



**MAHARASHTRA NATIONAL LAW  
UNIVERSITY, NAGPUR**

**Center for Intellectual Property Rights  
& DPIIT IPR-Chair**

**organises**

**Unreal Campaign Presentation**

**in association with**

**RNA Technology and IP Attorneys**

**on**

**‘Exploring the Impact of Counterfeit Goods’**

**(Online)**

**March 17, 2022 (Thursday)**

**04:00 pm**

Co-ordinated by

Dr. Ragini Khubalkar,

In-charge of IPR Chair

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## **ABOUT THE UNIVERSITY**

The Maharashtra National Law University, Nagpur, an Institution with a students' centric outlook, was established by the Government of Maharashtra in 2015. The University started its academic activities from August 1, 2016 and is currently in its sixth year of academic pursuits with five batches of undergraduate degree course [B.A.LL.B.(Hons.) Five-Year Integrated Degree Course]; sixth batch of postgraduate degree program [One-Year LL.M.]; and four batches of Ph.D. Programme. The University is pursuing excellence in legal and justice education under the visionary mentorship of the Chancellor, Hon'ble Shri Justice Bhushan Gawai, Supreme Court of India and dynamic leadership of Prof. (Dr.) Vijender Kumar, Vice-Chancellor of the University. The University is recognised by the University Grants Commission (UGC) and the Bar Council of India (BCI), New Delhi. It is also a member of Association of Indian Universities (AIU), New Delhi and Consortium of National Law Universities of India. The University has launched B.A.LL.B. (Honors in Adjudication and Justicing) Five-Year Integrated Degree Course, the first-of-its-kind in India; it aims to train and equip students for the entry level of Judiciary.

## **ABOUT THE DPIIT IPR CHAIR**

The Scheme for Pedagogy & Research in IPRs for Holistic Education & Academia (SPRIHA) was launched in the year 2016 by the Department for Promotion of Industries and Internal Trade (DPIIT), Ministry of Commerce and Industry, Government of India. The IPR Chair was established under the scheme at selected Universities in India and MNLU, Nagpur takes pride in being one for them. The chair was established to fulfill one of the objectives of the National IPR Policy of the Government of India which was to 'Strengthen IP Chairs in educational institutes of higher learning to provide quality teaching and research, develop teaching capacity and curricula and evaluate their work on performance-based criteria'. The Objective of the National IPR Policy is to strengthen the IPR framework of the country. The plan under the initiative of 'AatmaNirbhar Bharat', is to create more local brands and take them at a global outreach and Intellectual Property Rights play a key role in it. To achieve the objective of 'AatmaNirbhar Bharat,' the DPIIT-IPR Chair is organising several activities such as launching online programmes to increase awareness, seminars, expert lectures for imparting knowledge on the process of acquiring IPR, etc. with an intention to help the participants become self-reliant.

## **CONCEPT NOTE**

Through the growing popularity of online shopping, counterfeiting—fake goods—is rapidly spreading worldwide, posing health and safety dangers to all consumers, including teens. The International Trademark Association (INTA), through its student outreach program, The Unreal Campaign, educates students about the dangers of purchasing counterfeit products.

The Unreal Campaign presentation is online and it will take one hour including Question and Answers from students and interaction. The presentation will explore the impact of counterfeit goods on students, their friends, families, and their communities; tips on identifying fake products; and actual counterfeit products for students to interact with, as well as information about the value of trademarks. It complements curricula related to business, economics, consumer sciences, personal finance and health.

This informative online program will prepare the students to be smart consumers, as well as resonate with the future young entrepreneurs. Unreal campaign had already conducted number of sessions in prestigious schools and colleges in India including DPS International, DPS-45, St. Xavier, Amity Law School, Symbiosis Law School, National Law University Orissa, GD Goenka Education Academy, Gujarat Council on Science & Technology (GUJCOST), H. & G. H. Mansukhani Institute of Management, Department of Science & Technology, Government of Rajasthan, Karnataka State Council for Science & Technology and KPB Hinduja College of Commerce, Mumbai to name a few. These sessions were highly interactive and educational and we have received an excellent feedback from these schools and colleges.

## **OBJECTIVE OF THE COURSE**

Objective of the Unreal Campaign is:

- ❖ To Provide insight to an individual with average intelligence o distinguish between authentic product through registered trademark, their visual or phonetic resemblance, and, most significantly, the product that can create confusion among the general public.

**REGISTRATION DETAILS:** The registration to the presentation is open to

- Law students
- Academicians and Research Scholars
- Stakeholders
- Practicing advocates and professionals

**Registration Fee –**

Registration is **free** for the Course and prior registration is **mandatory**.

**Registration Link –** <https://forms.gle/qPRRtQMjbS8iMx6C8>

\*All participants will receive a link to the campaign by **March 16, 2022**, which is going to be held on ‘Cisco Webex’.

\*All participants of the presentation will receive an Electronic certificate (e-certificate) in accordance to the name and designation filled in the registration form.



**PATRON**

Prof. (Dr.) Vijender Kumar  
Hon'ble Vice Chancellor,  
Maharashtra National Law University, Nagpur



**Coordinator**

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