

GFX 1

Placard form....Use the animation of IPR and FISME in the background with a jpeg of IPR viz lock&key

- How can they acquire intellectual property rights?
- How can MSMEs benefit from IP rights?
- **But is mere identification of the idea and protecting it sufficient?**

Certainly not!

- This has to change forever!
- If you are a seller: You need to get your IP protected and acquire rights for: Patent, Copyrights, Trademarks, Designs and so on.
- But if you are looking for technologies or considering buying IPRs:

GFX 2

In the form of book....each sentence in each page

You can be a new alchemist...following four golden rules: *(In the front page)*

1. Identify your Intellectual Property
2. Protect it through the right instrument (Patent, Copyrights, Trademarks, Designs...)
3. Manage (online management)
4. Exchange (IPREXCHANGE.IN)

Turn your knowledge and ideas into gold...

Welcome to the knowledge economy!

GFX 3

FISME with resources made available through the Prosperity Fund, of the British High Commission in India, has established India's first **IPR Exchange**. *(Animation of the three logos merging together)*

GFX 4

MSMEs' response within a few months of starting IP Facilitation Centers has been very encouraging.

Thus far, FISME has received

- More than 1600 enquiries
- More than 200 IPR cases for filing
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Further, FISME has already filed for

- 14 Patents
- 45 Trademarks
- 13 Copyrights
- And one Geographical Indications

