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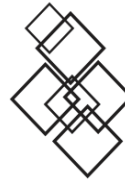
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TOPIC

ENFORCEMENT OF TRADEMARKS AND COPYRIGHTS UNDER IP LAW: A CRITICAL ANALYSIS

AUTHORS

Dr Syed Raza Shah Gilani

Assistant Professor(Law)

Abdul Wali Khan University Mardan. Pakistan.

Email: sgilani@awkum.edu.pk

Dr Ali Mohammed Al Matrooshi

Police Officer

General Department of Human Rights, Dubai Police

Email: a.matrooshi@gmail.com

Dr Muhammad Haroon Khan

. Deputy Registrar & Assistant Professor

Department of Shariah & Law, Islamia College Peshawar, Pakistan.

Email: haroon@icp.edu.pk

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ENFORCEMENT OF TRADEMARKS AND COPYRIGHTS UNDER IP LAW: A CRITICAL ANALYSIS

Dr Syed Raza Shah Gilani

Assistant Professor (Law)

Abdul Wali Khan University Mardan, Pakistan.

Assistant Editor.

Journal of Islamic State Practices in International Law; Editor.

Email: sgilani@awkum.edu.pk

Dr Ali Mohammed Al Matrooshi

Police Officer

General Department of Human Rights, Dubai Police

Email: a.matrooshi@gmail.com

Dr Muhammad Haroon Khan

Deputy Registrar & Assistant Professor

Department of Shariah & Law, Islamia College Peshawar, Pakistan.

Email: haroon@icp.edu.pk

Abstract

Both trademarks and copyrights are forms of intellectual property protection that provide their respective owners with the right to prevent others from using their work without their permission. The goods and services of one source may be distinguished from those of others by the use of distinctive signs, designs, or expressions that are trademarks. Words, phrases, logos, symbols, or even combinations of these are all acceptable. Trademarks play an important role in establishing brand recognition and loyalty among customers. A trademark's principal function is to prohibit third parties from using a mark that is confusingly similar to the registered trademark. Although some trademark rights can be established through common law use, registration with the relevant trademark office is the usual method for acquiring such rights. Working closely with intellectual property professionals to develop comprehensive protection and enforcement strategies, keeping up-to-date on changes in intellectual property laws, implementing proactive monitoring strategies, educating employees and stakeholders about intellectual property rights, and enforcing intellectual property rights are all necessary responses. (Bonadio & Weissenberger, 2021) It's important to keep in mind that the precise difficulties and problems might differ depending on the kind of company, the sector, and the location. Insight into them is provided in this article.

Keywords: Enforcement, Trademarks, Copyrights, IP Law.

Introduction:

Both trademarks and copyrights are forms of intellectual property protection that provide their respective owners with the right to prevent others from using their work without their permission. The goods and services of one source may be distinguished from those of others by the use of distinctive signs, designs, or expressions that are trademarks. Words, phrases, logos, symbols, or even combinations of these are all acceptable. (Chisum, 1996) Trademarks play an important role in establishing brand recognition and loyalty among customers. A trademark's principal function is to prohibit third parties from using a mark that is confusingly similar to the registered trademark. Although some trademark rights can be established through common law use, registration with the relevant trademark office is the usual method for acquiring such rights. (Çağlayan Aksoy & Özkan Üner, 2021)

Copyright provides authors with legal protection for their artistic efforts. It encompasses not just software, architectural designs, and other intellectual inventions but also literary, artistic, musical, and theatrical works. The owner of a copyright is granted the exclusive right to reproduce, distribute, exhibit, perform, and alter the work in question. Registration is not necessary to exercise these rights; rather, they arise automatically with the production of the work. However, registering the copyright with the appropriate copyright office may give additional advantages, such as proof of ownership and access to legal remedies in the event of infringement. In a nutshell, whereas copyrights safeguard previously unpublished works, trademarks protect established names in business. According to Niqresh (2019), the TM or ® sign is often used to denote trademarks, whereas the symbol denotes copyrights. In order to avoid infringing on them and the associated legal ramifications, it is crucial to have an understanding of and a healthy respect for intellectual property rights. (Bitton, 2012)

Protecting the intangible products of the human mind is the primary concern of intellectual property (IP) law. Various forms of protection are accorded to individuals and businesses for their original ideas, creations, and intellectual property. By establishing exclusive rights for artists and inventors for a certain length of time, allowing them to profit from their works, and providing an incentive for future innovation, intellectual property legislation serves to promote creativity and innovation.

Here are some key aspects of IP Law:

1. **Patents:** A patent is a grant from a government that provides inventors with exclusive rights over their inventions for a specific period of time. Patents protect new and useful processes, machines, compositions of matter, or improvements thereof. Patents allow

inventors to exclude others from making, using, selling, or importing their patented inventions without permission.

2. **Copyright:** Copyright grants exclusive rights to authors and creators of original literary, artistic, musical, and other creative works. It protects the expression of an idea but not the idea itself. Copyright provides creators with the right to control the reproduction, distribution, public display, and adaptation of their works.
3. **Trademarks:** Trademarks protect distinctive signs, symbols, logos, or words used to identify and distinguish the goods or services of one business from those of others. Trademark law allows businesses to protect their brand identity and prevent others from using similar marks that could cause confusion among consumers. (Landes & Posner, 2003)
4. **Trade Secrets:** Trade secrets encompass confidential and proprietary information, such as manufacturing processes, formulas, customer lists, marketing strategies, or any other valuable business information. Unlike patents, copyrights, or trademarks, trade secrets rely on maintaining secrecy to protect their value. Trade secret law provides legal remedies against misappropriation or unauthorized disclosure of such information.
5. **Industrial Designs:** Industrial designs protect the aesthetic or ornamental aspects of a product, such as its shape, configuration, pattern, or ornamentation. Industrial design law ensures that innovative and visually appealing designs are protected against unauthorized copying or imitation.
6. **Enforcement and Remedies:** IP law provides various enforcement mechanisms and remedies for infringement, including injunctive relief, damages, accounts of profits, and, in some cases, criminal penalties. Enforcement can be pursued through civil litigation or administrative procedures, depending on the jurisdiction. (Geoffroy-Schwinden, 2018)

It's important to note that IP law can vary from country to country, although there are international agreements and treaties that harmonize certain aspects of intellectual property protection. Consulting with a qualified intellectual property attorney or expert is crucial for navigating the complexities of IP law and ensuring appropriate protection for your intellectual creations.

Trademark and Copyright Laws are Coming.

Trademark and copyright laws, while essential for protecting intellectual property, can also face certain challenges and problems. Here are some common issues associated with

trademarks and copyrights: One of the primary challenges in trademark and copyright law is infringement. Infringement occurs when someone uses a trademark or copyrighted work without authorization, potentially causing confusion or dilution of the original mark or work. Identifying and addressing infringement cases can be complex, requiring legal action and enforcement measures. Infringement of copyright and trademark rights occurs when someone violates the exclusive rights granted to the owners of copyrighted works or trademarks. (Geyer, 2017)

Copyright Infringement:

Copyright infringement happens when someone uses, reproduces, distributes, displays, performs, or creates derivative works based on a copyrighted work without the permission of the copyright owner. Some common examples of copyright infringement include: Unauthorized copying or sharing of copyrighted books, music, movies, or software Reproducing or distributing copyrighted artwork, photographs, or graphics without permission Broadcasting or publicly performing copyrighted works without proper licenses or permissions. (Hofmeyr, 2018) Using copyrighted material in a commercial context without obtaining the necessary rights or licenses Creating derivative works based on copyrighted material without permission

Trademark Infringement:

Trademark infringement occurs when someone uses a trademark or a similar mark in connection with goods or services that may cause confusion among consumers, dilute the distinctiveness of the mark, or falsely imply an association with the trademark owner. Some examples of trademark infringement include: Using a similar or identical mark for products or services in the same industry could potentially cause consumer confusion. (Ostergard, 2000) Selling counterfeit goods or imitations that bear a registered trademark without authorization Using a well-known trademark a way that dilutes its distinctive character or tarnishes its reputation Registering a domain name or social media handle that is identical or confusingly similar to a trademark with the intention to mislead or divert customers Unauthorized use of a trademark in advertising, promotional materials, or packaging

Consequences of Infringement

It's important to note that the effectiveness of copyright enforcement strategies can vary, and new challenges continue to emerge as technology evolves. Collaboration among copyright holders, technology companies, governments, and international organizations is crucial to developing effective strategies to combat online copyright infringement while preserving a

balance between the rights of creators and the interests of users. International Protection: Intellectual property rights are territorial, meaning they are generally protected within the jurisdiction where they are registered or recognized. Obtaining and enforcing trademark and copyright protection across multiple countries can be complex and costly, requiring compliance with various legal systems, languages, and cultural norms. International protection of copyrights and trademarks can be challenging due to several problems and complexities. (Calboli, 2022)

Here are some common issues related to international protection: Intellectual property laws differ among countries, creating a fragmented landscape for international protection. Each jurisdiction may have different requirements, registration procedures, and standards for copyright and trademark protection. Navigating these variations can be time-consuming and costly for rights holders seeking global protection. Territorial Nature of Rights: Copyright and trademark rights are primarily territorial, meaning they are granted and enforceable within the jurisdiction where they are registered or recognized. This necessitates separate registrations and compliance with local laws in each country where protection is sought. Maintaining and enforcing rights across multiple jurisdictions can be complex and resource-intensive. Language and Cultural Barriers: Intellectual property applications, legal proceedings, and documentation often require translation into local languages. (Niqresh, 2019) Language barriers can pose challenges to understanding and complying with foreign intellectual property laws. Cultural differences may also affect interpretations of copyright and trademark concepts, making it crucial to consider local customs and practices when seeking protection.

Enforcing copyright and trademark rights across borders can be difficult. Infringements occurring in one country may involve entities or individuals located in different jurisdictions, necessitating cooperation among multiple legal systems. Differences in legal standards, procedural requirements, and enforcement mechanisms make cross-border enforcement complex and time-consuming. Although international treaties and agreements aim to harmonize intellectual property protection to some extent, gaps and inconsistencies still exist. Not all countries are parties to the same agreements, leading to variations in legal standards and protection levels. Harmonization efforts continue, but achieving complete alignment remains a challenge. Intellectual property enforcement requires significant resources, both for rights holders and government authorities. Many countries face resource constraints that affect their ability to effectively investigate, prosecute, and adjudicate copyright and trademark infringement cases. (Okonkwo, 2021) As a result, enforcement efforts may not receive the necessary priority, hindering effective international protection. The digital age has facilitated

the rapid spread of piracy and counterfeiting across borders. Online platforms and file-sharing networks make it easier for infringers to distribute copyrighted works or sell counterfeit goods globally, often in jurisdictions with weaker enforcement mechanisms. Coordinating efforts to combat transnational infringement is crucial but challenging due to jurisdictional complexities.

Parallel Importation:

Parallel importation occurs when genuine trademarked goods are imported from one country into another without the permission of the trademark owner. Differing regulations on parallel importation create uncertainties for trademark owners, as they may lose control over the quality, distribution channels, and pricing of their products in foreign markets.

Parallel importation occurs when genuine trademarked goods are imported from one country into another without the permission of the trademark owner. Parallel imports, also known as gray market goods, are genuine products that are legitimately produced and put on the market by the trademark owner or authorized distributors in one country but are then imported into another country for resale. Parallel importation itself is generally not illegal, as it involves the importation of genuine trademarked goods. However, it can raise legal and commercial issues depending on the specific circumstances and the laws of the countries involved. The concept of exhaustion of trademark rights is central to parallel importation. The principle of exhaustion states that once a trademarked product is lawfully placed on the market by the trademark owner or with their consent, the exclusive rights of the trademark owner are exhausted in relation to that specific product. This means that the trademark owner cannot control subsequent sales or imports of the product. Different countries have different approaches to the exhaustion of trademark rights. Some countries follow the principle of regional exhaustion, where trademark rights are exhausted only within a specific region or market. Others follow the principle of international exhaustion, where trademark rights are exhausted globally once genuine goods are placed on the market anywhere in the world. Trademark owners often raise concerns about parallel importation related to quality control and consumer protection. (Ríos & Sackey, 2015) They argue that parallel imports may not meet the quality standards or safety regulations of the importing country, potentially harming their reputation or posing risks to consumers. Parallel importation can affect the pricing and distribution strategies of trademark owners. It can disrupt the authorized distribution channels established by the trademark owner or authorized distributors, leading to price disparities between different markets and potentially eroding control over product availability. Trademark owners may seek legal remedies to prevent or restrict parallel imports, including pursuing claims of trademark infringement, unfair

competition, or breach of contract against importers or distributors engaged in parallel importation.

The legal treatment of parallel importation varies between countries and regions. Some jurisdictions may allow parallel importation under specific conditions or impose limitations, while others may prohibit it altogether or grant more extensive control to trademark owners. It's important for trademark owners to consult with legal professionals familiar with the laws and regulations of the relevant jurisdictions to understand the rights and limitations associated with parallel importation and devise appropriate strategies to address the specific challenges it poses.

To address these problems, international efforts focus on enhancing cooperation, harmonizing laws, and establishing mechanisms for information sharing and enforcement coordination. International treaties, such as the Berne Convention, Paris Convention, and TRIPS Agreement, provide a framework for harmonization and cooperation in copyright and trademark protection. Additionally, organizations like the World Intellectual Property Organization (WIPO) work towards facilitating international intellectual property cooperation and providing guidance to member countries. (Sanusi, 2016) Nevertheless, navigating international protection requires careful consideration of local laws, engaging local legal counsel, and utilizing resources offered by international organizations to ensure effective copyright and trademark protection worldwide.

Fair Use and Parody:

Copyright law allows for certain exceptions and limitations, such as fair use or fair dealing, which permit the use of copyrighted works for purposes such as criticism, commentary, education, or parody. Determining what constitutes fair use can be subjective and lead to disputes over the boundaries of acceptable use. Fair use is a legal doctrine that allows the limited use of copyrighted material without the permission of the copyright owner. It's a recognized defense against copyright infringement in the United States and other countries. Legally protected forms of fair use include critique, commentary, news reporting, education, scholarship, research, and parody.

In the context of intellectual property law, a parody is a type of creative expression that parodies another work or style for humorous or satirical effect. In order to successfully express their message, criticize, or comment on the original work or subject matter, parodies often depend on the exploitation of copyrighted material. Several factors must be taken into account when analyzing copyright and fair use in the context of parody.

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1. **Transformative Nature:** Fair use analysis often focuses on whether the use of copyrighted material is transformative. Parodies typically transform the original work by adding new meaning, commentary, or humor, thereby creating a distinct and separate work. The more transformative the parody, the stronger the argument for fair use.
 2. **Purpose and Character:** Fair use also considers the purpose and character of the use. Parodies are often seen as a form of social commentary, criticism, or satire. Courts tend to be more inclined to find fair use when the parody serves a transformative or socially beneficial purpose.
 3. **Amount and Substantiality:** The extent and portion of the copyrighted material used in the parody are also relevant. While parodies may incorporate elements of the original work, excessive use or copying of the original work's essence may weigh against a fair use finding.
 4. **Effect on the Market:** The impact of the parody on the potential market for the original work is another factor. Fair use generally does not harm the market for the original work or diminish its value. If the parody does not serve as a substitute for the original work or negatively impact its market, it strengthens the argument for fair use. (Schwartz & Sichelman, 2019)

It's important to note that the application of fair use to parody can vary depending on jurisdiction and specific circumstances. There are various legal frameworks and standards in place around the world that govern fair use and other copyright exceptions. Fair use is generally fact-dependent and requires a case-by-case evaluation. Talking to an experienced intellectual property attorney who is familiar with the rules and regulations in your area is a good idea if you are thinking of making a parody or have issues regarding fair use.

Generic Use of Trademarks:

Trademarks may lose their distinctiveness over time if they are widely used to refer to an entire class of goods or services. To avoid their trademarks becoming generic and losing their individuality, trademark owners have the difficult task of actively protecting and enforcing them. When a trademarked brand name becomes so ubiquitous that it loses its individuality and becomes the generic word for a product or service, this is known as trademark genericization or genericide. In other words, the trademark has lost its status as a source identifier and is now only regarded as a generic term for the products or services it formerly identified. The words "aspirin," "escalator," and "thermos" are all trademarks that have since become generic. A study by Guo-Fitoussi et al. (2019) If both the trademark owner and the general public use a trademark frequently and consistently over time, genericization of the trademark may eventually take place. The trademark may lose its legal protection if it is used generically to refer to an entire class of goods or services. For trademark holders, this poses a serious problem

since it compromises their capacity to defend trademark infringement and preserve their brand's exclusive rights.

Some fundamentals of genericization in trademark law are discussed below.

First, the mark will no longer be distinguishable from the products it is associated with, which is a key element in trademark protection. When a trademark loses its uniqueness and becomes generic, it is no longer linked only to the original trademark owner. Several factors increase the potential for generic trademarks. The inability to enforce and defend the mark, the use of the mark as a noun or verb instead of an adjective modifying a generic phrase, and the widespread use of the mark by rivals or the general public are all examples. Third, when a renowned trademark loses some of its identity or uniqueness but does not become fully generic, this is known as trademark dilution. However, genericide is the most extreme form of dilution because it results in the mark's complete anonymity. Legal Consequences, if a trademark is found to be genericized, the owner may lose the ability to prohibit third parties from using the mark. Possible negative outcomes include others making unauthorized use of the mark and the inability to enforce the mark against third parties. Trademark owners may take measures to prevent their brands from becoming generic by following the five procedures outlined in this article. Among them are initiating legal action against unlawful use of the mark, educating the public about the brand's particular source of products or services, and regularly utilizing the mark as an adjective after a generic phrase in marketing materials and advertising. (Stokes, 2021)

Trademark owners have a duty to keep an eye out for any generic uses of their logos and take preventative measures. Trademark protection includes taking legal action against trademark infringement and unlawful uses as well as educating the public about the brand's connection to certain products or services. It's important to keep in mind that the danger of genericization varies depending on the specifics of each situation and even across different countries. The determination of whether a mark is generic or unique may be complicated by the fact that different jurisdictions have different trademark laws and different procedures for identifying genericness. An intellectual property attorney who focuses on trademark law might be of great help if you are worried about the possibility of genericizing your trademark.

Copyright Duration:

Copyright protection typically lasts for a specific period, which varies from country to country. However, the extension of copyright terms in some jurisdictions has raised concerns about

limited access to creative works and hindrances to innovation as works remain protected for longer periods.

Copyright duration refers to the length of time that copyright protection lasts for a particular creative work. Copyright laws set a duration for a piece of work, which varies depending on the type of work, the country of origin, and the applicable copyright regime. (Sanusi, 2016)

In the United States:

For works created by individuals, copyright generally lasts for the life of the author plus 70 years after their death. For works created anonymously, pseudonymously, or as works for hire, copyright protection lasts for 95 years from the year of first publication or 120 years from the year of creation, whichever is shorter.

In the European Union (EU):

Copyright duration for works created by individuals generally lasts for the life of the author plus 70 years after their death. Some EU member states may have additional provisions for certain types of work or specific circumstances.

In the United Kingdom:

Copyright duration for works created by individuals is generally the same as in the EU, lasting for the life of the author plus 70 years after their death. Similar to the EU, there may be variations or additional provisions depending on the specific circumstances or types of work. (Gilani, 2019)

In Canada:

Copyright duration for works created by individuals lasts for the life of the author plus 50 years after their death. For works created anonymously or pseudonymously, copyright protection lasts for 50 years from the year of first publication, or if not published, for 50 years from the year of creation. Canada has implemented various changes to its copyright terms over the years, so the duration may differ for works created before specific dates.

Keep in mind that copyright rules may and do change and that there may be localized differences or exclusions depending on variables unique to each nation. Furthermore, different types of works, such as musical compositions, films, photographs, and unpublished works, have varying copyright durations. If you need specific information on the copyright length for a work or jurisdiction, you should go to the copyright rules of that nation or speak with an intellectual property attorney or copyright expert who is experienced with that jurisdiction. (Bonadio & Weissenberger, 2021)

Prioritization and Backlog Trademark registration offices often experience delays due to a backlog of pending applications. This presents difficulties, particularly in dynamic sectors, for companies seeking rapid trademark protection. Trademark registration requires careful attention to both priority and backlog management. Trademark offices receive a significant number of applications, and the time it takes to process and issue registrations varies from one office to the next based on workload and efficiency. Important details about trademark registration backlog and priority are as follows. Priority is usually provided to the first applicant who submits a full and approved trademark application, which is called the "first-to-file system" in trademark law. Therefore, to secure your priority and safeguard your rights, it is essential to submit your trademark application as soon as possible. Trademark applications are reviewed by the trademark office once they have been filed. The procedure includes checking the application against applicable law, searching for similar trademarks, and evaluating the mark for uniqueness and registrability. The trademark office's workload greatly affects how long the inspection procedure takes. (Uphoff, 2018)

The trademark office may issue an office action seeking more information or clarification, or expressing objections or refusals to the application throughout the examination process. There is usually a deadline by which the applicant must reply to the office action. To minimize unnecessary holdups in the registration procedure, please respond quickly and accurately, a backlog of pending trademark applications may develop in certain trademark offices due to a large number of trademark applications. Because of this backlog, the registration and testing procedures may take longer than expected. The backlog may be influenced by a number of factors such as the number of employees, the number of resources available, the frequency with which laws are updated, and the demand for trademark registrations. (Stokes, 2021)

Priority Claims and Expedited Processing: For an extra price, certain trademark offices enable applicants to claim their applications as a priority, which might speed up the registration procedure. Applicants may also establish an earlier filing date and speed up the inspection process by claiming priority based on an earlier application submitted in another country. Keep in touch with the trademark office and make sure you know how things are going with your trademark application at all times. During the examination process, it is important to stay abreast of any developments, to respond quickly to any office actions or requests for information, and to address any concerns or issues that may arise. (Gilani et al., 2023)

Trademark applicants should be prepared for potential delays and plan accordingly, particularly if they have specific deadlines or time-sensitive business considerations. Working with an experienced trademark attorney can help navigate the registration process, manage priorities,

and ensure compliance with requirements to minimize potential delays or complications. It's important to note that the specifics of prioritization and backlog management may vary between different trademark offices and jurisdictions. Therefore, it is advisable to consult the guidelines and procedures provided by the relevant trademark office or seek professional advice for accurate and up-to-date information.

Emerging Technologies:

Advancements in technology, such as artificial intelligence, blockchain, and 3D printing, raise new challenges in the context of trademarks and copyrights. These technologies can enable new forms of infringement, complicate ownership attribution, or challenge traditional notions of authorship and originality. Emerging technologies can significantly impact copyright and trademark law, presenting both challenges and opportunities. Here are some ways in which emerging technologies intersect with copyright and trademark law: (Schwartz & Sichelman, 2019)

1. **Digital Content Distribution:** The rise of digital technologies has transformed the way content is created, distributed, and consumed. Online platforms, streaming services, and digital marketplaces have expanded access to copyrighted works but also raised concerns about unauthorized copying, distribution, and infringement. Copyright law faces challenges in addressing issues such as digital piracy, unauthorized streaming, and file sharing.
2. **Peer-to-Peer Networks and File Sharing:** Technologies like peer-to-peer networks and file-sharing protocols have facilitated the sharing of copyrighted content among individuals. Copyright holders face difficulties in enforcing their rights and preventing unauthorized sharing, while technological advancements often outpace legal and enforcement measures.
3. **Digital Rights Management (DRM):** DRM technologies aim to protect copyrighted content by controlling access, usage, and distribution. DRM systems often employ encryption, copy protection, and access control measures. Balancing the interests of copyright holders and user rights has been a challenge, as DRM restrictions can impede fair use, interoperability, and consumer rights.
4. **Artificial Intelligence (AI) and Content Creation:** AI technologies can generate or assist in creating various forms of content, such as music, art, and written works. Copyright issues arise when determining ownership and authorship of AI-generated works. Questions regarding whether AI can be considered an author or whether AI-generated works are eligible for copyright protection present novel challenges to copyright law. (Sanusi, 2016)

5. **Internet of Things (Picciotto):** IoT devices interconnected through the Internet create opportunities for innovative products and services. Copyright protection may extend to software embedded in IoT devices as well as the user interfaces and designs associated with them. Additionally, trademark owners may face challenges in maintaining brand consistency and protecting trademarks in the context of IoT devices.

Augmented Reality (AR) and Virtual Reality (VR): AR and VR technologies provide immersive experiences by overlaying virtual elements in the real world or creating entirely virtual environments. Copyright issues arise when virtual content incorporates copyrighted works or when users create and share content within AR or VR environments. Balancing copyright protection, user-generated content, and fair use can be complex in these contexts.

Online Trademark Infringement:

The internet has increased the ease of global commerce and online marketplaces. However, it has also amplified trademark infringement risks, including counterfeiting, cybersquatting, and unauthorized use of trademarks in online advertisements, domain names, and social media. Trademark owners must actively monitor and enforce their rights online.

Online trademark infringement refers to the unauthorized use of a trademark on the internet. It occurs when someone uses a registered trademark or a confusingly similar mark in a way that may cause consumer confusion, dilute the distinctiveness of the mark, or unfairly capitalize on the reputation and goodwill associated with the mark. Cybersquatting is a common form of online trademark infringement where a person registers a domain name that includes a trademark with the intention of profiting from the trademark owner's rights. (Gilani & Rehman, 2020) This can lead to confusion among consumers or divert traffic away from the legitimate trademark owner's website. Unauthorized use of a trademark in online advertising, such as pay-per-click ads or sponsored search results, can create confusion among consumers and potentially harm the reputation of the trademark owner. This includes situations where a competitor uses a trademarked term in their ad copy or meta tags to attract customers searching for the trademarked product or service. Infringement may occur when a trademark is misused on a social media site, such as when a company's name or logo is used without authorization. One example is when third parties construct social media profiles that look like those of trademark holders, causing customers to be confused or to have a negative impression of the legitimate firm. (Niqresh, 2019)

Infringement of trademark rights may result from the unauthorized use of trademarks on online marketplaces, e-commerce platforms, or product listings. This includes instances in which

unauthorized sellers make use of well-known trademarks, such as names or logos, to market and sell knockoff or pirated goods. There are a few options available to trademark holders looking to combat online trademark infringement. Legal action, submitting complaints on the appropriate internet platforms, using alternative dispute resolution systems like the Uniform Domain Name Dispute Resolution Policy (UDRP), and mailing cease-and-desist letters to infringers are all options. In the case of trademark infringement, possible remedies include a transfer of domain names, monetary damages, an accounting of profits, and an injunctive remedy. Trademark owners can combat online trademark infringement by keeping a close eye on the web for any instances of unauthorized use of their marks, implementing brand protection strategies, and consulting with intellectual property attorneys or specialized service providers. It's worth noting that different countries may have different processes and legislation in place to deal with trademark infringement that occurs online. Therefore, for accurate and jurisdiction-specific information, it is recommended to consult the trademark laws of the relevant country and seek professional legal advice.

Learn the Ins and Outs of Copyright and Trademark Law.

Copyright and trademark protection is best achieved through preventative measures and formal channels.

Protecting Copyright:

Creation and Ownership: Ensure that you are the rightful owner of the copyright by creating original works or obtaining the necessary rights from the creators. Keep clear records of ownership. **Copyright Notice:** Display a copyright notice on your works, consisting of the copyright symbol (©), the year of first publication, and the copyright owner's name. While not required, it serves as a visible indication of your copyright. Consider registering your copyright with the copyright office in your jurisdiction. Although not always mandatory, registration can provide additional benefits, including the ability to bring legal action and claim statutory damages in cases of infringement. Use licensing agreements or contracts when granting permission to others to use your copyrighted works. Clearly define the terms and conditions of use to protect your rights and control how your work is utilized. Implement technological measures to control access, usage, and distribution of digital content, particularly in the digital realm where unauthorized copying and distribution are prevalent. Regularly monitor the use of your copyrighted works and enforce your rights when infringement occurs. Act promptly to send cease and desist letters, issue takedown notices, and pursue legal action if necessary. (Geoffroy-Schwinden, 2018)

Protecting Trademark:

Trademark Clearance: Conduct a comprehensive trademark search before adopting and using a trademark. This helps identify potential conflicts with existing trademarks and reduces the risk of infringement claims. Register your trademark with the appropriate trademark office in your jurisdiction. Registration provides legal protection, enhances your rights, and allows for enforcement against infringers. Establish clear brand guidelines to ensure the consistent and proper use of your trademark. Educate employees, partners, and licensees on the correct usage to maintain the distinctiveness and integrity of your mark. Regularly monitor the marketplace for unauthorized use of your trademark. Utilize online monitoring tools and services to detect potential infringements and take appropriate action. Act promptly to enforce your trademark rights against infringers. Send cease-and-desist letters, file infringement claims with relevant platforms, and pursue legal remedies when necessary to protect your trademark. Consider seeking trademark protection in countries where you conduct business or anticipate expansion. Utilize international treaties and procedures, such as the Madrid Protocol, to streamline and simplify the registration process across multiple jurisdictions. Register domain names that correspond to your trademark to prevent cybersquatting and potential confusion among consumers. (Gilani et al., 2021)

Conclusion

As technology continues to evolve, copyright and trademark laws must adapt to address the challenges & opportunities presented by emerging technologies. Legislators, courts, and policymakers are constantly reviewing and revising intellectual property laws to strike a balance between protecting rights holders and fostering innovation, creativity, and access to information in the digital age. To address these issues, ongoing efforts are made to update and adapt intellectual property laws to keep pace with technological advancements and global developments. However, it remains a complex and evolving field that requires ongoing attention to balance the rights of intellectual property owners with the interests of society as a whole.

For both copyright and trademark protection, it is crucial to work with intellectual property attorneys who specialize in copyright and trademark law. They can provide expert advice, help you navigate legal complexities, and assist in enforcing your rights effectively. Remember, the specifics of copyright and trademark protection may vary depending on your jurisdiction, so it is advisable to consult the laws and regulations in your relevant country and seek professional legal counsel for personalized guidance.

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