

# The Significance of Intellectual Property Rights in Cyber Law

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## Abstract

The Model Law on Electronic Commerce on International Trade Law was accepted by the General Assembly of the United Nations (UNCITRAL) in a resolution dated January 30, 1997, which led to the creation of the Information Technology Act of 2000. One of the crimes with the fastest global growth is cybercrime. While the Act has been successful in establishing the framework of legislation in Cyber Space and addressing some urgent concerns about technological exploitation, it has several significant gaps that have not been addressed, such as issues with intellectual property. Intellectual property is described as knowledge or information in any form that has an economic value. Intellectual property rights are a combination of ideas, innovations, and creations; examples include copyright, patents, trademarks, and designs. These things are creations of the human mind and hence called Intellectual Property. Information Technology Act 2000 does not mention a single word about Intellectual Property protection while Infringement of IPR is one of the most challenging areas in cyberspace. As well as Copyright and Domain names violations do occur on the internet but Copy Right Act 1957 & Trade Mark Act 1999 are silent on that which specifically deals with the issue. Therefore, we have no enforcement machinery to ensure the protection of domain names on net. Time has come where we must enact special legislation for the protection of Intellectual property in cyberspace.

**Keywords** - Cyber law, Copyright infringement, Domain names, Cybersquatting, IPR issues & challenges involved.

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## Introduction

The term "intellectual property" (IP) simply denotes human invention. It alludes to the idea's creator's ownership of thinking or design. It grants the owner of any original idea or distinctive work certain exclusive rights, making it illegal to replicate or reuse that work without the owner's consent. It falls under property law. It can be applied to commercial activities by those involved in the arts, such as writers, musicians, and inventors. It also refers to the legal privileges granted to the inventor or creator to safeguard their work for a predetermined amount of time. These legal rights grant the inventor/creator or his assignee the only right to fully exploit his invention/creation for a specific amount of time<sup>1</sup>. It is widely acknowledged that Intellectual Properties essential to the modern economy. Additionally, it has been unequivocally proven that the intellectual labour connected to the innovation deserves to be given the respect it deserves in order for it to serve the greater good. The price of research and development (R&D) has skyrocketed, and so have the investments needed to get a new technology to the market. The original work in the domains of literature, art, photography, writing, paintings, even dance in textual format, audio, or video files is protected by intellectual property rights. Both the tangible and intangible forms of these works are protected by intellectual property rights. Intellectual property rights include patents, copies rights, trademarks, trade secrets, industrial and layout designs, and geographical indications, for which there are legal repercussions even for online infringements. The global markets have benefited copyright or patent owners as a result of technology improvements and inventions in the cyber world. However, as INTELLECTUAL PROPERTY RIGHTS infringement has grown to be one of the main worries due to the development of cyber technology, every excellent innovation has its own drawbacks. The protection of online content is necessary, and INTELLECTUAL PROPERTY RIGHTS and cyber law cannot be kept separate from one another. Authors, designers, developers, and inventors can use patents or copyright to safeguard the concepts they have created. The goal is to stop others from unfairly benefitting from their inventions or works of art. Additionally, it gives them a chance to recoup the money they spent on product development. Cyberspace is the virtual realm where numerous computers are linked together via computer networks and communicate with one another. With the development of technology, everyone may now access cyberspace. This fact sparked the growth of the internet as a commercial platform, putting more pressure on intellectual property. Cybercrimes today include not just fraud, cyberbullying, and identity theft but also infringements on the copyrights and trademarks of different companies and other organizations. Since online content needs to be safeguarded, it is impossible to separate intellectual property rights from cyber regulations. The term "intellectual property" covers a wide range of legal protections. Among them, the following stand out:

**Patent**

Intellectual property includes patents. It comprises of a set of temporary, exclusive rights given by a sovereign state to an inventor or their assignee in exchange for disclosing an invention to the public. A country will issue the proprietor of an innovation a patent, which is a temporary legal monopoly. The mere possession of a patent does not grant the owner the right to make use of or profit from the innovation. Other regulations, such as those governing health and safety, food and medications, or even other patents, may nevertheless have an impact on that privilege. According to the law, the patent is a property right that may be transferred, inherited, sold, licensed, or even abandoned. Because it was granted by the government, the government has the right to withdraw it in some circumstances, even if it has already been granted, sold, or licensed.<sup>2</sup> An invention is a product or a technique that, in general, offers a new way of doing something or presents a new technical solution to a problem. A patent is an exclusive right awarded for an invention. Technical details concerning the innovation must be made public in a patent application in order to obtain one. We carry out patent searches, registrations, and filings. In this context, we are also prepared to handle lawsuits.<sup>3</sup> An invention is a product or a technique that, in general, offers a new way of doing something or presents a new technical solution to a problem. A patent is an exclusive right awarded for an invention. Technical details concerning the innovation must be made public in a patent application in order to obtain one.<sup>4</sup>

**Trademark**

Trademarks are defined as "marks that may be graphically represented and can be used to differentiate one person's good or service from those of others." These marks can include the appearance of products, their packaging, and colour combinations.<sup>5</sup> It's a common misconception that a trade mark can only be words, logos, images, or packaging. However, a trademark's application is far broader. Trademark rules protect anything that can be used to distinguish a source, including the way a product feels and looks, as well as specific odours, sounds, and colours. As a result, there are more and more places where a trademark can be violated. In addition to its usual applications, it is now even used in cyberspace. A trademark has a wide range of applications in the "cyber realm," and because of its expanding significance, it significantly affects how generally functional items are. Our modern, fast-paced economy is primarily reliant on the internet and is inseparably linked to it. Every element is influenced by the internet, from the most basic actions, like placing an order online, to more complex ones, like predicting future market trends.<sup>6</sup>

**Geographical indications**

Geographical indications (GIs) are intellectual property (IP) rights that are used to identify products that come from a particular region and have qualities, reputations, or other qualities that may be directly linked to their place of origin.<sup>7</sup> A geographical indication agricultural product brand is a public brand that is used by a number of agricultural producers and operators in a given area after submitting an application for registration with the General Administration of Quality Supervision, Inspection and Quarantine on behalf of a particular agricultural product industry association. The foundation must produce a variety of agricultural goods or a specific agricultural enterprise. A constant, ongoing, and obvious competition aggregate has developed in a particular administrative or economic area. Numerous well-known, premium, and unique agricultural goods are marked with geographic markers and clearly display regional features. If they are removed from that location, their market recognition will be significantly diminished, and they might even be viewed as subpar and counterfeit goods. As a result, branding for agricultural products are typically regional brands that have been registered as geographical indicator products and are so legally protected.<sup>8</sup> The brand of agricultural products with geographic indications can be strengthened and expanded through the use of horizontal marketing. We should focus on developing ecological brand conceptions, marketing concepts that are informed by consumer demands, and protective mechanisms as we adopt horizontal marketing. Through the trial operation of the study group's constructed and designed agricultural product recommendation system, the experiment primarily compares the implicit and explicit mixed filtering algorithm and subjective scoring technique.<sup>9</sup>

**Layout Designs of Integrated Circuits**

In order for a layout design of an integrated circuit to be protected, it must be original, meaning it must have been the result of the creators' own intellectual labour and not be widely used at the time of its development by manufacturers of integrated circuits and layout designs.<sup>10</sup> An integrated circuit's layout design (topography) is the three-dimensional arrangement of the components that make up the finished product. The integrated circuit's intended use as an electronic device dictates how the elements are arranged and in what order. According to Merriam-Webster, an integrated circuit is "a tiny complex of electronic components and their connections that is manufactured in or on a small slice of material

(such as silicon)" while a circuit is "the whole route of an electric current, usually including the source of electric energy." Transistors, resistors, capacitors, diodes, and other electronic components are mounted on a device called an integrated circuit that has a common surface. The integrated circuit can manage the electric current by regulating, amplifying, or otherwise altering it thanks to the connection of these components. Integrated circuits need a specific sequence and layout depending on the function they carry out, i.e., they need a design of the components that make up the integrated circuit. This is referred to as the integrated circuit's layout design (topography).<sup>11</sup>

### **Trade secrets**

Trade secrets are a vital part of Intellectual Property portfolios because they enable companies safeguard the know-how, know-how, and other critical information that gives them a competitive edge. For instances of how businesses have used trade secrets to safeguard their intellectual property, read our real-world trade secret cases.<sup>12</sup> A trade secret is any practice or process of a company that is generally not known outside of the company. Information that is regarded as a trade secret provides the business with a competitive edge over its rivals and is frequently the result of internal research and development. Trade secrets are a crucial part of a company's establishment, expansion, and development. Any type of proprietary information that a business wants to keep private and secure from unwanted access is considered a trade secret. For instance, a formula, pattern, compilation, programme, device, method, technique, or process is considered a trade secret (e.g., computer algorithm). Trade secrets are only valuable, by definition, while they are kept secret. The likelihood of trade secret theft or loss has increased in recent years as organisations conduct more transactions online. Protecting trade secrets is a challenging task, though, due to the dynamic nature of cyberspace and the anonymity that users enjoy there. Cyberspace trade secrets, which include software and digital information, might be wrongfully obtained and utilised without being noticed. Another name for it is "cybertheft." For instance, a person online has the ability to access and share trade secrets anonymously in a matter of minutes. Users can anonymously post trade secrets on online message boards. It is feasible to steal a trade secret covertly by hiding your identity. In fact, the courts continue to make rulings in cases of digital trade secret appropriation that uphold individual privacy rights, prohibiting the trade secret owner from pursuing legal remedies. In the past, trade secret theft was also done to provide one company an economic edge over another. Disgruntled employees who disseminate trade secrets solely for the purpose of hurting a business are a threat to trade secrets. As an aside, hackers might even steal and disseminate trade secrets just to demonstrate their technical prowess.<sup>13</sup>

### **Copyrights**

The term "copyright" refers to the permission granted to creators for their creative works; it typically refers to scholarly works like books, sonnets, plays, references, paperwork, musical compositions, etc. A work already has copyright by virtue of creation, so registration is not necessary. Web copyright laws offer the original authors or specialists the power to prevent others from republishing or claiming ownership of their work. Online copyright insurance may secure the means by which these things are communicated, even while it does not guarantee realities, thoughts, frameworks, or methods of action. The authorization given to authors for their creative works is referred to as "copyright," and it frequently relates to scholarly works like books, sonnets, plays, references, paperwork, musical creations, etc. The existence of a work confers copyright; thus, registration is not required. The ability to stop others from republishing or claiming ownership of their work is provided by web copyright laws, which give the original authors or experts the capacity to do so. Online copyright protection may protect the channels via which these things are shared, but it cannot ensure the realities, ideas, conceptual frameworks, or modes of action. The Copyright (Amendment) Act, 2012 now governs copyright law in India. In India, the copyright protection is robust and sufficient to protect the concerned person's copyright. The protection covers both the classic meaning of copyright as well as its contemporary use. Thus, even if they are not explicitly stated, online copyright issues are equally well covered. The existing legislation can be interpreted in a way that ensures that all aspects of copyright are sufficiently protected in order to meet the ever-increasing problems provided by the altered circumstances and most recent technologies.<sup>14</sup>

### **Industrial Designs**

A type of intellectual property protection that can be used to safeguard a product's distinctive appearance is industrial design registration. It focuses on safeguarding an article's aesthetic qualities, such as its style, pattern, ornament, or any combination of two or more of those qualities. In order to comply with articles 25 and 26 of the Trade-Related Aspects of Intellectual Property Rights (TRIPS) agreement, the "India's Design Act, 2000" was passed into law in 2000. the

features of shape, configuration, pattern, ornament, or composition of lines or colours applied to any article, whether in two- or three-dimensional form, or in both forms, by any industrial process or means, whether manual or mechanical or chemical, separate or combined, that in the finished article appeal to and are judged solely by the eye; but does not include

### **INDIAN LAWS ON INTELLECTUAL PROPERTY RIGHTS**

The rights associated with the original creation of works and innovations in a material form that may be repeatedly replicated are covered by intellectual property. The rights of the human endeavor in its most creative form require the protection of such property against unfair competition. Intellectual property is created with resources and expertise, and the creator encourages research and development to enhance technology and the economy for the benefit of the nation and society as a whole. Intellectual property laws have established themselves as a powerful tool to protect intangible intellectual endeavours. The emergence of cyber technology has helped copyright owners by opening up the whole market. This is true, but if the effects of new trends aren't addressed, risks outweigh the advantages in a big way. Cyber technology has its drawbacks, just like any desired creation. Unauthorized use of trademarks, trade names, service marks, images, codes, audios, videos, and literary content through dishonest methods such as linking, framing, meta-tagging, spamming, and the list goes on and on, appear as frequent violations to the new world of knowledge and expertise in the cyber domain. This article examines some of the legal difficulties that intellectual property in cyberspace faces, focusing for the time being on some of the most significant issues in the copyright sphere. The emergence of digital technology, in especially the "internet," where the spread of digitally reproduced data may happen quickly and cheaply, poses a danger to copyright.

#### **Challenges faced in copyright interpretations**

As soon as the copyright element is digitized, the various parts can be linked, in-lined, and framed almost without any additional rights, allowing for a number of forms to be created. This puts the copyright holders' rights and control over their own invention in jeopardy.

The difficulty of "deep linkage" arises from the fact that both domestic and international law are now uncertain. In the process, a balance of interests is influenced, especially the rights of the copyright owner in relation to the open access to information that is necessary for the operation of the internet. It becomes apparent that there is a legal problem with deep learning because it is unclear at what point the copyrighted work is genuinely being reproduced.<sup>15</sup> The root of the uncertainty is when someone uses deep linking without making it clear that doing so does not imply endorsement, or when a user chooses to visit the linked page after clicking on a deep link.

A similar difficulty arises with "in-lining connecting." The originator of the link only gives the visitor's browser the instructions on how to acquire the image(s), which are subsequently replicated by the final user, who is ignorant that their browser is pulling various parts from multiple websites. The oddity in this case as well relates to the precise stage of copyrighted image reproduction (s). While undoubtedly assisting in creating or at the very least making modifications to the copyrighted work, the developer of the on-line link is not communicating or disseminating.<sup>16</sup> On the other hand, because they lack mens rea or even knowledge of any copyright infractions, the end user is taken by surprise. It would be too expansive to include all of the content on the websites on the internet when using "through any method of display" as communication to the general public.<sup>17</sup>

Framing is a problem as well, and it is up for legal discussion in the context of derivation and adaptation.<sup>18</sup> The framer just gives the user's browser a way to retrieve the copyright content that is fetched from the owner's website via the user's browser; it cannot be held accountable for copying, communicating, or disseminating the copyright. Whether obtaining some parts from the multimedia environment of the copyright owner and then mixing them with additional elements to build its own constitutes legal derivation or adaptation is the key question of legal interpretation.

#### **Protection of intellectual property**

As seen above, there are many difficulties that surround the security of data in cyberspace, yet 'intent' may serve as a common point of interpretation for dividing the severity of copyright infringement. Sincere motivations should drive a person to analyse the legal and regulatory requirements more carefully in order to derive the power to forbid any copyright violations that appear to be lawful or, at the very least, to cross the line into the superficial. Sharper legal protections are required since copyright infringement are rampant online and affect a bigger population. Legislators and law enforcement agencies are not the only ones with duty; copyright holders and software developers also share some

of it. The copyright owners must make sure that copyright notices are posted on websites together with licenses, warnings, and restrictions. Since technology is rapidly developing and copyright may not appear to be damaged if assessed superficially, blanket restrictions may no longer be necessary, especially in light of the possibility of controlling major indirect infringement. There are several beliefs on how to maintain intellectual property rights, but the requirement of preserving, rewarding, and igniting creativity in the inventor's creative works and endeavours runs through all of them. To protect creators from the frauds that frequently pass for internet freedom, regulatory structure and legal interpretation are crucial. To strengthen intellectual property rights in cyberspace, which is basically and practically without boundaries, it is imperative that international law and constructive home legislation be harmonized.

### **International law governing intellectual property in cyberspace**

Berne Convention (1886), Madrid Agreement Concerning the International Registration of Trademarks (1891), Hague Agreement Concerning the Registration of International Designs (1925), Rome Convention for Protection of Performers, Producers of Phonograms and Broadcasting Organizations (1961), Patent Cooperation Treaty (1970) Agreement on the Trade-Related Aspects of Intellectual Property Rights (1994), World Intellectual Property Organization Copyright Treaty (1996), World Intellectual Property Organization Performances and Phonograms Treaty (1996), and Uniform Domain Name Dispute Resolution Policy (1999), in consolidation form the international instruments that govern Intellectual Property Rights. Berne Convention (1886) protects the rights in Literary and Artistic Works, excluding daily news or press information. Special provisions are provided for developing countries. Rome Convention (1961), extended copyright protection to authors of creative works and owners of physical indicators of intellectual property, for the first time. It allows domestic implementation enacted by member countries, where the dispute is subject to the International Court of Justice for remedy unless arbitration. TRIPS (1994) is a multilateral agreement on intellectual property that covers copyrights and related rights in the widest range. WPT (1996) is for the protection of the copyright of authors in their literary and artistic works in international law. WPTT (1996) is for the protection of the rights of performers and producers in international law. UDRP (1999) is for the resolution of disputes on registration and use of internet domain names. The international treaties have a long way to tread before they are capable of protecting intellectual property rights on the ground and within the nations. Until practical realization of the best practices of the treaties into domestic law takes a front seat, the standardization of protection in the intellectual property rights domain would remain a distant dream, miles away from reality.

### **Applicable laws in India**

In India, it is quite apparent that the owner of the copyright has exclusive rights, and that doing anything to the contrary is copyright infringement.<sup>19</sup> In the absence of any express provisions for determining ISP liability, this legal provision may be interpreted to fall under the definitions of "any place" and "permits for profit" where internet service providers (ISPs) permit server facilities to stockpile user data at their corporate locations and make it available for broadcast for making money through charging for services and advertisements. It is difficult for such an interpretation to gain traction due to the additional requirements of "knowledge" and "due diligence" that must be satisfied before the ISP can be judged to have facilitated copyright infringement. Section 79 of the Information Technology Act of 2000 and the Information Technology (Intermediaries Guidelines) Rules of 2011 provide the online intermediaries with a conditional safe harbour from liability, but they leave room for interpretation regarding their liability under any other civil or criminal Act. An intermediary is not accountable for any third-party content that is placed on its website under the IT Act of 2000. The 2011 Guidelines offer intermediaries a diligence framework to adhere to in order to qualify for the exemption provided by Section 79 of the IT Act of 2000. Due to this, it is crucial that judicial interpretation be proactive and based on the specifics of each case.

The Hon'ble Court found the intermediary responsible for permitting image sharing and viewing despite Super Cassettes' intellectual property ownership. The case demonstrated judicial activism by reading Section 81 of the IT Act 2000 in conjunction with and over Section 79 of the IT Act 2000, giving preference to the Indian Copyright Act, 1957 over the safe havens of the IT Act, 2000.<sup>20</sup>

The Hon'ble High Court of Calcutta had recently passed an ex-parte injunction at the instance of the petitioners Phonographic Performance Ltd. (PPL), Indian Music Industry (IMI), and Sagarika Music Pvt. Ltd., to restrict an array of ISPs namely Dish net Wireless Ltd, Reliance Wimax Ltd, Hathway Cable & Datacom Pvt Ltd, Hughes Communications Ltd India, Tata Teleservices (Maharashtra) Ltd, Reliance Communications Infrastructure Ltd, Wipro

Ltd, Sify Technologies Ltd, Bharti Airtel Ltd, Vodafone India Ltd, and BG Broadband India Pvt Ltd., from providing access to [www.songs.pk](http://www.songs.pk).

It is obvious that a Napster-like network operating in India would be subject to this Section's provisions, making it accountable for infringing on the exclusive copyright rights of the owner of intellectual property rights through public communication or facilitation of public communication.

to imply the violation of copyright through dissemination, either for commercial/trade purposes or to harm the copyright owner.<sup>21</sup> Thus, even if the element of trade or business is absent, the P2P network in India would be disseminating such work that would be detrimental to the interests of the copyright owner. When granting the defence of fair dealing for copyright infringement, honourable courts should exercise caution.<sup>22</sup>

### **Cyberspace intellectual property law jurisdiction**

As the world shrinks into borderless online, cross-border lawsuits against private parties and hybrid intellectual property rights violations are becoming more and more of a worry. Which cases fall under the ambit of a court's authority for prescription, adjudication, and enforcement is a perennial source of consternation for judges. This relies heavily on the territorial jurisdiction's aim component. Even though the objectionable act was committed outside of the borders of the sovereign, the law can still be applied to offences that occur within. According to universal jurisdiction, where the unlawful conduct is acknowledged as such by all states and under international law, the courts may assume authority to prosecute a cybercriminal.

The Minimum Contacts Test, the Effects Test, and the Sliding Scale Test, also known as the "Zippo Test," are among the many theories and legal concepts that have emerged in recent years to address this significant obstacle to the jurisdiction of courts to try intellectual property infringements in the open world of cyberspace. These theories are based on rulings by US courts. When one or both parties are from beyond the court's territorial jurisdiction and there is some degree of interaction with the state where the court is located, the Minimum Contacts Test may be used. When an injury's consequences are felt in the specific state where the court is located, the Effects test may be used. The Sliding Test determines personal jurisdiction through non-resident interactivities and the exchange of commercial information over the internet of non-resident online operators.

If the behaviour constituted an offence involving a computer, computer system, or computer network located in India, the offences committed outside of India.<sup>23</sup> offences done anywhere outside of India that target a computer resource with a location in India.<sup>24</sup> Indian courts have the legal resources to take action against those who violate intellectual property in the cyberspace, and judicial activism coupled with effective jurisprudence would greatly benefit the owners of such rights.

### **CONCLUSION**

As technology develops, it becomes increasingly important to use tougher legal procedures to safeguard sensitive data, information, and intellectual property online. It is necessary to pass new laws as new types of cybercrimes involving intellectual property emerge since existing laws are insufficient to uphold the law given how difficult it is to safeguard intellectual property online or identify those who violate it. The import and export processes must be handled in a secure environment to safeguard intellectual property rights in order to run smoothly and facilitate international trade, e-commerce, and other online enterprises. Copyrighted content must be protected at all costs using cutting-edge technological techniques, such as encryption, cryptography, digital signatures, and watermarks. To identify the author, numbers, or codes associated with such works, it is critical to keep a record of all the work that is subject to intellectual property rights ownership. Even though going to court to resolve a dispute is not the only option, owners of copyright, patent, trademark, and other intellectual property rights must take the initiative, take all necessary precautions to protect their works, and stay up to date on the most recent technological intellectual property rights protection measures. Social engineering attacks are created or launched by people, and only people can provide the solutions to these issues. It is critical to have a serious legal discussion about the intellectual property challenges that are about to bombard the cyber world given the trend towards modernization of technology. For the current conversation, solutions are essential. Traditional intellectual property protection laws do not go far enough in protecting individuals online; additional measures are required due to the unique difficulties this area of the internet presents. In the context of international trade, the global market, and e-commerce, border control measures are required to ensure that import and export operations take place in a secure environment free from attempts to violate intellectual property rights. Encryption, cryptography, digital signatures, and digital watermarks are all important technological protection mechanisms for

copyright content in the digital sphere. It is essential to protect the rights management data used to identify the work, its author, owner, and the numbers or codes used to represent such works. Solutions must extend beyond the legal indulgence of regulations and their enforcement to include the proactiveness of copyright owners, their successors, software firms, and last but not least, the perceptions of "fairness" and "equity" among the general public. People are the source of social engineering, and it makes the most sense for those same "people" to provide the remedies to outlaw such manipulations.

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