

पेटेंट कार्यालय
शासकीय जर्नल

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OF
THE PATENT OFFICE**

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DATE: 23/09/2022

पेटेंट कार्यालय का एक प्रकाशन
PUBLICATION OF THE PATENT OFFICE

INTRODUCTION

In view of the recent amendment made in the Patents Act, 1970 by the Patents (Amendment) Act, 2005 effective from 01st January 2005, the Official Journal of The Patent Office is required to be published under the Statute. This Journal is being published on weekly basis on every Friday covering the various proceedings on Patents as required according to the provision of Section 145 of the Patents Act 1970. All the enquiries on this Official Journal and other information as required by the public should be addressed to the Controller General of Patents, Designs & Trade Marks. Suggestions and comments are requested from all quarters so that the content can be enriched.

(PROF. (DR) UNNAT P. PANDIT)
CONTROLLER GENERAL OF PATENTS, DESIGNS & TRADE MARKS

23rd SEPTEMBER, 2022

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कोलकाता, दिनांक 23/09/2022

• कार्यालयों के क्षेत्राधिकार के पते

विभिन्न जगहों पर स्थित पेटेंट कार्यालय के पते आंचलिक आधार पर दर्शित उनके प्रादेशिक अधिकार क्षेत्र के साथ नीचे दिए गए हैं:-

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<p>3 पेटेंट कार्यालय, भारत सरकार बौद्धिक संपदा भवन, प्लॉट सं. 32, सेक्टर- 14, द्वारका, नई दिल्ली- 110 075. फोन: (91) (11) 25300200, 28032253 फ़ैक्स: (91) (11) 28034301, 28034302 ई. मेल: delhi-patent@nic.in हरियाणा, हिमाचल प्रदेश, जम्मू तथा कश्मीर, पंजाब, राजस्थान, उत्तर प्रदेश, दिल्ली तथा उत्तरांचल राज्य क्षेत्रों, एवं संघ शासित क्षेत्र चंडीगढ़</p>	

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पेटेंट अधिनियम, 1970 तथा पेटेंट (संशोधन) अधिनियम, 2005 अथवा पेटेंट (संशोधन) नियम, 2006 द्वारा वांछित सभी आवेदन, सूचनाएं, विवरण या अन्य दस्तावेज़ या कोई शुल्क पेटेंट कार्यालय के केवल उपयुक्त कार्यालय में स्वीकृत होंगे। शुल्क: शुल्क या तो नगद रूप में या Controller of Patents के नाम में देय बैंक ड्राफ्ट या चेक के द्वारा भेजी जा सकती है जो उसी स्थान के किसी अनुसूचित बैंक में प्रदत्त हो जहाँ उपयुक्त कार्यालय स्थित है।

SPECIAL NOTICE

18 Months publication as required under Section 11A of the Patents Act, 1970 as amended by the Patents (Amendment) Act, 2005.

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SPECIAL NOTICE

Under the new provision of the Patents Act, 1970 as amended by the Patents (Amendment) Act, 2005 and Rules there under, Publication of the matter relating to Patents in the Official Gazette of India Part III, Section 2 has been discontinued and instead The Official Journal of the Patent Office is being published containing all the activities of The Patent Office such as publication of all the patent applications after 18th months , grant of patents & all other information in respect of the proceedings as required under the provisions of the Patents (Amendment) Act, 2005 and Rules thereunder on weekly basis on every **Friday**.

The Journal is uploaded in the website every Friday. So Paper form and CD-ROM form of the Journal are discontinued from 01/01/2009.

SPECIAL NOTICE

Every effort is being taken to publish all the patent applications under section 11(A) of the Patents Act. However, if duplication of publication of any application is found, then earlier date of publication will be taken for the purpose of provisional protection for applicant and Patent Office will grant Patent not before six months from the date of second publication, provided that there is there is no third party representation.

(12) PATENT APPLICATION PUBLICATION

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(54) Title of the invention : DESIGN OF FRAMEWORK FOR PROMOTING PRODUCTS USING SOCIAL MEDIA FOR INCREASING CUSTOMER BASE

<p>(51) International classification :G06Q0030020000, G06Q0050000000, B42D0001000000, B32B0023080000, F03G0007100000</p> <p>(86) International Application No Filing Date :NA :NA</p> <p>(87) International Publication No : NA</p> <p>(61) Patent of Addition to Application Number Filing Date :NA :NA</p> <p>(62) Divisional to Application Number Filing Date :NA :NA</p>	<p>(71)Name of Applicant : 1)Dr. NILESH ANUTE Address of Applicant :ASSOCIATE PROFESSOR, ASM'S IBMR, PUNE. INDIRA NAGAR, BLOCK 'C, MIDC, CHINCHWAD, PIMPRI-CHINCHWAD, MS FADD:HYDERABAD-500100 -----</p> <p>2)Dr. LALIT KANORE 3)Dr. SANJAY DHARMADHIKARI 4)Dr. PRADNYA BHANDARE 5)Dr. RAMKRISHNA DIKKATWAR 6)Dr. SHAM BACHHAV Name of Applicant : NA Address of Applicant : NA</p> <p>(72)Name of Inventor : 1)Dr. NILESH ANUTE Address of Applicant :ASSOCIATE PROFESSOR, ASM'S IBMR, PUNE. INDIRA NAGAR, BLOCK 'C, MIDC, CHINCHWAD, PIMPRI-CHINCHWAD, MS FADD:HYDERABAD-500100 -----</p> <p>2)Dr. LALIT KANORE Address of Applicant :PROFESSOR AND DEAN, ASM'S INSTITUTE OF PROFESSIONAL STUDIES, OFF OLD PUNE MUMBAI HIGHWAY, BEHIND STERLING HONDA SHOWROOM, PIMPRI WAGHERE, MAHARASHTRA 411018 -----</p> <p>3)Dr. SANJAY DHARMADHIKARI Address of Applicant :DIRECTOR.. INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH DEVELOPMENT AHMEDNAGAR, IBMRD, AHMEDNAGAR, 414111 -----</p> <p>4)Dr. PRADNYA BHANDARE Address of Applicant :ASSOCIATE PROFESSOR & HOD MBA DEPARTEMENT, G.H. RAISONI INSTITUTE OF ENGG.& TECHNOLOGY., NAGPUR. ADDRESS OF THE INSTITUTE SHRDHA PARK, B--37-39/1, MIDC HINGNA-WADI LINK ROAD, NAGPUR 440016 -----</p> <p>5)Dr. RAMKRISHNA DIKKATWAR Address of Applicant :ASSOCIATE PROFESSOR, SYMBIOSIS INSTITUTE OF BUSINESS MANAGEMENT, NAGPUR, SIBM N, SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY), NAGPUR CAMPUS GAT.NO.167, 168, 169, VILLAGE MAUJE, BHANDEWADI, WATHODA LAYOUT, NAGPUR, MAHARASHTRA 440008 -----</p> <p>6)Dr. SHAM BACHHAV Address of Applicant :PROFESSOR, ASM'S IBMR, PUNE. INDIRA NAGAR, BLOCK 'C, MIDC, CHINCHWAD, PIMPRI-CHINCHWAD, MAHARASHTRA 411019 -----</p>
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(57) Abstract :

Newly introduced but proven to be a good way to promote products on social media is giving away deals and promo codes. Provide special deals to your customers on social media regularly so that they remain engaged at all times. You can also do a little brainstorming on how you can personalize the whole concept of offering discounts 85 promo codes to make your customers feel special. For example, providing discounts on birthdays, putting names of discount credit cards, etc. This will help them turn loyal towards your brand in long term. People like your page on social media because they are interested in your product. However, for businesses, there is a fall in organic reach on social media, which is why they need to put extra efforts to make sure their products are being seen by target audience. Social media ads boost your reach and can help you achieve millions of views on your posts. This in turn, gives your product the promotion you want for it and ultimately brings you more lead. Run Contests on Social Media to Attract Attention. A contest is a subtle way to promote your product without actually advertising it. Running contests on social media platforms will drive audience's attention towards your product. To reap maximize benefits from the contest, keep it fun, simple, and offer giveaways to all participants. Ultimately, this will create loyalty towards your product in customers; thus, will help you in generating leads in long-term. Social media marketing is a form of digital marketing that leverages the power of popular social media networks to achieve your marketing and branding ; goals. But it's not just about creating business accounts and posting when you feel like it. Social media marketing requires an evolving strategy with measurable goals.

No. of Pages : 13 No. of Claims : 6

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विभिन्न जगहों पर स्थित पेटेंट कार्यालय के पते आंचलिक आधार पर दर्शित उनके प्रादेशिक अधिकार क्षेत्र के साथ नीचे दिए गए हैं:-

<p>1 कार्यालय : महानियंत्रक, एकस्व, अभिकल्प तथा व्यापार चिह्न, एंटोप हिल डाकघर के समीप, एस. एम. रोड, एंटोप हिल, मुम्बई- 400 037, भारत, फोन: (91) (22) 24123311 फ़ैक्स: (91) (22) 24123322 ई. मेल: cgpdtm@nic.in</p>	<p>4 पेटेंट कार्यालय, भारत सरकार इंटेलेक्चुअल प्रॉपर्टी राइट्स बिल्डिंग, इंडस्ट्रियल इस्टेट एसआईडीसीओ आरएमडी गोडाउन एरिया एडजसेन्ट टु ईगल फ्लास्क, जी. एस. टी. रोड, गायन्डी चेन्नई - 600 032. फोन: (91) (44) 2250 2081-84 फ़ैक्स: (91) (44) 2250-2066 ई. मेल: chennai-patent@nic.in ❖ आन्ध्र प्रदेश, तेलंगाना, कर्नाटक, केरल, तमिलनाडु तथा पुडुचेरी राज्य क्षेत्र एवं संघ शासित क्षेत्र, लक्षदीप</p>
<p>2 पेटेंट कार्यालय, भारत सरकार बौद्धिक संपदा भवन, एंटोप हिल डाकघर के समीप, एस. एम. रोड, एंटोप हिल, मुम्बई- 400 037, फोन: (91) (22) 24137701 फ़ैक्स: (91) (22) 24130387 ई. मेल: Mumbai-patent@nic.in ❖ <input type="checkbox"/> गुजरात, महाराष्ट्र, मध्य प्रदेश, गोवा तथा छत्तीसगढ़ राज्य क्षेत्र एवं संघ शासित क्षेत्र, दमन तथा दीव, दादर और नगर हवेली.</p>	<p>5 पेटेंट कार्यालय, भारत सरकार कोलकाता, (प्रधान कार्यालय) बौद्धिक संपदा भवन, सीपी-2, सेक्टर- v, साल्ट लेक सिटी, कोलकाता-700 091, भारत. फोन: (91) (33) 2367 1943/44/45/46/87 फ़ैक्स:/Fax: (91) (33) 2367 1988 ई. मेल: kolkata-patent@nic.in ❖ भारत का अवशेष क्षेत्र</p>
<p>3 पेटेंट कार्यालय, भारत सरकार बौद्धिक संपदा भवन, प्लॉट सं. 32, सेक्टर- 14, द्वारका, नई दिल्ली- 110 075. फोन: (91) (11) 25300200, 28032253 फ़ैक्स: (91) (11) 28034301, 28034302 ई. मेल: delhi-patent@nic.in हरियाणा, हिमाचल प्रदेश, जम्मू तथा कश्मीर, पंजाब, राजस्थान, उत्तर प्रदेश, दिल्ली तथा उत्तरांचल राज्य क्षेत्रों, एवं संघ शासित क्षेत्र चंडीगढ़</p>	

वेबसाइट: <http://www.ipindia.nic.in>
www.patentoffice.nic.in

पेटेंट अधिनियम, 1970 तथा पेटेंट (संशोधन) अधिनियम, 2005 अथवा पेटेंट (संशोधन) नियम, 2006 द्वारा वांछित सभी आवेदन, सूचनाएं, विवरण या अन्य दस्तावेज़ या कोई शुल्क पेटेंट कार्यालय के केवल उपयुक्त कार्यालय में स्वीकृत होंगे। शुल्क: शुल्क या तो नगद रूप में या Controller of Patents के नाम में देय बैंक ड्राफ्ट या चेक के द्वारा भेजी जा सकती है जो उसी स्थान के किसी अनुसूचित बैंक में प्रदत्त हो जहाँ उपयुक्त कार्यालय स्थित है।

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(54) Title of the invention : FRAMEWORK FOR ANALYZING HOW MARKETING ON TV AFFECTS THE TOP OF MIND AWARENESS-TOMA(FIELD: MANAGEMENT)

<p>(51) International classification :G06Q0030020000, G99Z0099000000, G09F0019000000, G09B0019000000, G09F0023000000</p> <p>(86) International Application No :NA Filing Date :NA</p> <p>(87) International Publication No : NA</p> <p>(61) Patent of Addition to Application Number :NA Filing Date :NA</p> <p>(62) Divisional to Application Number :NA Filing Date :NA</p>	<p>(71)Name of Applicant : 1)Dr. ANAND DESHMUKH Address of Applicant :OFFICIATING DIRECTOR, VIDYA PRATISHTHAN'S INSTITUTE OF VIDYANAGARI BHIGWAN ROAD BARAMATI, DIST.PUNE, HYDERABAD-500100. ----- 2)Dr. SANJAY DHARMADHIKARI 3)Dr. SATISH PAWAR 4)Dr. LALIT KANORE 5)Dr. PRADNYA BHANDARE 6)Dr. NILESH ANUTE 7)Dr. B L RAJU 8)Dr. T.SUNIL Name of Applicant : NA Address of Applicant : NA (72)Name of Inventor : 1)Dr. ANAND DESHMUKH Address of Applicant :OFFICIATING DIRECTOR, VIDYA PRATISHTHAN'S INSTITUTE OF VIDYANAGARI BHIGWAN ROAD BARAMATI, DIST.PUNE, HYDERABAD-500100. ----- 2)Dr. SANJAY DHARMADHIKARI Address of Applicant :DIRECTOR. INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH DEVELOPMENT AHMEDNAGAR. ----- 3)Dr. SATISH PAWAR Address of Applicant :PROFESSOR, ASM'S IBMR, CHINCHWAD, INDIRA NAGAR, BLOCK 'C, MIDC, CHINCHWAD, PIMPRI-CHINCHWAD, MAHARASHTRA, 411019. --- 4)Dr. LALIT KANORE Address of Applicant :PROFESSOR AND DEAN, ASM'S INSTITUTE OF PROFESSIONAL STUDIES, OFF OLD PUNE MAMBAI HIGHWAY, BEHIND STERLING HONDA SHOWROOM, PIMPRI WAGHERE, MAHARASHTRA, 411018 ----- 5)Dr. PRADNYA BHANDARE Address of Applicant :ASSOCIATE PROFESSOR & HOD MBA DEPARTMENT, AT G.H. RAISONI INSTITUTE OF ENGG.& TECHNOLOGY, ADDRESS OF THE INSTITUTE SHRDHA PARK, B--37-39/1, MIDC HINGNA-WADI LINK ROAD. NAGPUR 440016 ----- 6)Dr. NILESH ANUTE Address of Applicant :ASSOCIATE PROFESSOR, ASM'S IBMR, INDIRA NAGAR, BLOCK 'C, MIDC, CHINCHWAD, PIMPRI-CHINCHWAD, MAHARASHTRA, 411019, PUNE. ----- 7)Dr. B L RAJU Address of Applicant :PROFESSOR & PRINCIPAL, ACE ENGINEERING COLLEGE, ANKUSHAPUR, GHATKESAR, HYDERABAD, TELANGANA, 501301 ----- 8)Dr. T.SUNIL Address of Applicant :PROFESSOR, CSE, MRCE, HYDERABAD-100 -----</p>
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(57) Abstract :
Framework designed is basically to check how much of the audience watching Television create an impact by seeing the advertisement on the programs broadcasted. The framework will also help in understanding of benefits the organization gets by creating the TOMA. It is very important for any brand to ensure that the TOMA for their product is relatively very high. This is the only way to see that the customer talks about the product and will also refer the products to other customers. Which is ultimately going to increase the business for the company. The TOMA can be easily created among the customers by making them to see that product again and again. In this scenario the Television will play an important role for the companies to create this TOMA. The organization which is interested in created TOMA about their products has to do a kind of research in terms of programs which are mostly watched by the users and they should also have complete information about the program on Television is meant for, what age group of people watch it , how many watch it and how long they watch. Based on the data captured we can then decide on the advertisement during those programs, provided the products match with the type of people watching the show. Here we have to see the TRP of the channel and the program which is broadcasted. Top-of-mind awareness should be a priority for any business. Staying top-of-mind means that you rank highly in the minds of consumers and it helps you attract leads and retain loyal customers. Top of mind awareness is defined as the first brand name that comes to someone's mind when asked about a specific industry. Top of mind awareness or TOMA is a key concept in market research. It is a measure of how high brands rank in the consciousness of consumers. The first brand that comes to mind when consumers think of a certain niche, product or industry has achieved top of mind awareness. Not all consumers will think of the same brand, but the results offer a clear indication of which companies are most popular within an industry. It's worth noting that sometimes the first brand people think of is one they dislike or one that was recently embroiled in a scandal. So TOMA can have negative associations. However, being top of mind is usually a big plus for brands.

No. of Pages : 12 No. of Claims : 9