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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
INTELLECTUAL PROPERTY RIGHTS CELL
University School of Law and Legal Studies
In collaboration with
IPU-IPR CELL
Guru Gobind Singh Indraprastha University

Dated 26.08.2025

NOTICE

IPR Week 2.0 Celebration by the IPR Cell, USLLS in collaboration with IPU-IPR Cell.

The Intellectual Property Rights (IPR) Cell at the University School of Law and Legal Studies (USLLS), in collaboration with the IPU-IPR Cell at the Guru Gobind Singh Indraprastha University, is organising the second edition of IPR Week from 15th September to 19th September 2025, to commemorate the 2025 World Intellectual Property Rights Day Theme – “**IP & Music: Feel the Beat of IP**”.

This year’s celebration explores the deep connection between intellectual property and the rhythm of creativity, highlighting how IPRs play a vital role in protecting musical expression and fuelling cultural and economic innovation. The week-long event will feature an exciting line-up of activities and sessions, including a **guest lecture, panel discussion, movie screening, case study analysis, trademark-logo making competition, blog writing competition**, and the signature **IPR exhibition**. Through these diverse formats, participants will engage with the world of IP in dynamic and meaningful ways, striking the perfect chord between knowledge and creativity.

ORGANIZING COMMITTEE

Faculty Convenor: Prof. (Dr.) Lisa P. Lukose, Chairperson, IPU IPR Cell

Student Leadership:

- **Convenors:** Ishita Singh & Jiya Mehta
- **Co-Convenors:** Sophia Chaswal & Tanya Bhattamishra

Advisory Committee:

Prof Queeny Pradhan: Dean USLLS

Prof Neena Sinha, Member, IPU IPR Cell

Prof Amit Prakash, Member, IPU IPR Cell

Prof Gurujit Singh, IPR Cell

EVENT SCHEDULE

The IPR Week 2.0 will be a catena of exciting activities followed by competitions and panel discussions which aims at bringing awareness among college students about Intellectual Property Rights. The schedule of the week is as follows:

DAY 1 | Monday, September 15, 2025

INAUGURAL CEREMONY & EXHIBITION

- **Inaugural Ceremony:**

The Inaugural Ceremony will mark the grand opening of *IPR Week 2.0: IP and Music – Feel the Beat of IP*. With the presence of distinguished guests, faculty members, and participants, the event will set the stage for an enriching week dedicated to exploring the role of intellectual property in protecting and nurturing creativity. Just as the first note sets the rhythm for an entire composition, the inauguration will strike the perfect chord to inspire curiosity, dialogue, and participation in the week ahead.

Lead Coordinators: Rayan Khan & Tanishka Mohan

- **Exhibition**

The one-of-a-kind IPR Exhibition will showcase the world of intellectual property through interactive displays, curated exhibits, and creative storytelling. Designed to merge knowledge with experience, the exhibition will highlight the significance of IPR in music, art, innovation, and technology. Much like walking through a gallery of harmonies,

participants will get the chance to “feel the beat of IP” by engaging with concepts in a tangible and visually stimulating way.

Lead Coordinator: Alisha Khan

DAY 2 | Tuesday, September 16, 2025

SEMINAR & MOVIE SCREENING

- **Academic Seminar:**

The Academic Seminar will provide a platform for in-depth exploration of contemporary challenges and opportunities in intellectual property law. Through thought-provoking lectures and discussions led by experts, the seminar will connect theory with practice, allowing participants to gain nuanced perspectives. Like a symphony composed of many instruments, this seminar will blend diverse voices and ideas to enrich the understanding of IP’s role in shaping creativity and innovation in society.

Lead Coordinators: Sophia Chaswal, Shreshth Yadav & Tanya Bhattamishra

- **Movie Screening:**

The movie screening of *Flash of Genius* will transport participants into the inspiring real-life story of Robert Kearns, an innovator who battled tirelessly to protect his invention and secure his rightful recognition. By weaving law, emotion, and resilience into a compelling narrative, the film mirrors the struggles of countless creators who fight to safeguard their intellectual property. The screening will remind participants that every creative “beat” deserves acknowledgment and protection.

Lead Coordinator: Vaishnavi Chauhan

DAY 3 | Wednesday, September 17, 2025

COMPETITION DAY

- **Case Study Competition:**

The Case Study Competition offers an excellent opportunity for students to showcase their analytical skills, problem-solving abilities, and understanding of intellectual property law. Participants will be presented with real-world scenarios related to intellectual property issues and will be required to develop innovative solutions within a specified timeframe.

Lead Coordinators: Gurnika Dhillon & Saara

- **Blog Writing Competition:**

The Blog Writing Competition invites participants to showcase their research, writing skills, and originality of thought on the theme “*Intellectual Property in the Age of Algorithms: Navigating AI, Social Media and the Digital Creative Economy.*” Students, researchers, and academicians will have the opportunity to delve into contemporary challenges of authorship, data protection, digital content, and platform liability.

Lead Coordinator: Khushi Mishra

DAY 4 | Thursday, September 18, 2025

CREATIVE COMPETITIONS & QUIZ RESULTS

- **Trademark Logo Making Competition:**

This competition invites participants to make original, brandable trademark-grade logos and brand names that capture the fusion of indulgent chocolate and wholesome herbal wellness. The competition emphasizes originality, clear brand story, and trademark-readiness, entries must be original work suitable for trademark registration in India.

Lead Coordinator: Jehov Thomas

- **Declamation Contest:**

The Declamation Competition provides a vibrant platform for students to express their views, sharpen their oratory skills, and critically engage with thought-provoking issues at the intersection of music and intellectual property. Participants will speak on carefully curated sub-themes under the central theme “*IP and Music: Feel the Beat of IP*”, exploring debates around ownership, creativity, licensing, and AI in the music industry.

Lead Coordinator: Rashi Solanki

- **IPR Day Quiz Results Declaration:**

As part of the World Intellectual Property Day celebration on 26th April, 2025, the USLLS IPR Cell organized an engaging Quiz Competition that tested participants’ knowledge of intellectual property law, current issues, and its role in fostering creativity and innovation. During *IPR Week 2.0*, the much-awaited results will be announced, and winners will be felicitated for their excellence.

DAY 5 | Friday, September 19, 2025

PANEL DISCUSSION & CLOSING CEREMONY

- **Expert Panel Discussion**

The Panel Discussion will bring together leading academicians, practitioners, and industry experts to engage in a lively conversation on the theme “*IP and Music – Feel the Beat of IP.*” Participants will witness a dynamic exchange of views on pressing issues such as copyright in music, AI’s role in creation, licensing, and ownership. Much like a jam session where each musician adds their unique style, the panel will harmonize multiple perspectives to spark critical thinking and collaborative solutions.

- **Valedictory Ceremony**

The Valedictory Ceremony will serve as the grand finale of *IPR Week 2.0*, celebrating the achievements, insights, and memories created over the course of the event. With reflections from participants, recognition of winners, and words from esteemed dignitaries, the

ceremony will tie together the different strands of the week like the closing notes of a powerful melody. It will leave participants with not only knowledge but also inspiration to champion intellectual property in their own creative journeys.

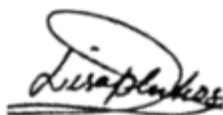
Lead Coordinators: Aditya Raj & Rosni Srivastava

Please note that registration for the competition is absolutely **free**, and the prizes are exciting Amazon vouchers! Winners can choose their own prizes from Amazon! The guidelines for the above-mentioned competitions have been carefully curated to ensure active participation, fair evaluation, and an enriching learning experience. Participants are requested to go through the specific rules and instructions for each event to prepare effectively and make the most of this unique opportunity. The detailed guidelines for each competition are provided in the hereinafter pages.

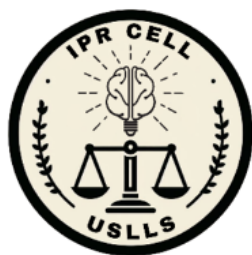
We cordially invite all members of the university community, including students, faculty, and staff, to participate in IPR Week and gain a deeper understanding of the vital role of IPRs in our daily lives and how they contribute to the society in multiple ways.

Please find enclosed the detailed brochure outlining the events of IPR Week. We look forward to your active engagement in IPR Week and celebrating the power of creativity and innovation together.

Regards,



Prof. (Dr.) Lisa P. Lukose,
Chairperson IPU-IPR Cell, GGSIPU
Faculty Convenor, IPR Cell, USLLS, GGSIPU



IPR WEEK CASE STUDY COMPETITION 2025

GUIDELINES

1. INTRODUCTION

1.1 GENERAL INFORMATION

The following rules shall be referred to as the ‘Competition Guidelines’ for the IPR Case Study Competition, 2025. The IPR Case Study Competition, 2025 (hereinafter ‘Competition’) shall be organized by University School of Law and Legal Studies, GGSIPU on **17.09.2025**.

The competition shall be conducted in accordance with these rules and all the participants shall be presumed to have read and understood the rules.

1.2 KEY DATES

The following key dates shall be adhered to:

S. No	Particulars	Date
1.	Registration Phase	27.08.2025 - 10.09.2025
2.	Release of the Problem	27.08.2025
3.	Last Date for Clarifications	02.09.2025
4.	Last Submission Date for the Preliminary Round	10.09.2025

5.	Intimation to students selected for the Final Round	13.09.2025
6.	Final Round	17.09.2025
7.	Result Declaration	17.09.2025
8.	Prize Distribution	19.09.2025

The guidelines shall be strictly adhered to, and any deviation from the same shall result in the immediate disqualification. The Organizers further reserve the rights to alter, amend or add rules herein at any point of time and the same shall be informed to the participants. The college reserves the right to disqualify the participant who violates the rules/guidelines or act/s in an unprofessional manner.

1.3 REGISTRATION

Link for Registration: <https://forms.gle/mQM3EHnjKephAd899>

2. GENERAL

2.1 MODE AND LANGUAGE

The competition shall be held in offline mode and the official medium of exchange during the whole competition shall be English.

2.2 THEME:

The theme of the IPR Case Study Competition, 2025 is “*Intellectual Property and Music : Feel the Beat of IP & Music.*”

2.3 PARTICIPATION:

Maximum of 2 members can participate as a team in the competition. Individual Participation is also permitted.

3. PROCEDURE

3.1 GENERAL PROCEDURES:

The Competition shall broadly consist of two rounds.

3.1.1 PRELIMINARY ROUND

The participants have to prepare a case study in the form of a presentation (.pptx) based on the case study proposition and they shall submit the same on/before **10.09.2025 (before 23:59 P.M.)**. The case study shall strictly follow the criteria of formatting and presentation laid down further in the guidelines. An expert panel shall judge the case analysis and select the finalists for the next round.

The teams qualifying for the Final Round shall be notified on **13.09.2025** via mail.

3.1.2 FINAL ROUND

The Final Round shall be held in offline mode and the venue for the same shall be the **Moot Court Hall (Room C-413), C-Block, USLLS, GGSIPU**. The date and timings for the same shall be **17.09.2025, 11:00 - 12:30 P.M.** respectively.

Selected teams will be required to prepare a presentation out of the case study that they have already submitted through the submission form and present the same in offline mode. The Teams shall be given **10 minutes** for case presentation, followed by **5 minutes** for cross-questioning by the judges.

Any subsequent alterations in regards to the organization of the rounds are at the discretion of the Organizing Committee. Under all circumstances, the decision of the expert committee shall be final.

3.2 CLARIFICATIONS AND DOUBTS

Clarifications and doubts shall be acceptable till **02.09.2025 (before 23:59 P.M.)** and will be answered via mail.

4. PROPOSITION:

The case study proposition can be accessed through the following Drive link:
<https://drive.google.com/drive/folders/12N7r3sTSChAGssYpJvpx-2xOE0Qqp7uU>

5. ANALYSES:

5.1 GENERAL:

All requirements must be strictly followed. Non-adherence to the same shall result in their disqualification subject to the discretion of the Organizers. The case study should be prepared in the form of a presentation (.pptx), and shall be submitted through <https://forms.gle/7KSpZE5jK16otPj8A> latest by **10.09.2025 (before 23:59 P.M.)**. Attachments shall be titled as **TC-0XX (Team Code)**. The Team Code shall be allotted via mail.

5.2 STRUCTURE OF CASE ANALYSES:

5.2.1 Cover Page:

The cover page shall contain - Name of the competition, Title of the case and Team Code (Top Right).

5.2.2 Introduction:

Summarize the case analysis and briefly describe the key problem and its significance.

5.2.3 The Statement of Problem:

Identification of key problems and presentation of the central issue(s) under analysis with reasoning supported with facts given in the case, relevant case laws and appropriate statute.

5.2.4 Addressing the Problem:

It shall include how the problem shall be addressed.

5.2.5 Recommendations:

Suggesting an action plan, including who should take action, when and what steps and how to assess the action taken.

5.2.6 Case References/Data Sources:

All the cases/sources cited must be mandatorily included.

5.2.7 Results and Conclusion:

A Summary of the analysis.

5.2.8 Citations:

All the cases/sources used must be mandatorily included as citations. The preferred Citation style for the competition shall be ILI. The same should not exceed 1 page.

5.3 FORMATTING:

5.3.1 Page numbering should be at the bottom right of each page.

5.3.2 The analyses must not contain any offensive annexure /photographs /sketches /exhibits /affidavits etc.

5.3.3 The maximum number of slides shall not exceed **15 pages** including 1 slide each for Cover page and Citations.

5.3.4 No personal details such as team member names, team name, mobile number or e-mail id shall be provided anywhere. Only the Team Code provided to the team shall be mentioned on the first slide otherwise the submission shall not be accepted.

5.4. JUDGEMENT CRITERIA:

Case analyses shall be judged on the basis of:

5.4.1 Clear understanding of the problem,

5.4.2 Innovative and feasible solution,

5.4.3 Approach and methodology,

5.4.4 Conclusion and recommendation and

5.4.5 Overall presentation and formatting.

6. RESULTS

6.1 ANNOUNCEMENT OF RESULTS:

6.1.1 The results of the Preliminary Round shall be announced on **13.09.2025**.

6.1.2 The winner of the final round shall be announced on **17.09.2025**.

6.2 AWARDS AND PRIZES:

6.2.1 Winning Trophy to the participant/team securing 1st and 2nd position.

6.2.2 Prizes would be handed over to winners on 19.09.2025 by the dignitaries:

1st Prize: Rs. 2,500/- worth Amazon Vouchers

2nd Prize: Rs. 1,500/- worth Amazon Vouchers

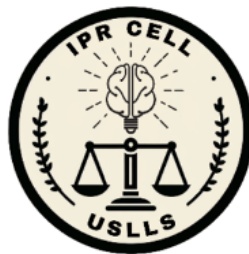
3rd Prize: Rs. 1,000/- worth Amazon Vouchers

6.2.3 E-certificates of Participation shall be awarded to all the students.

Details and specifications are subject to change, and further changes, if any would be notified via USLLS IPR Instagram Page:

<https://www.instagram.com/usllsiprcell?igsh=MTVrMXowdHEwcDN2eA>

***For any further queries, kindly contact: Saara Garg (9899455405), Gurnika Dhillon (8287043161)
or write to iprcelluslls@gmail.com.***



IPR WEEK BLOG WRITING COMPETITION 2025 GUIDELINES

1. INTRODUCTION

1.1. SHORT TITLE:

The following Rules shall be referred to as the Competition Guidelines for the Blog Writing Competition, 2025.

1.2. GENERAL INFORMATION:

The **Blog Writing Competition, 2025** (hereinafter “Competition”) shall be organized by the IPR Cell, University School of Law & Legal Studies, Guru Gobind Singh Indraprastha University and IPU-IPR Cell, on **17th September 2025**.

The competition shall be conducted in accordance with these Rules and all the participants shall be presumed to have read and understood these, rules.

1.3. KEY DATES:

The following key dates shall be adhered to:

S. No.	Particulars	Date
1.	Registration Phase	27 th August, 2025 to 10th September, 2025

2.	Blog Submission	11th September, 2025
3.	Announcement of Results	17th September, 2025

The guidelines shall be strictly adhered to, and any deviation from the same shall result in the immediate disqualification. The Organizers further reserve the rights to alter, amend or add rules herein at any point of time and the same shall be informed to the participants. The college reserves the right to disqualify the participant who violates the rules/guidelines or act/s in an unprofessional manner.

2. GENERAL

2.1. DATE OF THE COMPETITION

The Competition will commence with registration date, i.e, 18th August, 2025 and conclude on 17th September, 2025 with the announcement of the result.

2.2. MODE OF THE COMPETITION

The mode of the Competition shall be **online**.

2.3. THEME:

The theme of the Blog Writing Competition, 2025 is **“Intellectual Property in the Age of Algorithms: Navigating AI, Social Media and the Digital Creative Economy”**.

Sub-Topics:

1. **Authorship in AI Creations** – Who owns content made by artificial intelligence?
2. **Memes, Parody, and Fair Use** – IP rules for viral and AI-edited content.
3. **Deepfakes and Personality Rights** – Protecting identity in the age of synthetic media.
4. **Platform Liability** – How social media platforms handle AI-driven IP enforcement.
5. **Data as Intellectual Property** – Using personal and public data to train AI models.
6. **Trademarks in Influencer Marketing** – Brand and endorsement issues with AI tools.
7. **IP in the Metaverse** – NFTs, virtual goods, and AI-powered digital assets.

8. **AI and Remix Culture** – Legal limits of AI-curated or remixed creative works

2.4. LANGUAGE:

The official medium of exchange during the whole competition and the blog shall be English.

3. COMPETITION PROCEDURE AND REQUIREMENTS

3.1 All submissions must relate to the competition theme: “*Intellectual Property in the Age of Algorithms: Navigating AI, Social Media, and the Digital Creative Economy*”.

3.2 Participants may choose from the suggested sub-topics or propose their own within the theme.

3.3 Open to students, researchers, academicians, and professionals interested in intellectual property law.

3.4 Co-authorship of up to two authors is permitted.

3.5 Registration must be completed via the official [registration link](#) for the competition.

3.5 SUBMISSION REQUIREMENTS

3.5.1 Word Limit: 1,200–1,500 words (excluding references)

3.5.2 Format: MS Word (.doc or .docx).

3.5.3 Font & Spacing: Garamond, size 12, 1.5 spacing; endnotes in Garamond, size 10, single spacing.

3.5.4 Referencing: OSCOLA 4th Edition; hyperlinks to sources wherever possible.

3.5.5 Originality: Content must be original and unpublished. Plagiarism above 10% will lead to disqualification.

3.5.6 Use of AI is permitted but usage of **more than 10%** will lead to **disqualification**.

3.5.7 Both footnotes and references are permitted.

4. SUBMISSION PROCESS

4.1 All entries are to be submitted via the official [submission link](#) for the competition.

5. IMPORTANT DATES

5.1 Last Date for Submission: 11:59 p.m., 11th September, 2025

5.2 Result Announcement: 17th September, 2025

5.3 Prize Distribution: 19th September, 2025

6. AWARDS

6.1 Winning author(s) will be awarded a trophy along with an amazon voucher of Rs. 3500/-

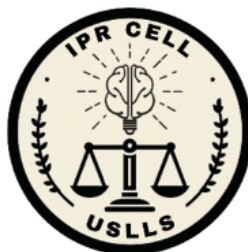
6.2 First Runner Up will be awarded a trophy along with an amazon voucher of Rs. 1500/-

6.3 Second Runner Up will be awarded a cash prize of Rs. 1500/-

Details and specifications are subject to change, and further changes, if any would be notified via USLLS IPR Instagram Page (<https://rb.gy/zuq6sw>)

For more updates on the competition, keep checking USLLS IPR page: <https://rb.gy/zuq6sw>

For any further queries, contact: Khushi Mishra (9968157470) or write to iprcelluslls@gmail.com



IPR WEEK DECLAMATION COMPETITION 2025 GUIDELINES

1. INTRODUCTION

1.1. SHORT TITLE:

The following Rules shall be referred to as the Competition Guidelines for the Blog Writing Competition, 2025.

1.2. GENERAL INFORMATION:

The IPR Declaration Competition, 2025 (hereinafter “Competition”) shall be organized by the IPR Cell, University School of Law & Legal Studies, Guru Gobind Singh Indraprastha University and IPU-IPR Cell, on 18th September 2025. The competition shall be conducted following these Rules and all the participants shall be presumed to have read and understood these Rules.

1.3. KEY DATES:

The following key dates shall be adhered to:

S. No.	Particulars	Date
1.	Registration Phase	27th August, 2025 to 17th September, 2025

2.	Date of the Competition	18th September, 2025
3.	Announcement of Results	18th September, 2025

The guidelines shall be strictly adhered to, and any deviation from the same shall result in the immediate disqualification. The Organizers further reserve the right to alter, amend, or add rules herein at any point in time, and the same shall be informed to the participants. The college reserves the right to disqualify the participant who violates the rules/guidelines or acts in an unprofessional manner.

2. GENERAL

2.1. DATE OF THE COMPETITION:

The Competition shall be held on 18th September 2025.

2.2. MODE OF THE COMPETITION:

The competition shall be conducted in an offline mode.

2.3. THEME:

The theme of the Declamation Competition, 2025 is **“IP and Music: Feel the Beat of IP.”**

Sub-themes:

- The Artist vs. The Label: Who Truly Owns the Music?
- When Inspiration Becomes Infringement: Drawing the Line in Music Creation.
- Will Music Licensing Become Obsolete in the Age of AI?
- In the Age of Free Access, Is Music Still an Intellectual Property?
- Do Music Sampling and Remix Culture Violate Intellectual Property Rights?
- Is Protecting Music Through IP a Privilege Reserved for the Powerful?
- The Role of IP Law in Protecting Musicians in the Age of AI and Streaming Platforms.

2.4. LANGUAGE:

The language of the competition shall be English only.

3. COMPETITION PROCEDURE

3.1. PARTICIPATION PROCEDURE:

- The competition is open to undergraduate and postgraduate students from educational institutions situated in Delhi.
- Participation is individual; no team entries shall be allowed.
- A maximum of 15 participants will be admitted on a first-come, first-served basis.
- There shall be No registration fee for the Declamation Competition.
- Registration must be completed via the official [Registration Link](#) for the competition.
- The last date to register for the competition is 17th September, 2025.
- All participants must wear Business Formals. Casual attire is strictly prohibited.
- Final event timing will be communicated via email after registration closes.

3.2. GENERAL RULES:

- The speech duration shall be strictly 3-5 minutes. A stopwatch will be displayed for convenience.
- Marks will be deducted for exceeding the time limit: one mark for every 30 seconds exceeded.
- Participants must memorize their speech; the use of notes or scripts is not allowed.
- The declamation must not contain content that is obscene, offensive, or inconsistent with the theme.
- Participants are expected to dress appropriately in formal attire.
- The competition will consist of one main and final round only.
- The judges' decision regarding results is final and binding.
- The organizers reserve the right to take appropriate action for any unethical, unprofessional, or immoral conduct.
- In case of a tie, participants will share the position.

3.3. EVALUATION CRITERIA:

The participants shall be judged on the following parameters:

Criteria	Marks
Oratory Skills	20
Clarity of Thought	20
Content/Substance	20
Presentation Style	10
Innovative Ideas	10
Confidence	10
Introduction and Conclusion	10

- **Oratory Skills:** Annunciation and pronunciation of words, voice strength, and projection will be the judgment criteria.
- **Clarity of Thought:** It refers to the ability of the speaker to convey their message clearly and coherently to the audience.
- **Content/Substance of the Declamation:** Use persuasive language to convince your audience of your point of view. This could include emotional appeals, rhetorical devices, and logical arguments.
- **Presentation Style:** Participants are expected to speak clearly, with appropriate pauses and inflections. They should also be able to convey the emotions and feelings of the speech effectively.

- **Innovative Ideas:** Use of storytelling techniques such as anecdotes, personal experiences, or historical events in your speech to make it more engaging and memorable.
- **Confidence Level:** Mannerism, Audience contact, and voice modulation.
- **Introduction and Conclusion of speech:** The introduction must be able to capture the audience's attention, and the conclusion must leave a lasting impression on the listeners.

4. AWARDS

1. The winner will be awarded a trophy along with an Amazon voucher worth Rs. 2500/-
2. First Runner Up will be awarded a trophy along with an Amazon voucher worth Rs. 1500/-
3. Second Runner Up will be awarded an Amazon voucher worth Rs. 1000/-

Details and specifications are subject to change, and further changes, if any, would be notified via [USLLS IPR Instagram Page](#)

4. **For more updates on the competition, keep checking USLLS IPR page:**
<https://rb.gy/zuq6sw>
5. **For any further queries, contact:** Rashi Solanki (9870342282) or write to iprcelluslls@gmail.com



IPR WEEK TRADEMARK LOGO MAKING COMPETITION 2025

GUIDELINES

FORMAT OF THE EVENT

- This Competition is being held by the Intellectual Property Rights Cell of University School of Law and Legal Studies in collaboration with the IPU-IPR Cell on 18th September 2025 in an offline format in University School of Law & Legal Studies, GGSIPU (Dwarka Campus)
- Participants can participate individually as well as in a team of maximum 2 participants.
- In the **1st Round** the participants will have to make an **online submission by 10th September 2025**, of their originally created logo, name and presentation covering:
 1. The details about their logo and the brand name.
 2. What does the logo entail, what does each element of that logo represent and how it demonstrates the product and the business.
 3. The procedure to get it trademark registered and its originality.
 4. The top 10 submissions will qualify for the second round.
- In the **2nd Round** the participants will present their logos to the judges and explain their design and its suitability in USLLS, GGSIPU (Dwarka Campus) on **18th September 2025**.

TIMELINE AND DEADLINES

Event	Date
Registrations Phase	27 th August 2025 – 10 th September 2025
Last Date for Submission of Logo, Brand Name and Presentation.	11:59 PM, 10 th September 2025
Presentation to be held Offline at the University Campus	18 th September 2025
Declaration of Result and Prize Distribution	19 th September 2025

Note: Participants must adhere to the deadlines mentioned above. Late submissions will not be accepted and would lead to immediate disqualification.

THEME

Product concept: Herbal chocolates – inspired by India’s recent push toward a clean and healthy dietary lifestyle, without losing the beloved taste of chocolate. These chocolates are infused with healthful herbs such as matcha, turmeric, dry fruits, mint, etc., to boost stamina, cardiovascular health and overall body cleanse.

RULES AND REGULATIONS

1. Objective

Invite original, brandable trademark-grade logos and brand names that capture the fusion of indulgent chocolate and wholesome herbal wellness. The competition emphasizes originality, clear brand story, and trademark-readiness, entries must be original work suitable for trademark registration in India.

2. Mandatory requirements

Only original entries allowed and they shouldn’t be copied from elsewhere. If a trademark is found copied, the registration will be cancelled and the contestant disqualified immediately.

- **Registration:** Each participant/team must register and submit their logo through the link provided under Section 3.
- **Quality:** The brand logo and name should be in high-resolution.
- **Presentation (PPT):** Each entry must include a presentation (up to 8 slides) that covers the motive, significance of the brand logo and name, why it was made that way, what it includes, what it represents, and the business profile for which it is being made. The presentation must also explain how and what procedures are to be followed to register this logo and name in India in their respective classes.
- **Trademark procedure:** The presentation must explain how and what procedures are to be followed to register this logo and name in India in their respective classes.
- **Judging emphasis:** The winning entry will be the one that is most authentic (not copied), has the best presentation, and during presentation shows significance, details and trademark procedure in its respective class.

Entries that will be penalized or get less marks: blurred/unclear logos, submissions without significance (random colors/shapes without context), copied or generated work that does not demonstrate original talent.

Note: The above are the competition requirements supplied by the organizer and are mandatory for every submission.

3. What to submit (required documents & files)

Each team/participant must submit the required submissions using the prescribed Google Form link.

The Google form link: <https://forms.gle/qvJFPwsazQmhckty8>

Required uploads (via Google Form):

- Presentation up to 8 slides
- Logo in High Resolution

4. Technical recommendations (recommended, not mandatory)

These are suggested to make the logo trademark-ready and presentation-friendly:

- Vector artwork (PDF) is highly recommended for scalability.
- Include a short style guide in the presentation: primary colour used, typography (font names) and minimum clear space rules.

5. Trademark guidance (summary to include in presentation)

Participants must include a practical, concise explanation of how they would register the mark in India. The brief should at least cover the following steps (participants may use official sources to prepare this section):

- Decide classification(s): Select the appropriate Nice Classification class(es) – edible chocolates and confectionery typically fall under Class 30 (confectionery, chocolate, cocoa preparations).
- Participants should explain in their presentation which class(es) they would apply under (and why)
- The participants should be able to explain and include steps for filing such as: trademark search, application of filing (having details of the logo and name and the class in which the filing is being required) etc.

6. Judging criteria (What judges will look for)

Entries will be evaluated on:

- **Originality & Trademark Suitability:** Is the logo and name distinctive and registrable? Not merely descriptive or generic.
- **Relevance to Theme:** Does the brand express the herbal + chocolate concept clearly and memorably?
- **Design Quality & Clarity:** Aesthetic strength, scalability (vector), legibility in mono and small sizes, and technical quality (no blurriness).
- **Quality of Presentation:** Completeness, motive, significance, elements explained, business profile, plus a clear and accurate outline of trademark procedure and chosen class.
- **Presentation & Persuasion:** How convincingly the participant explains and defends their design and their trademark strategy during the presentation.
- **Authenticity Proof:** Signed declaration and evidence the work is original (sketches, design iterations, or sources) will increase credibility.
- **Knowledge of basic/fundamentals of trademark**

7. Unacceptable submissions

- Copies of existing logos, brand names or works without permission.

- AI-generated logos or names that are submitted as original work without demonstrable original creative input.
- Low-resolution, blurred, or badly cropped image files.
- Submissions lacking the mandatory presentation or trademark explanation.

8. Presentation rules (On the day of the Competition)

- Presenters may use the provided 8 slides and speak for up to 10 minutes.
- Judges may ask questions (3–5 minutes) focusing on originality, classes and trademark readiness.
- The participant must be ready to describe the brand logo and its name which they can include in the presentation itself.

9. Scoring & result

- Final decision will be made by the judging panel based on the above criteria.
- The organizing committee reserves the right to disqualify entries that violate the originality requirement.

10. How to prepare your presentation (quick checklist for participants)

- State the motive: why this brand, who it serves.
- Explain the significance: what each logo element represents.
- Clarify the business profile: product, product name, target customers.
- Specify trademark filing procedure for your logo and name, its class(es) and why to register the mark in such classes (e.g., Class 30 for confectionery/chocolates).
- Outline filing steps in India and a short timeline.

11. Contact & submission method

Submission portal: All submissions must be made through the prescribed Google Form link. Upload your presentation file in the designated upload field and name it exactly participantname_ppt (for example Shivam_Jalaj_ppt) and for logo and brand name participantname_logo (for example Shivam_Jalaj_logo).

Details and specifications are subject to change, and further changes, if any, would be notified via [USLLS IPR Instagram Page](#)

6. For more updates on the competition, keep checking USLLS IPR page:
<https://rb.gy/zuq6sw>
7. For any further queries, contact: Shivam Kapoor (99589 62634), Jalaj Khulbe (92129 08001).