

## ABSTRACT

### **SOUND AS NON-CONVENTIONAL TRADEMARK: AN EMERGING TREND IN INDIA**

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*In a knowledge-driven, competitive business environment, technological innovation is a principal determinant of successful firm performance. Competitive strategy of a private enterprise in a market-driven business environment the process of bringing valuable new products (goods and services) and innovative ideas for creating an impact of such products into marketplace. Managing innovation better than its competitors is one of the main objectives of a business that wishes to survive and thrive in today's economy. The ultimate aim is that the product sells itself. Trademark, one of the industrial property, functions of uniquely identifying the commercial origin of products or services. There are various conventional and non-conventional trademarks which are being used for serving the purpose of source identifier. "Sound mark" is one such non-conventional trademark which have recently being recognized as a great idea for creating an impression on the mind of the public because a thing perceived from senses have chances of lasting long. This article will be dealing with the concept of non-conventional trademark and to be specific with the sound as a trademark and will be dealing with the following questions; How sound mark is fulfilling the dual criteria of registration under the Trade Marks Act, 1999? Weather the Trade Mark Act and Rules have come up with some changes or amendment to inculcate this mark for getting the protection? What is the scenario of sound mark registration in other Countries?*

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