

THE USE OF AI IN THE REALM OF INDIAN IP ECOSYSTEM:

India made an advance breakthrough regarding IP Management, because even trademarks need a tech upgrade, right? And to add onto that they've also introduced a Chatbot to help users navigate through the IP process because who doesn't love chatting with a bot about some legal issues?

India's Union Minister Shri Piyush Goyal just brought to light some major changes in the IP sector by including:

1. AI (Artificial Intelligence) and ML (Machine Learning) based Trademark Search Technology
2. IP Saarthi Chatbot

The AI (Artificial Intelligence) and ML (Machine Learning) based Trademark Search Technology:

The Department for Promotion of Industry and Internal Trade (DPIIT), which comes under the Ministry of Commerce and Industry is all set to modernize the IP Management by the introduction of AI (Artificial Intelligence) and ML (Machine Learning) based Trademark Search Technology.

This futuristic tool will have access to over 3 million + trademarks and the AI & ML based algorithms will help to hasten and smoothen the trademark registration in turn making it more precise for both domestic and foreign enterprises. It will also introduce world's first Vienna Classifier and phonetic & catenation classifier. Shri Goyal was confident that this will new tool will also resolve trademark related conflicts in India.

IP Saarthi Chatbot:

The knotty world of IPR at times can get difficult to grasp for businesses and individuals and to overcome this the IP Saarthi Chatbot is introduced which is a friendly digital assistant wherein users can interact through a simple chat interface which will help them to navigate the IP registration process with proper guidance and support in a more accessible manner.

Helping Hand for New Innovators:

The ministry also highlighted the significant transformation in filing of patent applications by women over the past decade. Therefore he introduced the decision to reduce patent registration filing fees by 80% for women entrepreneur, startups, MSMEs, individuals and academic institutions. This will aim to encourage more innovators, especially women to participate actively in IP sector.

Adducing Prime Minister Narendra Modi's 3 I's- Intelligence, Idea and Innovation that the identity of the youth is recognized for their skill and talent round the world.

Personal Opinion:

The introduction of AI (Artificial Intelligence) and ML (Machine Learning) based Trademark Search Technology and IP Saarthi Chatbot in New Delhi by the Department for Promotion of Industry and Internal Trade (DPIIT) is a big leap towards the advancement and efficiency which are needed in a rather red-tape process.

This trademark tool should be path breaker in reducing human error, speeding up search results and removal of other trademark related conflicts. And for the Chatbot, it is a clever way to communize access to IP related information especially for the first time users or laymen unfamiliar with the legalese. Small and medium startups SMEs face financial issues when securing trademarks and IP Rights, which can now become easier with the introduction of this AI and ML based tool which can be accessible to all.

However, this being an AI based tool can make users dependent and a slightest error or malfunction can lead to trademark related conflicts to emerge. This also reveals that Legal oversight is needed no matter how efficient and smooth the working of the AI and ML based tool can be. With AI and ML based tool comes the Data breach and Privacy scare as handling trademark includes managing large datasets. Ensuring the confidentiality and privacy of proprietary business information is essential and crucial. India might take a while to adapt to the new changes in the IP world and it all depends on the efficiency and working of these new tools introduced by the Ministry.

Conclusion:

The introduction of AI and ML based tools along with the IP Saarthi Chatbot is a positive step towards making the trademark registration and search process faster, easier, affordable and accessible to all. However it is true that AI can make things more efficient but legal advice is still necessary to ensure accuracy and protect intellectual property properly. The motive behind introducing these new tools is to make India a developed nation by 2047. Shri Goyal also requested participants to keep innovating, improvising and bring about a change in a way that India's solutions can become the benchmark in the years to come. These tools can help to benefit IP landscape in India wisely.

REFERENCES FROM:

Notice uploaded by The Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry -

<https://pib.gov.in/PressReleaseIframePage.aspx?PRID=2056435>

Video uploaded on "X" by Shri Piyush Goyal -

<https://x.com/PiyushGoyal/status/1836439091069829548>

Link to the Trademark Search Portal -

https://tmsearch.beyondatagroup.com/ords/r/tisa/trademark_search/dpiit-public-search

About the Author:



Rashi Shah is a law graduate who is currently working as a Paralegal at **Aditya & Associates**. She has an active interest in IPR and is open to understanding and learning more about the complexities of IPR. She is committed to expanding her expertise and contributing meaningfully to the field of intellectual property law.

Rashi Shah can be reached at rashishah0107@gmail.com