



## MESSAGE ON WORLD INTELLECTUAL PROPERTY DAY, 2021

Greetings on World Intellectual Property Day, 2021!

As we combat the second wave of the deadly pandemic that continues to claim lives and has disrupted the health infrastructure across the globe, our thoughts and prayers continue to be with all those who're being affected. While all of us have more or less adjusted to virtual interactions and work from home, one prominent quality all of us have developed through the last year is to stay resilient. In a true 'the show must go on' spirit, we've stayed afloat by either trying to do different things or doing things differently!

I write this message today to, once again, highlight how IP has assumed far greater importance in the world post the strike of COVID-19. As more cutting-edge technology in all walk of life paves way including for vaccines, treatments and equipment, we as protectors of IP play a pivotal role in social re-engineering and handholding our economy towards progressive development. This is truly in alignment with this year's theme of the World Intellectual Property Day, which is aimed at highlighting the importance of Intellectual Property in the Micro, Small and Medium Enterprises (MSME) sector. The true role of Intellectual Property protection is to ensure sustainable economic growth without compromising on delivery of justice. Given the extraordinary and overwhelming 12 months all of us have braced through, our only hope lies in fostering an efficient and effective IP regime in the country. Let us all strive to be the catalyst for the much-required change!

I also use this opportunity to request all the members to join for the webinar which is being co-hosted by AIPPI-APAA-FICPI- INTA-LexWitness as per attached programme for celebrating the World IP Week 2021 on 30th April 2021.

Registration is complimentary. Please register only via:

[https://zoom.us/webinar/register/8016190021583/WN\\_00sAGMsSQGakI43PRfuhIQ](https://zoom.us/webinar/register/8016190021583/WN_00sAGMsSQGakI43PRfuhIQ)

Warm regards,

**Hemant Singh**

**(President- AIPPI India Group)**