

# Trade Mark Protection of Colours in India and the United Kingdom: Cross cultural Approaches, Advantages, Obstacles and Practical Utilities

## Graphical Abstract/ Lavout



Ph D students with Patrice Wellesley Cole, former Judge, (England and EU cases) at the University of Essex, UK



Meeting with the Essex Law School Dean, Dr. Onyekia Osuji



Open Research Landscape sessions at the University of Essex, UK



Workshop on Research Methods for Social Sciences Ph D students at VIT



Visit to the Colchester Jail, Essex, UK



Course on Trademarks for VIT students

<b>Scope</b>	<ul style="list-style-type: none"> <li>Systematic Analysis of the protection of Colour Marks</li> <li>Bring out how the IP procedure can be reformed</li> </ul>
<b>Data</b>	<ul style="list-style-type: none"> <li>Historical Development</li> <li>Legislation and judgements</li> <li>Consumers perspective on Colour Marks</li> </ul>
<b>Workshop</b>	<ul style="list-style-type: none"> <li>At VIT campus</li> </ul>
<b>Publication</b>	<ul style="list-style-type: none"> <li>Interpretation</li> <li>Presentation of findings</li> <li>Publications</li> </ul>

## Project Description:

Trade mark law is concerned to protect a business's brand and IP for goodwill of the business to prevent consumer confusion. The project seeks to provide a systematic analysis of the scope of protection for colour marks in India and the UK, and inform the debate on how intellectual property law and procedure can be reformed to better serve the needs of trade mark proprietors and consumers. Despite the fact that colour constitutes a key part of the Indian consciousness, the circumstances under which a colour can become an independently registered trade mark are not entirely clear. The findings of this joined project may be taken forward by government in the formulation of legislation and policy relating to trade mark law reform. They will also be of interest to industry stakeholders and policy makers, legal practitioners and their clients, trade mark registry examiners and those who adjudicate on trade mark disputes, including the judiciary.

## Products/ Instruments/ Results/ Outreach Activities (Pictures)



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Name of the Funding Agency  
Scheme for Promotion of Academic and Research Collaboration (SPARC)

Name of the Scheme  
Action Oriented Research

Sanctioned Amount (in Rupees)  
Rs. 50,98,030

Duration of the Project (years)  
2

