering e e, engineering technology and genetic.

So, genetic engineering technology, and from that what we can say they have coined the term Genentech. Mercedes Benz in the earlier model we have shown you in the video how they have coined that term, and I have already mentioned in this module also Benz is a surname. Right? So, how, you just, just try to, I am giving these two examples because these are very popular trade names, and how, what that, how that trade name is like coined.

I am just giving you the hint for you to think of a name for your venture. So, be ready with this. Now, in the next session we have to see how you have to do the registration. So, probably after

doing that third module, you will be able to do your registration of your own trade mark on your own. And therefore be ready with this assignment. So, we should stop here. You just go in details of that types and do these two assignments. See you in the next session. Thank you.

(Refer Slide Time: 41:43)

