



ADVOCATE

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## Official Circular of Intellectual Property Rights (IPR)

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Intellectual property (IP) refers to creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names and images used in commerce. IP is protected in law by, for example, patents, copyright and trademarks, which enable people to earn recognition or financial benefit from what they invent or create. By striking the right balance between the interests of innovators and the wider public interest, the IP system aims to foster an environment in which creativity and innovation can flourish. A trademark is a sign capable of distinguishing the goods or services of one enterprise from those of other enterprises. Trademarks date back to ancient times when artisans used to put their signature or "mark" on their products

**If it is found to be misused by any of associated individuals or organizations those are having Franchise Status or whatsoever, might be landed in legal action from the companies mentioned above. Their actions are termed as Breach of Franchise Agreement and Infringement of IPR .They are empowered and entitled to post/insert promote for personal cause on Social Media platforms across the world.**



Yours truly,

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