

Report on Guest Lectures on Industrial Design and Law

Symbiosis Law School, Pune, hosted two enriching guest lectures on 17th and 18th November 2023, focused on Industrial Design and its legal aspects. The lectures, attended by over 70 students, provided a comprehensive understanding of both the interdisciplinary facets of industrial design and its legal applications.

Guest Lecture 1: Interdisciplinary Aspects of Industrial Design – 17th November 2023 (2:00 PM to 4:00 PM)

The first session on 17th November, titled "Interdisciplinary Aspects of Industrial Design," explored the various sectors where industrial design plays a crucial role. The speaker, an expert in the field, began by introducing the concept of industrial design and its significance in product development. The lecture emphasized how design impacts both the aesthetic and functional aspects of products across a wide range of industries.

The speaker elaborated on how design management integrates creativity with strategic business processes, helping businesses gain competitive advantages. Industrial design's influence was discussed in diverse sectors such as fashion, fast-moving consumer goods (FMCG), decorative articles, textiles, kitchenware, furniture, home appliances, and electronic goods. The lecture highlighted specific examples from these industries, showcasing how design shapes consumer perceptions and enhances product value. Students gained insight into the balance between innovation and usability that designers strive to achieve, while also considering manufacturing and market demands.

Guest Lecture 2: Practical Aspects in Industrial Design Law – 18th November 2023 (2:00 PM to 4:00 PM)

The second session, held on 18th November, focused on "Practical Aspects in Industrial Design Law." The lecture delved into the legal framework governing industrial designs, discussing critical topics such as registration processes, commercial agreements, litigation, and enforcement.

The speaker explained the legal criteria for registering an industrial design, emphasizing the importance of novelty and originality. Students were introduced to the process of applying for protection under industrial design laws, including the duration of protection and how designs are differentiated from patents and copyrights. The session also addressed key aspects of commercial agreements, such as licensing and distribution, and how these agreements help in monetizing industrial designs. Additionally, the speaker provided insights into how legal mechanisms address design infringement, and how designers and businesses can enforce their rights through litigation.

Conclusion

These guest lectures were a valuable opportunity for students to understand the multifaceted role of industrial design, as well as the critical legal considerations surrounding it. The sessions were informative, offering both practical and theoretical perspectives on industrial design and its legal protection. Students left with a deeper appreciation of how design intersects with law in the global marketplace.