

THE IP SQUAD

A Competition on Intellectual Property (IP)

DIPP-CIPAM, ASSOCHAM and Ericsson are organizing the IP Squad, in collaboration, for students across India. This is an exciting opportunity for students to show off their game designing and film making skills to the world. The theme of the competitions is 'intellectual property rights'. To know more, read on!

Who can participate?

All students enrolled in undergraduate college, post graduate, M Phil and Phd in India can participate. It doesn't matter what course you are enrolled in. Whether you're doing a course in science, commerce or humanities stream – all are welcome to participate.

1. The Game Designing Competition

What is it?

This is a shout out to all gamers and game enthusiasts!

If you're someone who's passionate about gaming, then this is your chance to shine. Gaming can be thrilling, but here you get a chance to design a game from scratch. So think about the most interesting games that you've come across and get inspired. The Game Designing Competition requires participants to design an Android based game on the theme of Intellectual Property Rights.

Sample Game for reference

Below is a description of an example of a game on IPR. Participants are free to design their own game from scratch.

Game can be multiplayer online games, simulations, adventure games, real time strategy games, puzzles, etc. The underlying theme of the game should be intellectual property rights. While the below game is in the form of a quest to unlock superhero characters of the IP Squad Fighters, participants can submit games which are different from this. Games can involve themes such as infringement of copyright and the subsequent losses suffered (example – a player loses money every time they do an action which amounts to infringement and it slows down the pace at which they complete a quest), ways in which IPR can be commercialized (example – a game where the player has to become a millionaire and must complete different quests from inventing a product, choosing packaging and advertisement, registering IPR and then protecting their IPR from infringers), or any other IPR related game.

IP Squad Fighters – Example Game

This game is called *IP Squad Fighters*. The game has 3 levels. The goal for the player is to try and become a part of the IP Squad. The IP Squad is a group of superheroes that fight IPR infringement and bring economic prosperity to India by encouraging innovation in the society. Being a part of the IP Squad is a badge of honor and pride. The player must collect at least 40 power boosters to become a part of the IP Squad.

There are 5 fighters in the IP Squad. Depending on how many power boosters the player collects during the game, she can unlock one of the following characters. The player can play the game again and again until she has unlocked all the IP Squad Fighters.

1. [Squad Boss](#)– If a player gets 80 power boosters (maximum possible) in the game, then she unlocks the Squad Boss.
2. [Squad Mini Boss](#) – If a player gets 70 power boosters in the game, then she unlocks the Squad Mini Boss.
3. [Squad Protector](#) - If a player gets 60 power boosters in the game, then she unlocks the Squad Protector.
4. [Squad Cash Master](#) - If a player gets 50 power boosters in the game, then she unlocks the Squad Cash Master.
5. [Squad Minion](#) - If a player gets 40 power boosters in the game, then she unlocks the Squad Minion.

The game has 4 levels. Level 1 happens in the Classroom, Level 2 happens in the Shopping Mall, Level 3 happens in the Office. Throughout the 3 Levels there are 6 bonus questions hidden. 2 each can be found in the Classroom, Shopping Mall and Office. To answer these bonus questions, the player must find the hidden symbols used to represent IPR in the room. Each bonus question, if answered correctly, will unlock 100 coins. The player must collect this money so that she can buy the following items for the unlocked IP Squad Fighters from the Store –

[Investigator’s Microscope](#) – It can be bought for 20 coins.

[Night Vision Glasses](#) – It can be bought for 30 coins.

[IP Squad Fighter Jacket](#) – It can be bought for 50 coins.

[IP Squad Handcuffs](#) – It can be bought for 100 coins.

[IP Squad Car](#) – It can be bought for 200 coins.

Level 1–Level 1 happens in the Classroom. The player is one of the students in the class. Each correct option chosen in Level 1 gives the player 3 power boosters. There are 10 situations that the player must solve to finish Level 1. The average time available to answer each question is 4seconds; therefore the hourglass, which keeps time for the level, will run out in 40 seconds for this level. To qualify for Level 2, the player should have answered at least 5 questions correctly. The hourglass will stop running if the player finds a hidden bonus question to answer. The bonus question must be answered within 15 seconds.

Below is a sneak peek into Level 1. Some of the questions change every time the player plays the game, so that the game remains interesting and isn’t too easy to crack. A game designer should ensure that not only the graphics, but also the player experience is fun. The questions get slightly tougher with each level.

The player enters the Classroom and sees that the teacher hasn’t come in yet. He goes and sits on his desk, and sees that the words IPR are written on the blackboard. The first question appears on the screen.

1. What does IPR stand for?

There are four options that pop up, and the player must select the one to move on in the game. The underlined one is the right answer.

- a) Intellectual Property Rights
- b) International Property Rules
- c) International Perpetuity Rights
- d) Interrelated Property Rights

Another student, Rajesh enters the class. Rajesh was gifted a new schoolbag by his parents for his birthday. The bag has a large picture of a minion from the movie Despicable Me on it. Next to the picture is the © symbol. Rajesh doesn't know what © means, so he turns to the player and asks –

2. What does © represent?

There are four options that pop up, and the player must select the one to move on in the game. The underlined one is the right answer.

- a) Copyright
- b) Creative Artwork
- c) The first letter of Rajesh's last name – Chawla.
- d) The minion's name - Carl.

Another student, Priya walks in with a McDonald's takeaway bag. She says that it was her lucky day since her single dad had to rush to the office for a very important meeting today in the morning, and he didn't have time to make her breakfast. She was very excited to eat her McDonald's breakfast. Rajesh notices the symbol TM on the McDonald's Tea paper cup, and turns to the player and asks –

3. What does TM represent?

There are three options that pop up, and the player must select the one to move on in the game. The underlined one is the right answer.

- a) Tea Maker
- b) Trademark
- c) Takeaway Mug

Priya opens her McDonald's takeaway bag and takes out her Sausage McMuffin burger to eat. While she is opening the cover of the burger, Rajesh notices the symbol ® next to the word Sausage McMuffin on the paper that covers the burger. He turns to the player and asks -

4. What does ® represent?

There are three options that pop up, and the player must select the one to move on in the game. The underlined one is the right answer.

- a) Real Sausage
- b) Registered Trademark
- c) Really Tasty
- d) Real Sausage and Muffins used in the burger

The kids find this very interesting so they go to the computer lab to check some things out before their teacher came to class. Akriti tells everyone that they should go on Wikipedia and search for more symbols like © and TM. However, before they could search for anything, they realized that the Wikipedia site itself had the symbol (CC) written on it. Akriti turns to the player and asks –

5. What does (CC) represent?

There are four options that pop up, and the player must select the one to move on in the game. The underlined one is the right answer.

- a) Confirmed copyright
- b) Creative Commons
- c) Dual copyright
- d) Not a real symbol

The kids hear the bell ring, so they rush back to the classroom from the computer lab. The teacher will be coming in soon. The teacher comes in and starts her lesson about IPR. She asks the kids –

6. Which of the below can no one steal from you?

There are four options that pop up, and the player must select the one to move on in the game. The underlined one is the right answer.

- a) Your voice
- b) Your idea
- c) Your book
- d) Your toy

One of the students tells the teacher that no one can steal ideas either; because it isn't a thing you can touch or take away. But the teacher explains that ideas can be stolen, especially when these ideas have lead to a song being written and someone steals that, or if someone wrote a book, and someone steals that. Or an invention. Then the teacher asks the class –

7. An invention can be protected with?

There are four options that pop up, and the player must select the one to move on in the game. The underlined one is the right answer.

- a) Trademark
- b) Copyright
- c) Patent
- d) Powerful locks

One of the kids has a question for the teacher. But the teacher says that she isn't a lawyer so she'll have to check for the answer. Instead, she says maybe someone in the class may know the answer, so she asks the student to ask the class his question -

8. How long does the term of a Patent lasts for?

There are four options that pop up, and the player must select the one to move on in the game. The underlined one is the right answer.

- a) Forever
- b) 20 years
- c) Lifetime of the inventor
- d) 10 years

The teacher gives the class of many examples of Indian trademarks and explains to them that trademarks are easily recognizable signs used on products to tell the customer can tell who produced the product. This is generally helpful to avoid fraudulent and fake products. She then asks the class -

9. Which of the following is not an Indian trademark?

There are four options that pop up, and the player must select the one to move on in the game. The underlined one is the right answer.

- a) LizzatPapad
- b) MRF Tyres
- c) Amul Butter
- d) Volkswagen

The teacher then explains to the class what a Geographical Indication is. She says that a geographical indication (GI) is a sign used on products that have a specific geographical origin and possess qualities or a reputation that are due to that origin. In order to function as a GI, a sign must identify a product as originating in a given place. She then asks the class -

10. Which one of these is not a Geographical Indication?

There are four options that pop up, and the player must select the one to move on in the game. The underlined one is the right answer.

- a) Darjeeling Tea
- b) Dal Chawal
- c) Kota Doria Sarees
- d) Basmati Rice

This is the end of Level 1. To qualify for Level 2, the player should have answered at least 5 questions correctly. The player will be shown the number of power boosters that she earned during this level, and if she answered any hidden questions.

The two hidden questions in Level 1 were –

- 1. Which of the following is not an example of work in public domain?
 - a. Ramayana, Valmiki
 - b. Harry Potter series, J.K. Rowling

- c. Romeo and Juliet, William Shakespeare
- d. Symphony No. 7, Ludwig van Beethoven

2. Copyright is generally used for –
- a) A book
 - b) A food item
 - c) An electric car
 - d) None of the above

If the player has found and answered any of these two questions, they will get 200 coins for each question.

Level 2–Level 2 happens in the Shopping Mall. Each correct option chosen in Level 2 gives the player 3 power boosters. There are 8 questions that the player must answer. The average time available to answer each question is 3 seconds; therefore the hourglass, which keeps time for the level, will run out in 24 seconds for this level. To qualify for Level 3, the player should have answered at least 4 questions correctly.

The player and her friends from school have come to the Shopping Mall, as it's a Friday evening. They wanted to check out which new films have been released this week, and if they would like to watch any with their families this weekend. They go to the Box Office to get tickets for their family, and they see a huge sign that says that no video recording or photography is allowed inside cinema halls. Akriti turns to the player and asks –

1. Why does this rule exist in cinema halls?

There are four options that pop up, and the player must select the one to move on in the game. The underlined one is the right answer.

- a) Because movies are copyrighted, and this helps avoid piracy.
- b) Because it would disturb other movie watchers.
- c) Because cinema halls want to keep their interior design secret.
- d) None of the reasons above.

After the students bought the tickets to watch the movie with their parents, they decided to go shopping. One of them suggested that there was a market nearby which sells locally made clothes, so they should go there. He says that some of the shops in the market even have brand logos on the clothes so it will look like they shopped from the mall.

2. Should the students go to the market and buy knock-offs?

There are four options that pop up, and the player must select the one to move on in the game. The underlined one is the right answer.

- a) Yes, they should go.
- b) No, they shouldn't go.

The majority of the students voted a 'No', so they decide to stay back and shop at the Mall.

3. Why do you think they decided to stay back at the Mall?

There are four options that pop up, and the player must select the one to move on in the game. The underlined one is the right answer.

- a) The clothes at the Mall are branded and they wanted to show off.
- b) Since the clothes at the Mall are original brands, they were sure that they would get good quality merchandise, even though it was a little expensive.
- c) They wanted to waste their parent's money.
- d) The Mall was air-conditioned and they were spoiled kids.

The students decided that the clothes at the Mall were too expensive for them to be able to afford on their allowance. Priya said that they should go shopping during the weekend, when their parents will be there so that they can have their parents permission before buying anything. Instead, they decided to go get hotdogs from the Food Court. At the Food Court, there was a little booth that was selling movie posters and key chains that were very cheap.

4. Before buying the movie posters and key chains, what should the kids ask the seller?

There are four options that pop up, and the player must select the one to move on in the game. The underlined one is the right answer.

- a) They should ask the seller to give them a discount.
- b) They should ask the seller if the merchandise he is selling is official merchandise, or knock-offs.
- c) They should ask the seller for his address.
- d) They should ask the seller if he believes in star signs and zodiacs.

One of the students, Archit, saw that the seller was also selling Beats headphones by Dr. Dre. They earphones only cost Rs. 100. Archit turns to the player and asks -

5. Hey! Generally these are so expensive. This looks like a great price, should I buy them?

There are four options that pop up, and the player must select the one to move on in the game. The underlined one is the right answer.

- a) Yes! It's a great bargain, you should buy it.
- b) No, it's a fake product. The quality will be horrible, and the official trademark is missing.
- c) No, I want them. You should let me buy it and we can share.
- d) Yes, you should buy it and we can both share.

The kids head to the bookstore next. Akriti wanted to get a copy of the book named 'Goodnight Stories for Rebel Girls' for her 4-year-old sister. The teacher had suggested that it was a great book for little girls because it had many stories of inspiring women. Priya really liked the book when she saw it too. However, the store only had one copy left.

6. What should Akriti and Priya do?

There are three options that pop up, and the player must select the one to move on in the game. The underlined one is the right answer.

- a) One of them should buy the copy available, and the other one should make colored photocopies and use it.
- b) They should buy the copy available and wait for the next one to arrive at the store.
- c) They shouldn't buy it. If there's only one copy left at the store, maybe the book wasn't that great.

Rajesh still has some of the KFC that they bought at the Food Court left. He says that he loves the KFC fried chicken, and wishes that his mom would make the exact same chicken at home. Priya suggests that he should go back to KFC and ask the manager there for the recipe.

7. Should the manager give Rajesh the recipe for KFC fried chicken?

There are four options that pop up, and the player must select the one to move on in the game. The underlined one is the right answer.

- a. Yes, it would be great if Rajesh's mom could make the same recipe.
- b. Yes, Rajesh is a child, the manager shouldn't say 'no' to him.
- c. No, the recipe for KFC fried chicken is a trade secret.
- d. No, the recipe for KFC fried chicken is trademarked.

The children then go towards a t-shirt store. The store has t-shirts with designs from a lot of movies. The shopkeeper tells them that he has a license for the patent of the t-shirt designs, so they are original.

8. What should the kids do?

There are four options that pop up, and the player must select the one to move on in the game. The underlined one is the right answer.

- a. If the shopkeeper has the patent for the t-shirt designs, it must be original so they should buy it.
- b. They shouldn't buy it, because t-shirt designs can't be patented; only copyrighted. The shopkeeper is fooling the kids with big words.
- c. They shouldn't buy it because the shopkeeper is offering them discounts.
- d. They shouldn't care about IPR and just buy what they want.

The two hidden questions in Level 2 were –

1. Which of the following is an example of a registered industrial design?

- a. Coca Cola bottle
- b. McDonald's 'M' logo
- c. 3D printer
- d. None of the above

2. Which of these cities do not have a trademark registry office?
 - a. Mumbai
 - b. Delhi
 - c. Ahmedabad
 - d. Vishakhapatnam

If the player has found and answered any of these two questions, they will get 200 coins for each question.

This is the end of Level 2. The player will be shown the number of power boosters that she earned for all the levels, and if she answered any hidden questions in this level. To qualify for Level 3, the player should have answered at least 5 questions correctly.

Level 3 – Level 3 happens in the Office. This is the final, and toughest level. Each correct answer in Level 4 gives the player 8 power boosters. There are only 2 questions in this level. The average time available to answer each question is 10 seconds; therefore the hourglass, which keeps time for the level, will run out in 20 seconds for this level.

If the player has reached Level 3, it means that the player is no longer a student in school, and has started working at her Office. While sitting in Office, the player's boss asks the player to design a logo for the new company that they are starting.

1. The player should –

There are three options that pop up, and the player must select the one to move on in the game. The underlined one is the right answer.

- a) Pick out an interesting picture from Google Search as use it as their business logo.
- b) Take their competitor's logo and use it as their business logo so that they can take all their competitor's customers away.
- c) Design a new logo, and make sure that no other company is already using that logo.
- d) None of the above.

Shikha, who is an old classmate of the player, remembers that the player was great at IPR in school. She calls the player at the Office, and tells the player the problem she's facing at work. She tells the player that she worked full-time at a company called Mufflers and Co. As a part of her job, she designed a sales brochure for the company. Before the brochure could be printed and distributed, Shikha lost her job. The company went ahead and printed the brochures.

2. Can Shikha sue the company for infringement of her copyright?

There are four options that pop up, and the player must select the one to move on in the game. The underlined one is the right answer.

- a) Yes, Shikha designed the brochures therefore the company has infringed her rights.

- b) No, the company owns the copyright to the brochure as Shikha was an employee when she made the brochure for the company.
- c) No, Shikha can't sue the company because she is not an employee anymore.
- d) None of the above three options.

The two hidden questions in Level 3 were –

3. Kritika affixed the label of Air India (AI) on various TV's in her electronic equipment shop. Has she violated the trademark of Air India?
 - a. Yes, because she has used their trademark without AI's permission
 - b. No, because she just put a cheap sticker on her devices.
 - c. No.

4. Burger King has opened its operation in India in 2014. A local burger seller in Ludhiana called Burger King who has been operational since last 20 years is asked to shut down under the claim of trademark infringement? Can the old Burger King be asked to shut down?
 - a. Yes, because it is not trademarked
 - b. Yes, because it is infringing the International trademark of Burger King.
 - c. No because old burger king is the priority user and he is allowed to continue functioning as usual.
 - d. No because old burger king is not located in Delhi.

If the player has found and answered any of these two questions, they will get 200 coins for each question.

This is the end of Level 3. The player will be shown the number of power boosters that she earned for all the levels, and if she answered any hidden questions in this level. Each correct answer in Level 3 gives the player 8 power boosters. Depending on how many power boosters the player collects during the game, she can unlock one of the characters in the IP Squad Fighters.

2. The Film Making Competition

What is it?

If you're a person who's always dreaming about making it big in the film industry, or making a video that can go viral on the Internet, then this competition can be your claim to fame. As a part of the Film Making Competition, participants are required to direct, shoot and send in a film on the theme of Piracy & Counterfeiting – hurting economy & Promotes unorganized crime. It can be an animation film, a documentary style film, a film you shoot at home with real actors or any other form/style of film that you can think of. The sky is the limit. Let your creative juices flow, and let's see if you can come up with something amazing!

Some examples that you can find on YouTube are –

1. 'Patents' by WIPO - <https://www.youtube.com/watch?v=Bb9EBtlGx7w>
2. 'Intellectual Property Rights' by Karpeton Studios - <https://www.youtube.com/watch?v=FsR5entRolM>

While the above are only examples of animation films, you can also make videos in the form of a story with real actors, or any other form you chose.

Categories

There are two categories in this competition. You can either make a film, which is 30 seconds long or 60 seconds long.