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Why Intellectual property strategy so Important?

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The article explains the importance of IP strategy in successful business.

Why is Intellectual property strategy so Important?

Intellectual property can consist of many different areas, from logos and corporate identity through to products, services, and processes that differentiate your business offering. Intellectual property legally protects the ideas and inventions of inventors and business owners. It allows people and businesses behind new ideas, freedom to develop and raise capital from those ideas.

It's when these ideas are used without permission that an organization can suffer. Almost all businesses have undoubtedly benefited from the Internet, where products, services, and marketing communications can reach vast audiences at relatively low costs – but this has also increased the chances of intellectual property theft. Companies of all sizes are at risk of having their unique ideas, products or services infringed upon, even if they are on the other side of the world, making intellectual property protection more important than ever.

Convert your Idea into Business & Protect Business growth Do you have a great idea for a product or service, there will always be people who will want to duplicate your success and sell your ideas as their own. But how do you protect your business? The answer lies in Intellectual Property law. Intellectual property can stop your competitors from copying or stealing your ideas. If you take care of your intellectual property you will find that it not only protects your ideas but also provides a source of revenue (TM establish a brand name and goodwill in future of your business). Taking care of your intellectual property is also the best thing you can do establish your company's brand and reputation (just ask Coca-Cola, Adidas, OYO rooms, snap deal, Flipkart, urban clap, OLA, Uber or Apple).

Bylaws in E-commerce:

If a business house is not the manufacturer of goods and selling online and initiate to start e-commerce business via B2B, then the good news is that there is no restriction on inventory clause, other than the following (new changes):

1. Under this model no group company or seller on a marketplace can contribute more than 25% of the sales generated, your total sale for 100 or comes from A, B, C who are manufacturer & vendor on your e-commerce website, it's very important that at any cost you should not breach the bylaws. In this model A sales cannot be more than 25 or in your total sale of 100 crores or vice versa i.e. should not exceed one vendor portion of 25% of your total sales. Applicable to both inventory and marketplace e-commerce model.
2. E-commerce company cannot influence product prices means it's time to say goodbye to heavy discounting price. Jabong, Flipkart everyone has to soon revise their strategy to follow new compliances.
3. Small sellers will now have to take responsibility for the quality of goods and after sales support; liability on vendor and e-commerce business, both are also responsible for this service model (bylaws)
4. Other than the e-commerce business model you need to consult CA for taxation and compliances if you are selling international goods. Consult a lawyer for all necessary documents and policies like the disclaimer, vendor agreement, privacy policy to avoid any heavy statutory fines.
5. Also, you need to make sure that you are following Cybersecurity & related cyber crimes and financial frauds, data privacy, mobile wallet, cybersecurity due diligence and cyber law due to diligence. Online payment legal compliances in India are diverse and complicated in nature.

In coming days we are expecting Govt. of India will come with strong laws for e-commerce business. Startups have to be more careful with an e-commerce business model, whoever hires please hire a lawyer who is not just want to have you for documentation work but do proper business modelling.