



**NATIONAL LAW INSTITUTE UNIVERSITY,
BHOPAL**



REGISTRATIONS

OPEN

for

**ONLINE CERTIFICATE COURSE ON
TRADEMARK LAW
2026**



organised by

DPIIT-IPR CHAIR

NATIONAL LAW INSTITUTE UNIVERSITY, BHOPAL

ABOUT NLIU BHOPAL

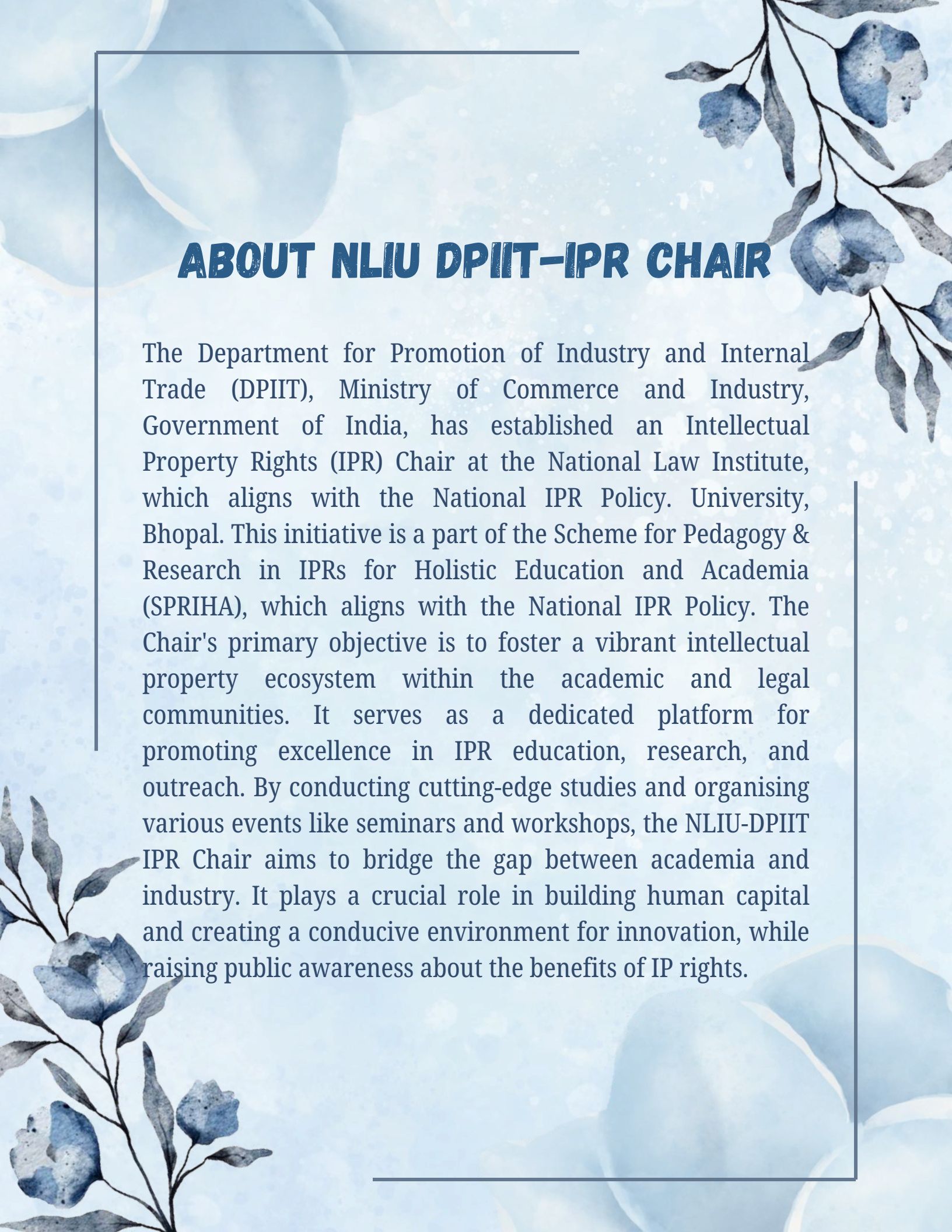
THE NATIONAL LAW INSTITUTE UNIVERSITY, BHOPAL

The National Law Institute University (NLIU), Bhopal, established in 1997, is a premier institution for legal education and research in India. Recognised by the University Grants Commission (UGC) and the Bar Council of India (BCI), NLIU is committed to shaping legal minds through an interdisciplinary and innovative approach. With a focus on preparing students for the dynamic landscape of modern law, NLIU's curriculum and research initiatives reflect the intersection of traditional legal principles with contemporary challenges. In an era defined by innovation and digital transformation, NLIU remains at the forefront of legal education, exploring crucial areas like copyright protection and intellectual property rights. The University provides a platform for students and researchers to navigate the complexities of evolving legal frameworks, ensuring they are well-equipped to address the policy and practical issues arising from technological advancements. Through a blend of rigorous academics and practical insights, NLIU contributes to the discourse on how law can effectively govern and shape our digital future.

**Established
1997**

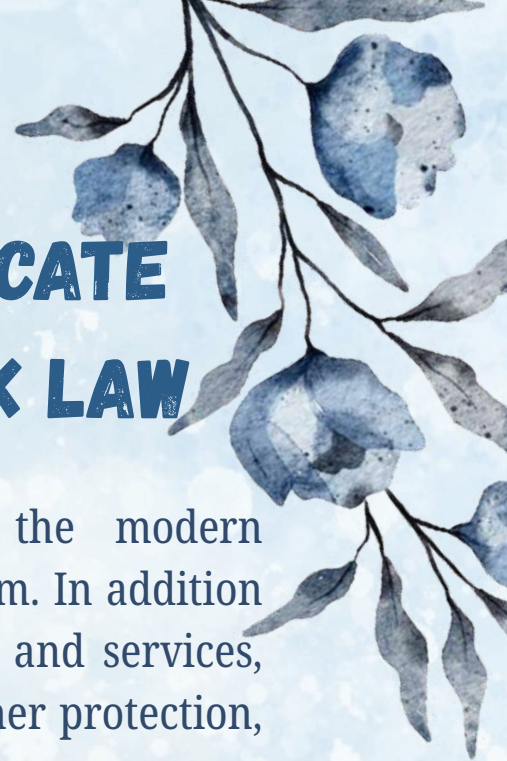
**Recognized
by UGC & BCI**

**Focus Legal Education
• Research • IPR**



ABOUT NLIU DPIIT-IPR CHAIR

The Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry, Government of India, has established an Intellectual Property Rights (IPR) Chair at the National Law Institute, which aligns with the National IPR Policy. University, Bhopal. This initiative is a part of the Scheme for Pedagogy & Research in IPRs for Holistic Education and Academia (SPRIHA), which aligns with the National IPR Policy. The Chair's primary objective is to foster a vibrant intellectual property ecosystem within the academic and legal communities. It serves as a dedicated platform for promoting excellence in IPR education, research, and outreach. By conducting cutting-edge studies and organising various events like seminars and workshops, the NLIU-DPIIT IPR Chair aims to bridge the gap between academia and industry. It plays a crucial role in building human capital and creating a conducive environment for innovation, while raising public awareness about the benefits of IP rights.



ABOUT ONLINE CERTIFICATE COURSE ON TRADEMARK LAW

Trademarks play an important role in the modern commercial and intellectual property ecosystem. In addition to identifying the source and origin of goods and services, trademarks contribute to brand value, consumer protection, market competition, and business reputation.

The rapid expansion of e-commerce, digital platforms, social media, technology-driven businesses, start-ups, and global trade has created new challenges and opportunities in the field of trademark law. Issues relating to online infringement, domain names, non-traditional trademarks, comparative advertising, brand protection, passing off, well-known marks, and enforcement in the digital environment have become increasingly important.

Against this background, the DPIIT-IPR Chair at National Law Institute University, Bhopal proposes to organise a One-Week Online Certificate Course on Trademark Law. The course is intended to provide participants with a systematic understanding of the fundamentals as well as contemporary developments in trademark law.

The course will combine conceptual understanding with practical and contemporary perspectives so that participants can appreciate both the legal framework and its application in real-world situations.



OBJECTIVES OF THE CERTIFICATE COURSE

1. Provide participants with a comprehensive understanding of the basic concepts and principles of trademark law.
2. Familiarise participants with the statutory framework governing trademarks in India.
3. Explain the process of trademark selection, searching, application, registration, and maintenance.
4. Develop an understanding of trademark infringement and passing off.
5. Examine the protection available to well-known and reputed trademarks.
6. Introduce participants to the practical aspects of trademark prosecution and enforcement.
7. Discuss contemporary issues relating to trademarks in the digital environment.
8. Examine the relationship between trademarks, e-commerce, social media, domain names, and online platforms.
9. Familiarise participants with relevant judicial decisions and emerging legal developments.
10. Provide participants with practical insights through case studies, discussions, and interactive academic sessions.

COURSE STRUCTURE

The certificate course will be conducted in an online mode and will comprise 10 sessions over five days. There will be two sessions each day.

MODULE 1: INTRODUCTION TO TRADEMARKS

- Concept and Meaning of Trademark
 - Functions of a Trademark (Source Identifier, Quality Indicator, Advertising Tool)
 - Historical Evolution of Trademark Law
 - Types of Trademarks - Word marks, Device/Logo marks, Shape, Colour & Sound marks, Collective and Certification marks
 - Trademark vs Patent vs Copyright
 - Importance of trademarks in business and commerce
 - Emerging Issues & Challenges
1. Recognition and protection of non-traditional trademarks
 2. Misunderstanding of IP rights among start-ups
 3. Overlapping protection with copy right and design law

MODULE 2: LEGAL FRAMEWORK OF TRADEMARK LAW

- Overview of Trademark Laws (National Perspective)
 - Salient Features of the Trademarks Act 1999
 - Role of Trademark Registry
 - International Framework
 - Paris Convention
 - TRIPS Agreement
 - Madrid Protocol
 - Territoriality Principle in Trademark Law
 - Comparative overview of US, EU, and Indian systems
 - Emerging Issues & Challenges
1. Jurisdictional conflicts in cross-border disputes
 2. Inconsistent application of international obligations
 3. Enforcement gaps in developing jurisdictions

COURSE STRUCTURE

MODULE 3: TRADEMARK SEARCH & CLEARANCE

- Importance of Trademark Search
- Types of Searches
- Preliminary (Knock-out) search
- Comprehensive search
- Online Databases (National & International)
- Phonetic, Visual & Conceptual Similarity
- Risk Assessment and Clearance Opinion
- Common Mistakes in Trademark Search
- Emerging Issues & Challenges
 1. Multilingual and multi-script trademarks
 2. AI generated search errors and algorithm bias
 3. False sense of security due to incomplete searches

MODULE 4: TRADEMARK REGISTRATION PROCESS

- Eligibility for Trademark. Registration
- Selection of Trademark
- Classification of Goods & Services (Nice Classification)
- Filing Procedure and Documentation
- Examination Report and Responses
- Publication and Opposition Proceedings
- Registration Certificate and Term
- Emerging Issues & Challenges
 1. Descriptive and generic marks rejection
 2. Delays due to registry backlog
 3. Incorrect class selection leading to weak protection

COURSE STRUCTURE

MODULE 5: GROUNDS FOR REFUSAL & OPPOSITION

- Absolute Grounds for Refusal
- Relative Grounds for Refusal
- Deceptive and scandalous marks
- Opposition Proceedings
- Evidence and Hearings
- Appeals against refusal or opposition
- Emerging Issues & Challenges
 1. Subjectivity in assessing distinctiveness
 2. Abuse of opposition proceedings
 3. Increasing number of bad-faith applications

MODULE 6: TRADEMARK INFRINGEMENT & PASSING OFF

- Meaning and Scope of Trademark Infringement
- Tests for Infringement
- Passing Off-Essentials and Elements
- Difference between Infringement and Passing Off
- Defences to Infringement
- Remedies available to Trademark Owners
- Emerging Issues & Challenges
 1. Online infringement and marketplace liability
 2. Domain name and social media misuse
 3. Identifying infringers in digital environments

COURSE STRUCTURE

MODULE 7: TRADEMARK LICENSING, ASSIGNMENT & FRANCHISING

- Concept of Trademark Licensing
- Registered vs Unregistered Users
- Assignment with and without goodwill
- Trademark in Franchise Agreements
- Quality Control and Brand Protection
- Recording of Assignments and Licenses
- Emerging Issues & Challenges
 1. Inadequate quality control leading to dilution
 2. Disputes over royalty and usage rights
 3. Cross-border licensing complexities

MODULE 8: ENFORCEMENT, REMEDIES & BORDER MEASURES

- Civil Remedies (Injunctions, Damages. Accounts of Profits)
- Criminal Remedies under Trademark Law
- Customs and Border Protection Measures
- Online Enforcement Mechanisms
- Role of Intermediaries and Platforms
- Alternative Dispute Resolution in Trademark Disputes
- Emerging Issues & Challenges
 1. Proliferation of online counterfeiting
 2. Safe-harbour protection for intermediaries
 3. Delay and cost of enforcement proceedings

COURSE STRUCTURE

MODULE 9: TRADEMARK VALUATION, BRAND MANAGEMENT & STRATEGY

- Trademark as an Intangible Asset
- Methods of Trademark Valuation
- Role of Trademarks in Mergers & Acquisitions
- Brand Equity and Consumer Perception
- Trademark Portfolio Management
- Brand Protection Strategy
- Emerging Issues & Challenge
 1. Difficulty in quantifying brand value
 2. Reputation risks in digital media
 3. Mismanagement leading to brand erosion

MODULE 10: ARTIFICIAL INTELLIGENCE & TRADEMARK LAW

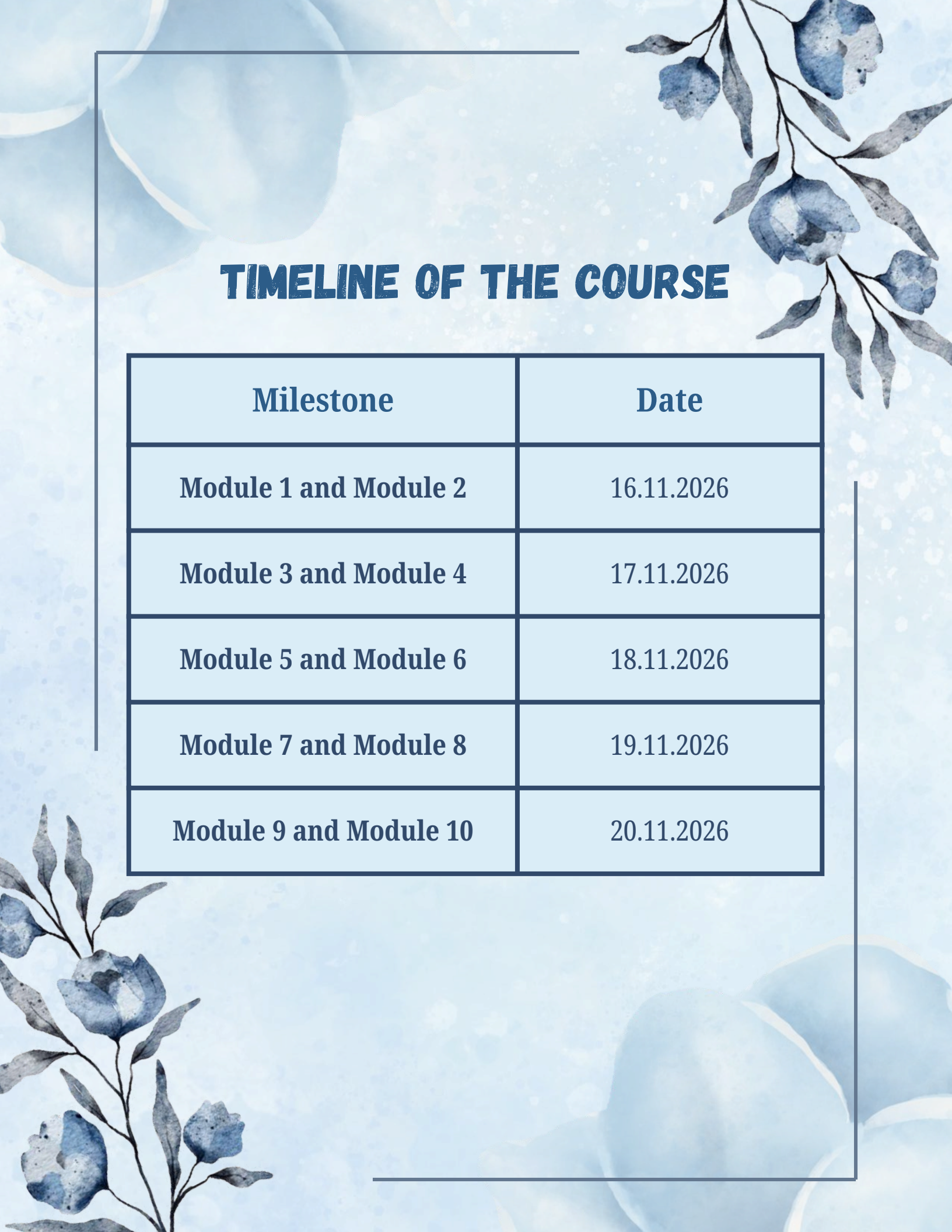
- Introduction to AI in Intellectual Property
- AI-Generated Trademarks Legal Status
- Ownership and Authorship Issues
- AI in Trademark Search & Examination
- AI in Brand Monitoring and Enforcement
- Regulatory and Ethical Considerations
- Emerging Issues & Challenges
 1. Ownership of AI-created trademarks
 2. Lack of legal clarity on AI authorship
 3. Algorithmic bias in trademark decisions
 4. Need for policy reforms to address AI outputs

REGISTRATION FEE

Participant	Fees (in ₹)
Students	₹1000/-
Working Professionals and Others	₹1500/-

AWARDS & RECOGNITION

Each participant will be awarded with a Certificate of Participation



TIMELINE OF THE COURSE

Milestone	Date
Module 1 and Module 2	16.11.2026
Module 3 and Module 4	17.11.2026
Module 5 and Module 6	18.11.2026
Module 7 and Module 8	19.11.2026
Module 9 and Module 10	20.11.2026



REGISTRATION LINK

<https://forms.gle/svifx4HxeHkEAVXQ8>

LAST DATE OF REGISTRATION

November 13, 2026

POINTS OF CONTACT



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