



Webinar on **IP PROTECTION & ENFORCEMENT IN DIGITAL WORLD**

24th September 2020 | 3:00-5:00 PM

WEBINAR REPORT

FICCI organized a “Webinar on IP Protection & Enforcement in Digital World” on 24th September 2020. The discussions focussed on the current issues associated with protection and enforcement of intellectual property rights in the digital world and the effective enforcement strategies that could be adopted by the enterprises, brand owners and the other stakeholders to safeguard their valuable intellectual assets. The webinar also touched upon some of the chronic issues with regard to IP protection in digital space, such as the growing online piracy, intermediary liability and the jurisdiction issues associated with online infringement.

Hon'ble Ms. Justice Prathiba M Singh, Judge, Delhi High Court while giving her Keynote Address at the opening session said that the Intellectual Property in the digital world was not the same as it was seen earlier and online counterfeiting and piracy needs to be curbed to ensure that the relevance of intellectual property is maintained in the digital world. She further quoted that the digital space has brought about two fundamental changes in the current realm. The positive aspect has been the growth witnessed in the IP sector due to the new and emerging technologies that have significantly enhanced the far-reaching impact of intellectual property, however, the negative impact stems from the fact that the counterfeiting and piracy is not only rampant but rapidly increasing in the current times.

Mr Narendra Sabharwal, Chair, FICCI IPR Committee and Former Deputy Director General of WIPO, during his opening address expressed concern over alarming rise in IP infringements cases both online and offline, coupled with the growing incidents of cybercrimes and online frauds giving rise to unlawful activities such as spyware and ransom-ware attacks on unsuspecting consumers. Further, he complemented the judiciary's stringent approach to protect the interest of IP owners by actively passing orders in legal disputes and restraining unscrupulous parties from violating rights of IP owners.

Mr. Jyoti Sagar, Managing Partner, K&S Partners, while underling the growing importance of e-commerce and media and entertainment sector in the context of the Indian economy, said that the consumer behavior and the markets were changing dramatically in the newfound world. He also added that the fourth industrial revolution driven by the new technologies with disruptive features were further aiding the process of change and hence the need of the hour is not only to adapt India's IP ecosystem to the evolving scenario but also to tap new opportunities.

Mr. Arun Chawla, Deputy Secretary General, FICCI, while giving Vote of Thanks at the opening session, acknowledged the adverse impact of COVID-19 on the businesses and economy and emphasized that the intellectual property would be the key to our response in fighting the pandemic and, therefore, it is necessary to ensure that not only our existing IP remains properly protected, but the innovation ecosystem also remains sound in the post-COVID world. He also thanked the Chief Guest for her enlightening keynote address and also thanked other speakers and participants for joining the session.

The webinar had two interesting panel discussions on copyright & trademark with eminent presence of some of the heavyweights of IP industry in India, including Mr. Blaise Fernandes, President & CEO, Indian Music Industry (IMI); Mr. Uday Singh, Country Representative, Motion Pictures Association; Ms. Viji Malkani, Senior IP Counsel, Hindustan Unilever Ltd.; Ms. Dhvani Rao, Head Legal Counsel-IP, Digital & HR Legal, Nestle; Mr. Rajendra Kumar, Counsel & Sr. Advisor & Mr. Prashant Gupta, Partner, K&S Partners.

The webinar was attended by over 200 participants consisting of industry representatives, General Counsels, Legal & IP professionals, Brand owners, trademark attorneys, law firms, legal experts, law institutes and other key stakeholders from IP community.