



A CSR IP initiative by S.S. Rana & Co.

[www.ip4kids.in](http://www.ip4kids.in)

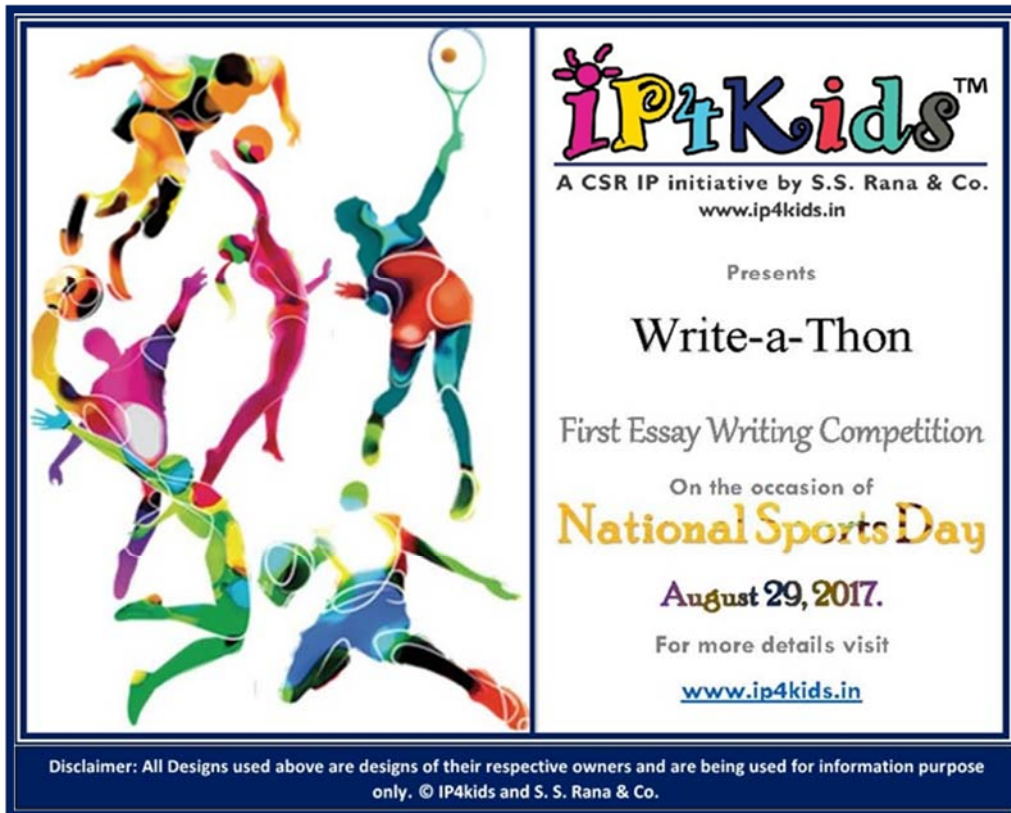
Presents

# Write-a-Thon

First Essay Writing Competition  
to celebrate

**National Sports Day – August 29, 2017**

National Sports Day is observed every year across India on August 29 to mark the birth anniversary of the legendary hockey player Dhyan Chand who was born on August 29, 1905 and won gold medals in Olympics for India in the years 1928, 1932, and 1936. In addition, this year marks a remarkable first for India, as they are scheduled to host the 2017 FIFA U-17 World Cup.

The image shows a promotional poster for the IP4Kids Write-a-Thon. On the left, there is a colorful illustration of various sports figures in action, including a basketball player, a tennis player, a soccer player, and a badminton player. On the right, the IP4Kids logo is displayed at the top, followed by the text 'A CSR IP initiative by S.S. Rana & Co.' and 'www.ip4kids.in'. Below this, it says 'Presents Write-a-Thon First Essay Writing Competition On the occasion of National Sports Day August 29, 2017. For more details visit www.ip4kids.in'. At the bottom of the poster, there is a disclaimer: 'Disclaimer: All Designs used above are designs of their respective owners and are being used for information purpose only. © IP4kids and S. S. Rana & Co.'

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In light of the prospective sporting events that are scheduled to take place in the country, IP4kids a CSR initiative of S.S. Rana & Co. an Intellectual Property Law Firm, is organizing Write-a-Thon, an annual essay writing competition to give young students an opportunity to understand the role played by intellectual property rights in sports.

Innovation and creativity are the key drivers in the world of sport. In every sporting field, inventors and creators are working behind the scenes to push the boundaries, creating new opportunities for enjoyment and for athletes' to better their performance. Sports shows Intellectual Property in action. Patents encourage technological advances that result in better sporting equipment. Trademarks, brands and designs contribute to the distinct identity of events, teams and their gear. Copyright-related rights generate the revenues needed for broadcasters to invest in the costly undertaking of broadcasting sports events to fans all over the world. IP rights are the basics of licensing and merchandising agreements that earn revenues to support development of the sports industry.

**Themes of the Essay(s)-**

Young minds are encouraged to focus on the theme of **“IP in the field of Sports”**, for their essays and hence may contemplate writing on topics related to Intellectual Property, Innovation, Broadcasting, Licenses and sponsorships, merchandising, etc.

**Some of the suggested topics are:**

- 1) Importance of Innovation as a Business Tool in the World of Sport
- 2) Ambush Marketing surrounding major Sporting Events
- 3) Personality Rights in the Sporting World
- 4) Olympic Emblem as a symbol of sporting inspiration
- 5) Broadcasting & Media Rights in Sport
- 6) The issue of counterfeiting in the world of sports.

**Rules of the Competition**

- Participants should mention **“National Sports Day - All India Essay Writing Competition-2017”** in the subject line;
- Entries must be original and in English language only;
- Only a single entry will be accepted from one participant. Co-authorship (up to 2 authors) is also permitted;
- The competition is open to essays of up to 3,000 words for School students and 4500 words for college students. Entries outside the word limitation will be disqualified;
- The essay shall be disqualified if it is plagiarized. Due credit should be given to the concerned author and/or publisher(s) in Bibliography and/or Reference, as the case may be, in proper 19th bluebook edition;

- Summary of the best essay will be published in IP@onnect® the newsletter of S. S. Rana & Co. on September 4, 2017;<sup>1</sup>
- The copyrights in the essay shall vest with IP4KIDS and S.S. Rana & Co.;

All entries are to be sent by e-mail to [info@ip4kids.in](mailto:info@ip4kids.in) Participants can also upload their essay(s) on the web portal available at [www.ip4kids.in](http://www.ip4kids.in);

1. All entries are to be sent only in MS Word (.doc or .docx) or .pdf format.

#### Awards<sup>2</sup>

1. Top 3 winners in each category will be given exciting prizes and sports merchandise, along with participation certificates;
2. The Awards would be given to students in two categories: a) College and b) School;
3. The Top Three Winners in the college category will be given an opportunity for a paid Internship at the Firm.
4. Other deserving participants shall also be presented with certificates;

For further information, please write to us at [info@ip4kids.in](mailto:info@ip4kids.in) or call us at 91-11-3056 2000.

**Note:** The competition intends to provide a platform to the students to share their views and to raise IPR awareness among them. The decision of the Judges shall be final. The organizers of the competition reserve all rights to change the date of announcements of the results and/or the date of announcements and publication of the results. The organizers also reserve the rights to withdraw any or both categories of awards if the entries thus received do not meet the aforesaid criteria. The organizers also reserve all the rights for Publication and reproduction of essay/write ups, due credit in this regard shall be given to the author(s).

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<sup>1</sup> The organizers of the competition reserve all rights to change the date of announcements of the results

<sup>2</sup> In case of tie or in case of co-authored articles the prize money shall be divided amongst the participants