



DEPARTMENT FOR PROMOTION OF
INDUSTRY AND INTERNAL TRADE
MINISTRY OF COMMERCE & INDUSTRY
GOVERNMENT OF INDIA



MAHARASHTRA NATIONAL LAW UNIVERSITY MUMBAI

DPIIT-IPR Chair & Centre for Research in
Intellectual Property (CRIP)

Presents

CERTIFICATE COURSE ON TRADEMARK LAW AND INTERNATIONAL BRAND PROTECTION

7th September 2026 to 11th September 2026

6:30 PM - 8:00 PM

COURSE BROCHURE

Official Media Partner

SCC[®]
ONLINE

| **TIMES**

ABOUT MNLU MUMBAI

MNLU Mumbai is one of the premier National Law Universities located in Mumbai, the economic capital of India. It offers graduate, post-graduate, and research degrees in law and allied disciplines. The object of the university is to advance and disseminate learning and knowledge of the law and legal processes and their role in national development, to serve society in the field of law by developing skills in regard to advocacy, legal services, legislation, law reforms, and the like; to organize lectures, seminars, symposia and conferences to promote efficient instruments of social development. MNLU Mumbai has set up a Centre for Research in IP among sixteen centers for legal research. Department for the Promotion of Industry & Internal Trade (DPIIT), Ministry of Commerce and Industry, Govt. of India has also established IPR Chair in the University to advance these objects.

ABOUT THE COURSE

This Course is a specialized programme designed to provide participants with a comprehensive understanding of the legal and commercial dimensions of trademarks in today's globalized and technology-driven marketplace. Trademarks have evolved beyond mere source identifiers to become valuable business assets that play a critical role in brand creation, market positioning, consumer trust, and competitive advantage. This course seeks to equip participants with both conceptual and practical insights into contemporary trademark law, registration strategies, international protection mechanisms, and enforcement measures. It covers key aspects of trademark law, including registrability and distinctiveness of marks, non-conventional trademarks, well-known trademarks, international registration through the Madrid System, personality and publicity rights, and anti-counterfeiting frameworks. Participants will also gain exposure to emerging challenges in brand protection and cross-border trademark enforcement in the digital economy.

With sessions delivered by eminent academicians and experienced industry experts, the course seeks to bridge the gap between theory and practice by examining both legal principles and real-world applications of trademark law.

COURSE CONTENT & RESPECTIVE FACULTY



Day 1 | 07/09/2026

6:30 PM - 8:00 PM

Dr. Muhammed Amir Khan, Assistant Professor, MNLU Mumbai

Foundations of Trademark Law:
Registrability and Distinctiveness



Day 2 | 08/09/2026

6:30 PM - 8:00 PM

Dr. Teesta Hans, Legal Professional
Emerging Dimensions of Trademark
Law: Non-Conventional Trademarks
and Well-known Trademarks



Day 3 | 09/09/2026

6:30 PM - 8:00 PM

Adv. Smera Elenjickal, Managing Associate, Krishna and Saurastri Associates LLP

International Protection of Trademarks:
The Madrid System and Global Brand
Management

COURSE CONTENT & RESPECTIVE FACULTY



Day 4 | 10/09/2026

6:30 PM - 8:00 PM

Adv. Ashish Kanta Singh, Partner, K & S Partners

Personality Rights Publicity Rights and their Interface with Trademark Law



Day 5 | 11/09/2026

6:30 PM - 8:30 PM

Dr. Chitra Arvind, Founding Partner, Accures IP Care

Trademark Law and Anti-counterfeiting frameworks: Investigation, Customs Recordation, and Cross-Border Protection

MODE OF ASSESSMENT

An MCQ Assessment Test will be conducted on the last day of the Course

- The test will be conducted via Google Form.
- Candidates must score a minimum of 50% to pass the assessment test.
- Only eligible candidate will receive an e-Certificate upon completion of the course.

UNIVERSITY TEAM

PATRON



Hon. Prof. (Dr.) Dilip Ukey
Vice Chancellor, MNLU Mumbai

COURSE DIRECTORS



Prof. Uma Bhattad
IPR Chair Professor,
DPIIT - IPR Chair,
MNLU Mumbai



Prof. (Dr.) Ragini P. Khubalkar
Professor of Law,
Coordinator CRIP
MNLU Mumbai

COURSE CO-DIRECTOR



Dr. Sajid Sheikh
Assistant Professor (Law),
Jt. Coordinator CRIP, MNLU
Mumbai

COURSE CO-ORDINATORS



Ms. Nupur Adawadkar
Research Assistant,
DPIIT IPR Chair,
MNLU Mumbai



Ms. Aditi Bhand
Secretarial Assistant,
DPIIT IPR Chair,
MNLU Mumbai

COURSE REGISTRATION

Who Should Join?

- IP Professionals, Ph.D. Scholars, Lawyers, Trademark Agents, and Academicians.
- Research & Development, and other scientific & industrial domains, enforcement personnel, etc.
- Students from the law, science, media, management, marketing, and other disciplines.

Important Instructions About the Course

- This is a 5 days online certificate course conducted via Zoom meetings with each session of 1 hour 30 minutes per day.
 - The timings of the sessions will be 6:30 PM-8:00 PM
 - Zoom Joining Link will be shared prior to the start of the course.
- Participants are requested to join the course 15 mins in advance.
- Filling of the Feedback form and MCQ based test shared on the last day of the course is mandatory to receive the e-certificate.

COURSE FEE

For MNLU Mumbai Students: Rs. 500 (Valid Student ID is required)

For Students other than MNLU Mumbai: Rs. 1000/- (Valid Student ID is required)

For Others: Rs. 1500/-

Registration Link:

<https://forms.gle/sNwgFDTs9XreDhiA7>

or

SCAN



LINK FOR THE PAYMENT:-

<https://payments.cashfree.com/forms/TrademarkLawandInternationalBrandProtection>

**Fee once paid will not be refundable under any circumstances,
and part payment of fees is not acceptable.**

FOR QUERIES



Write an email to:

Email: crip@mnlumumbai.edu.in

WhatsApp: 8850005040 (11:00 AM to 5:00 PM)

Please visit us at: www.mnlumumbai.edu.in

**Note : Fill Google Registration Form After Making The
Payment Separately**