



SVKM TRADEMARK POLICY

1. Objective

This policy lays down the framework and procedure for proposing, evaluating, and registering trademarks, including names and logos, within SVKM institutions. It aims to ensure uniformity, protection of brand identity, and compliance with intellectual property laws.

2. Authority and Governance

1. **Final Authority:** SVKM will be the owner of the Trade Mark and be the sole and final authority to decide on the filing, protection, registration, renewal, and enforcement of any trademark.
2. **Decision-Making:** All decisions regarding trademarks, registration and enforcement of legal rights shall be taken by the Management of **Shri Vile Parle Kelavani Mandal**.

3. Proposal for Trademark Registration

1. Initiation of Proposal:

The **Registrar, Dean, Principal, or Head of Institution** may initiate a proposal for trademark registration (name and/or logo) of their institution, program, or event.

2. Criteria for Initiating a Trademark Application:

- a. The name, logo, or mark is widely recognized or known to the public.
- b. There is consistent and demonstrable usage of the mark in association with the institution or its activities.
- c. The mark is intended for long-term use and has potential for sustainable value and relevance over time.

3. Approval Requirement:

All such proposals must be submitted with the approval of the **respective Mentor and/or Trustee** of the institution.

4. Consensus Requirement:

Before submission, there should be an **internal consensus** within the Institution among key stakeholders actively using the proposed name/logo to ensure uniform branding.

4. Content of Proposal: Each proposal should contain:

1. Proposed trademark name and/or logo
2. Brief rationale and intended use
3. Details of the creator/designer
4. Institutional approval from Mentor/Trustee
5. At least **two or more design/name options in case of a new trademark**
6. Any prior usage or use claims, if applicable, to give some details

5. Review and Processing

1. The proposal, on complying with the above guidelines be submitted to IP cell in SVKM H.O.
2. Proposals will be reviewed for legal feasibility, uniqueness, and compliance with the Trademarks Act, 1999.
3. Upon positive evaluation, the proposal will be placed before the **Top Management and Office Bearers** for final decision and sanction for filing.



6. Ownership and Enforcement

1. All trademarks registered under this policy shall be held in the name of **Shri Vile Parle Kelavani Mandal (SVKM)**.
2. SVKM shall have the exclusive right to enforce, license, assign, or otherwise deal with the trademarks.