INTRODUCTION:

Services Exports Promotion Council (SEPC), set-up by the Ministry of Commerce & Industry, has brought out the India Intellectual Property (IP) Guide at Cannes in MIPCOM 2019 for the Media and Entertainment (M&E) industry.

GUIDELINES:

- Catalogue of over 60 Indian IPs, popular in over 160 countries.
- Tries to break the narrative of only low-end work being done in India and to promote innovation.
- IP is the most important asset in the service sector like M&E Industry
- Intellectual Property (IP), especially in the innovation economy of today, is vital to a large number of SEPC's stakeholders.
- Committe will be set up by SEPC to help small and medium entertainment companies to access critical aspects of IP creation.
- The aim is to assist companies and content creators to maximise the value of IP.

SEPC (SERVICES EXPORT PROMOTION COUNCIL):

- SEPC is an Export Promotion Council set by Ministry of Commerce & Industry, Government of India.
- It is an apex trade body which facilitates service exporters of India.
- As an advisory body it actively contributes to the formulation of policies of Government of India and acts as an interface between the Services Industry and the Government.
- SEPC has been instrumental in promoting the efforts of Indian service exporting community, and in projecting India’s image abroad as a reliable supplier of high quality services.
- IT organizes a large number of promotional activities such as buyer-seller meets (BSM) – both in India and abroad.

TRIPS AGREEMENT:

The TRIPS Agreement came into effect on 1st January 1995, is considered till date most complete multilateral agreement on intellectual property. The areas of intellectual property it covers are as following:

- **Trademarks**
- **Industrial designs**;
- **Copyright and related rights** (i.e. producers of broadcasting organisation, the rights of performers);
- **Geographical indications** which include appellations of origin;
- **The lay-out designs** (topographies) of assimilated circuits;
- **The information which are not closed** which includes test data and trade secrets;
- **Patents** which include protection of new varieties of plants;