

VS IPR & LEGAL ADVISORS LLP

*“WORKING TOWARDS
CREATING EMPIRES”*



VSil[®]

ISO 9001:2015

CERTIFIED COMPANY

WWW.VSLEGALINDIA.COM

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ABOUT US

VS IPR & LEGAL ADVISORS was founded in the year 2015. The firm specializes in the areas of Corporate laws and Intellectual Property Rights (IPR) on a Domestic and International level.

OUR VISION & MISSION

- To become the ultimate source of solutions, insight capital.
- To understand the commercial needs of our clients.
- To anticipate problems before they arise to provide not only the highest standard of legal expertise but also practical and imaginative solutions.
- To identify financial gaps in business and provide innovative solutions for best results.

How do I start my business?

How to Avail Govt. Benefits?

Which Licences are required?

Do i Need to register under Start-up India ?

How do I protect my brand name and logo?

Does my company require ISO Certifications?

What are the various types of tax applicable to my business?

What types of compliances I need to comply?

Do i required to register company to build trust in market?

What types of Agreements are required at initial stage?



"We are here"

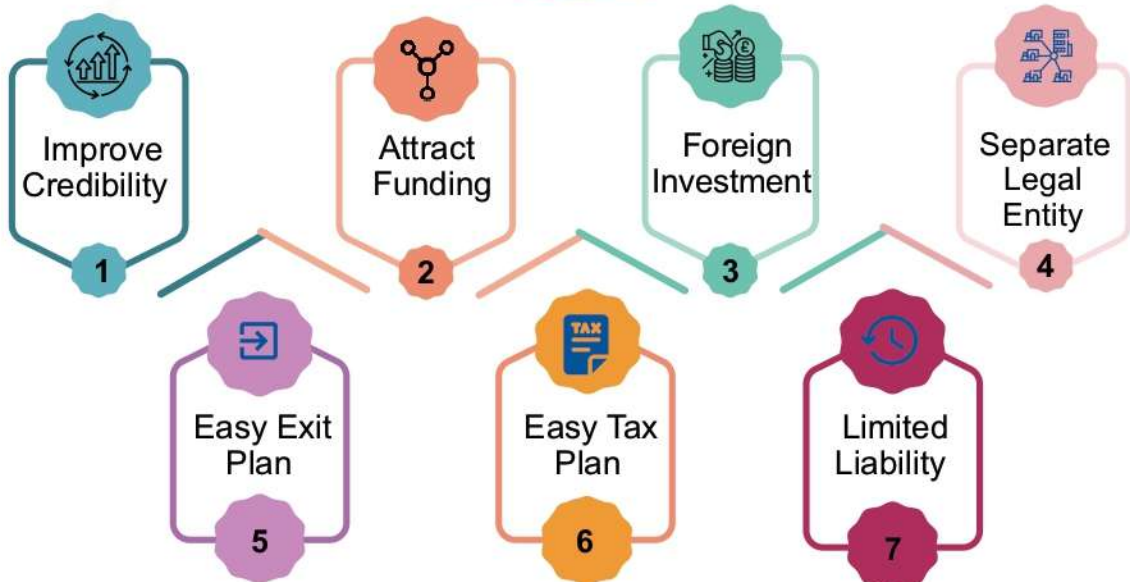
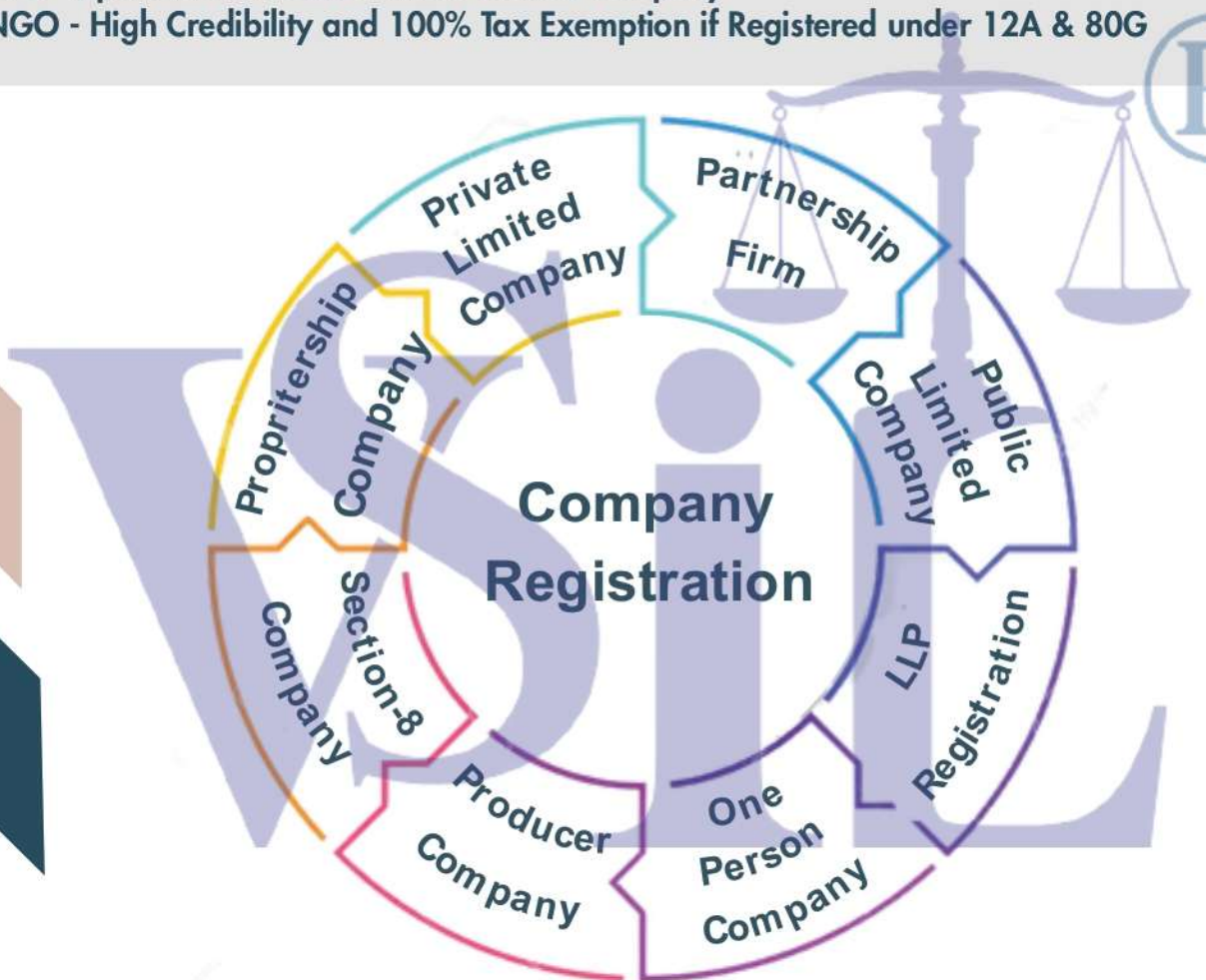
"For all your Business needs, we provide one stop solutions under one roof "

COMPANY REGISTRATION

It is very important to choose the right business structure according to your business objective before Registering a company. One must check the Benefits, Taxations and Compliances.

Things to keep in mind:

- Proprietor - Business owned and managed by single person
- Private Limited - 100% FDI & Lower Tax (15% for Mfg. & 22% for Trading & Service sector)
- Limited Co. - Shares can be bought by anybody
- LLP - No Minimum Capital and Tax Benefits on asset depreciation
- OPC- 1 person can start a Private Limited Company
- NGO - High Credibility and 100% Tax Exemption if Registered under 12A & 80G



START-UP

Company working towards innovation, development or improvement of products or processes or services, or if it is a scalable business model with a high potential of employment generation or wealth creation.



VITAL CATEGORIES UNDER START-UP INDIA



BENEFITS OF START-UP

Fast Track Startup Patent Application and upto 80% rebate in filling patents



50% OFF

50% Subsidy in Trademark Application

Relaxation on Early deposit money in Government Tender



Relaxation on Eligibility criteria in Government Tender

Eligible for Tax Exemption for Three Years



GeM
Government
eMarketplace

You can register on Government E-market portal of government

Self - Certification under Labour and Environmental Laws



Eligible for Tax Exemption on Investment Above Fair Market Value

Seed Funds (Grant upto Rs. 20 lakhs or Loan upto Rs. 50 lakhs)



#startupindia

Startup India Recognition Certificate

SEED FUNDS TO AN ELIGIBLE START-UP

1. Up to Rs. 20 lakhs as grant for validation of proof of concept, prototype development and Product trials.

The grant shall be disbursed in milestone-based instalments.

OR

These milestones can be related to...

(i) Development of prototype

(ii) Product testing

(iii) Building a product ready for market launch, etc.

2. Up to Rs. 50 lakhs of investment for market entry, commercialization or scaling up through convertible debentures or debt or debt-linked instruments

3. A start-up applicant can avail seed fund in the form of grant or debt/convertible debentures.



LEGAL LICENCES & REGISTRATIONS



**MSME (UDYAM)
Registration**



FSSAI



GST Registration



SPICE Board



SHOP Act. License



APEDA (RCMC)



Professional Tax



**Import Export code
(IEC)**



Barcode



Icegate



GEM Registration



AD code



12A AND 80G



Music Licence



NSIC



Drug license



PF & ESIC



Money lending



RERA Registration



Digital Signature

<p>01 MSME / UDHYAM REGISTRATION If you are a small company or enterprise then this certificate is your business aadhar card</p>	<p>11 FSSAI Most important licence for every Food Business Operators to work in the culinary industry</p>
<p>02 GST GST Identification Number, is assigned to every GST registered person. It is one single platform for compliance and administration purposes</p>	<p>12 SPICE BOARD Spice Board registration is necessary for those who export spices products.</p>
<p>03 GUMASTA - SHOP & EST. ACT. To start any business in any state, a Gumasta License is your official registration as an entity under state law</p>	<p>13 APEDA REGISTRATION Applicable for companies who is exporting agriculture products</p>
<p>04 PROFESSIONAL TAX PT has to be paid by director, GST holder & professional such as Doctor, CA, CS, lawyer, technology expert etc.</p>	<p>14 IMPORT EXPORT CODE (LICENSE) An Importer Exporter Code (IEC) is a key business identification number which is mandatory for export import business in India.</p>
<p>05 BARCODE Helps to recognize the product identity and genuineness of the product and help in inventory management</p>	<p>15 ICE GATE REGISTRATION Filing of shipping bills and Bills of entry. provides e-filing services to the trade, cargo carries of other trading partners</p>
<p>06 GOVERNMENT E-MARKET PLACE It is a procurement portal, which can be used to purchase or sell any item or goods by anyone who has a registration in it</p>	<p>16 AD CODE Authorised Dealer Code is a unique seven-digit code assigned by the Reserve Bank of India to every Authorised branch of banks dealing with foreign exchange</p>
<p>07 12A AND 80G Sec 12A allows an NGO exemption from standard tax rates. Sec 80G ensures that a person donating to the NGO can deduct the amount from their taxable income</p>	<p>17 MUSIC LICENCE</p> <ul style="list-style-type: none"> • Public Performance Licence (PPL) • Indian Performing Right Society Limited (IPRS)
<p>08 NSIC NSIC facilitates MSME under Marketing, Technology, Finance and other Support service. Provide free allotment of tenders, No EMD deposit etc</p>	<p>18 DRUG LICENCE It's a mandatory license for any person dealing in buying and selling of pharmaceuticals drugs</p>
<p>09 PROVIDENT FUNDS & ESIC Applicable for companies with more than: <u>PF</u>:20 or more than 20 employees <u>ESIC</u>:10 or more than 10 employees</p>	<p>19 MONEY LENDING LICENSE Any individual / organization are dealing in Lending & borrowing money are mandatory to apply for the license</p>
<p>10 RERA Objective of RERA is to monitor the real estate sector and adjudicate disputes related to real-estate projects</p>	<p>20 DSC Digital signature certificate is required for signing and filing of any documents online or before any govt. authority</p>

INTELLECTUAL PROPERTY RIGHTS - IPR SERVICES

"Your idea is your TRUE ASSET. Together we can protect it"



The Need of The Hour

Intellectual property Rights are the means of protection of your intangible property. Intangible assets are inventions of the mind. They may be innovations, literary or artistic work, symbols, names or images used in commerce.



The Goal



-  To encourage human mind creativity.
-  To get the rightful profits on the efforts that are put to make something of your own.

KINDS OF INTELLECTUAL PROPERTIES

1. Trademark



It is a distinctive sign that allows consumers to identify the particular goods or services a company provides easily.

It is used to identify and distinguish products or services of one specific seller or service provider from those of other competitors in the market.

Fair Competition

Prevent competitors from unfairly using similar brand names or marks.

10 Years Validity

Trademark has a 10 years long validity and can be easily renewed.

Protects Brand

Protect your company name & brand name under the trademark Act. Brand protection prevents any sort of abuse or misuse of the brand.

Intangible Asset

Trademark is an intangible asset that can be said or franchised.

Improve Credibility

Trademark filing improves brand credibility amongst audience and customers.

BENEFITS OF TRADEMARK

KINDS OF TRADEMARK



Symbol

i'm lovin' it

Slogan



Logo



Color



Shape

Name



Copyright is a legal term used to describe the rights that creators have over their literary, artistic works and more



Choreography



Pantomime



Motion Pictures



Architecture



Musical



Sculpture



Literary



Graphic Design



Image



Dramatic

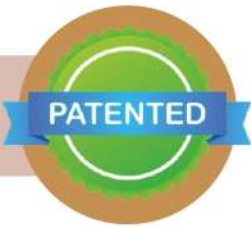


Recording

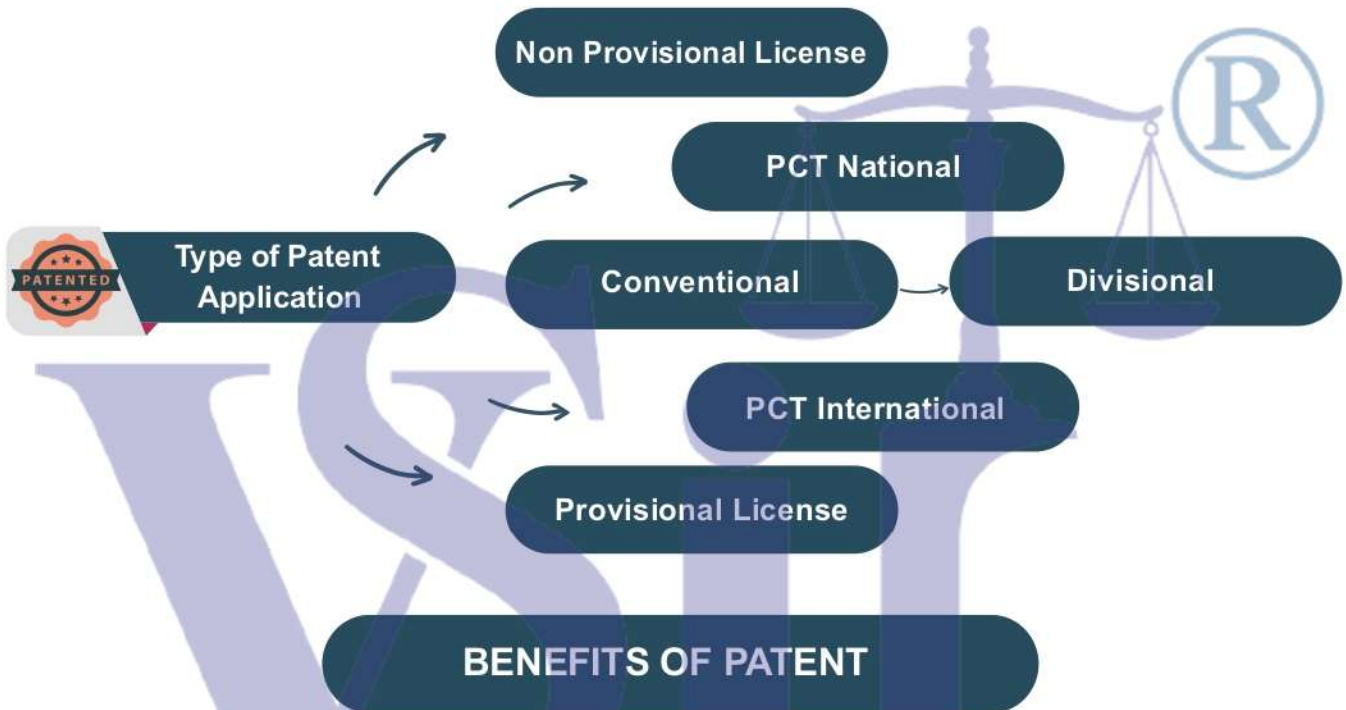


Artistic

3. PATENT



A patent is an exclusive right granted for an invention, which is a product or a process that provides, in general, a new way of doing something, or offers a new technical solution to a problem.



BENEFITS OF PATENT

Advantage in a competitive market



Excludes others from using or selling or importing



Helps in raising capital



Merger, sell and acquisition your invention or Patent



Can own it for a period of 20 yrs



4. Design



- Design means uniqueness of shape, configuration and surface ornamentation of an article/product. •

A Design refers to the features of shape, configuration, pattern, ornamentation or composition of lines or colors applied to any article, whether in two or three dimensional (or both) forms. This may be applied by any industrial process (manual, mechanical or chemical) separately or by a combined process, which in the finished article appeals to and is judged solely by the eye.

Benefits



LEGAL SHIELD AGAINST DESIGN PLAGIARISM



EXTENDED VALIDITY



GIVES A UNIQUE SELLING POINT



SAVES THE CREATIVITY



INDUCES CLIENT RESPONSE



INDUCES INNOVATION

Design Types



Bottle



Jewellery



Shoes



Boxes



Product Packaging



Watches



Clothes



Utensils



Machineries



Gadgets

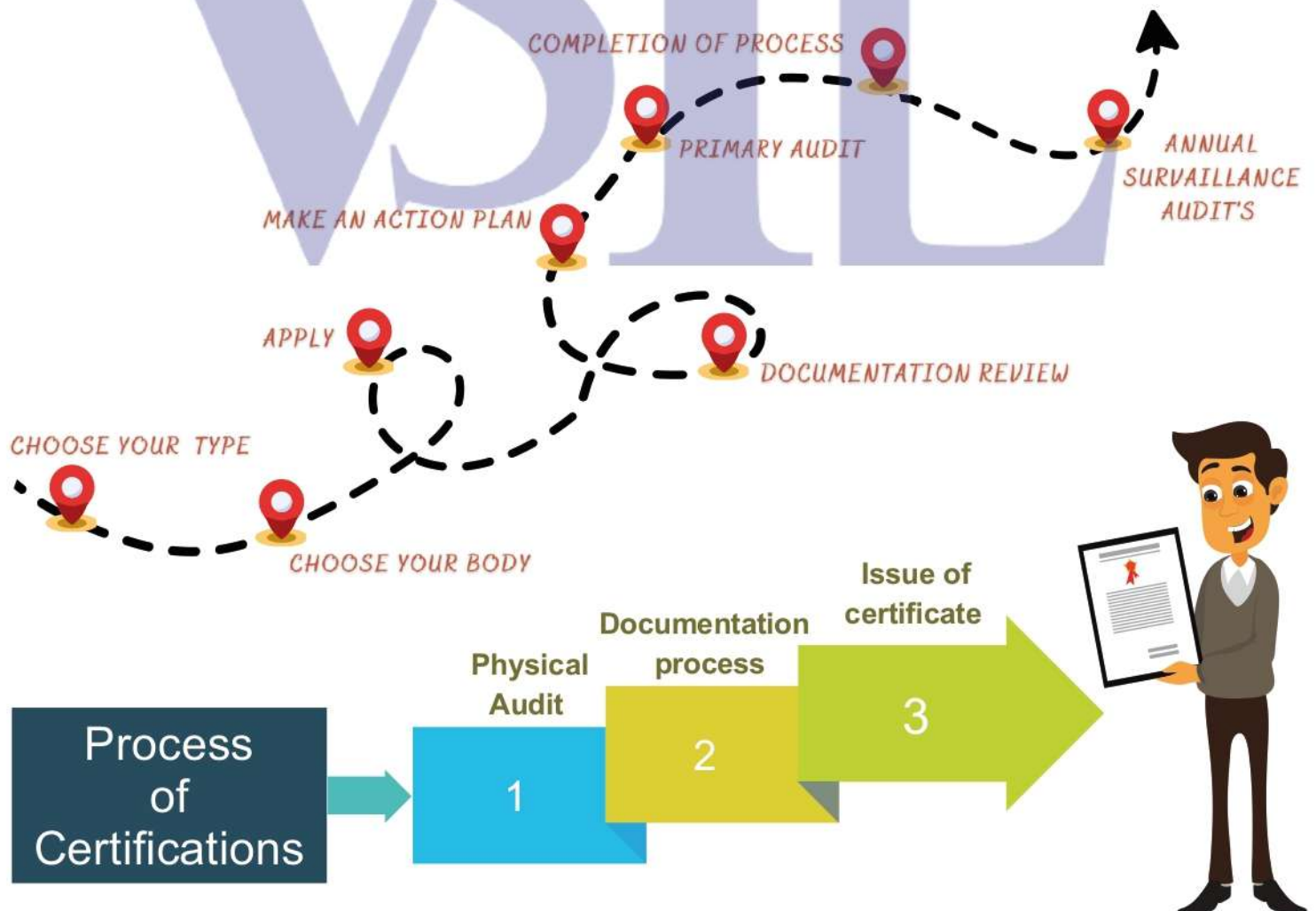
ISO

ISO (International Organization for Standardization) is a worldwide federation of national standard bodies. ISO is a nongovernmental organization that comprises standard bodies from more than 160 countries, with one standard body representing each member country. ISO certification is this certifying body's assurance that a service, product or system meets the requirements of the standard.

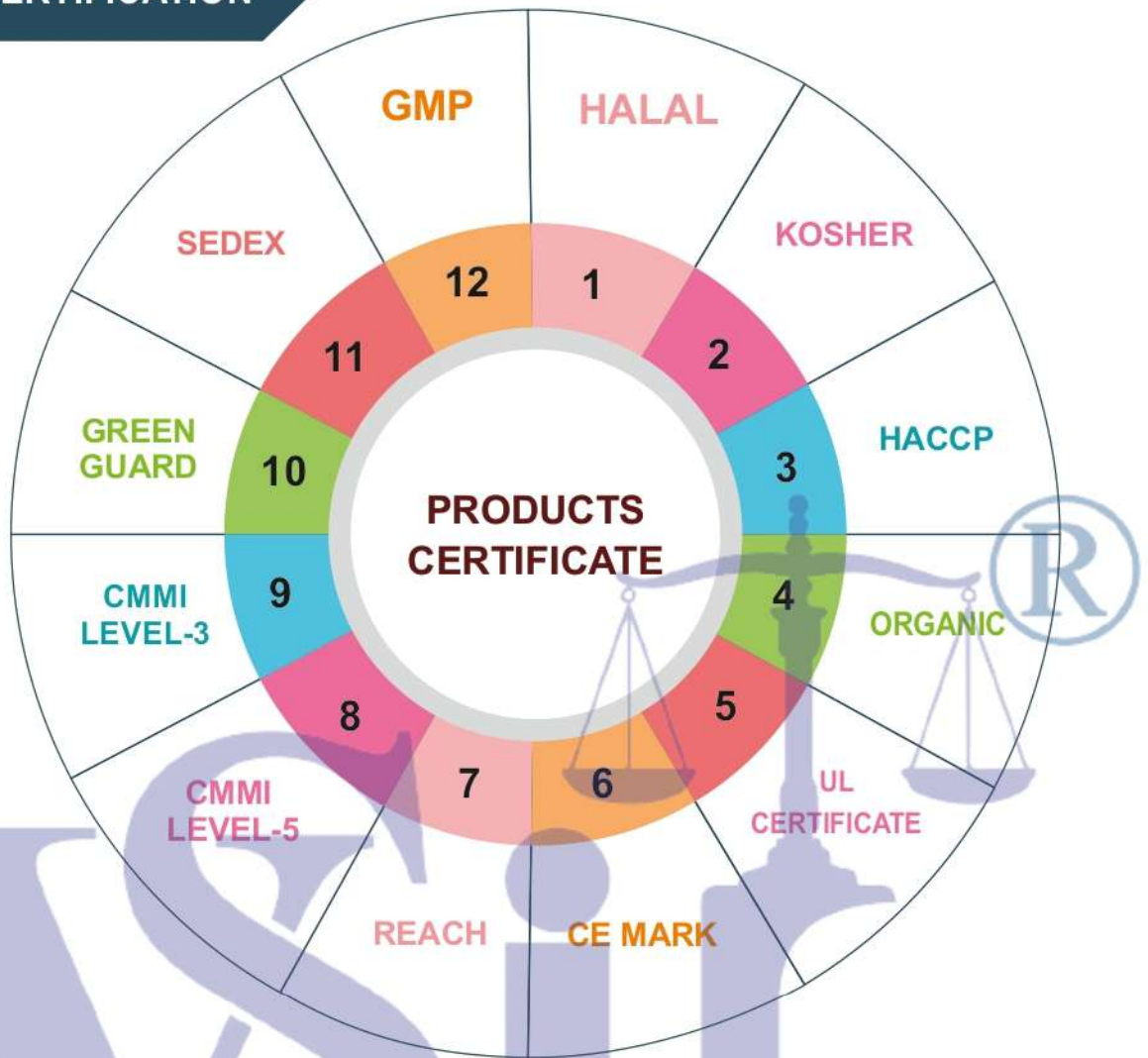
BENEFITS

- Suitable for both small and large organizations
- Better internal management
- Less wastage in the organization
- Increase in efficiency, productivity and profit
- Improved customer retention and acquisition
- Consistent outcomes, measured and monitored
- Globally recognized standard

PRE-REQUISITE TO ISO CERTIFICATION PROCESS IN INDIA



TYPES OF CERTIFICATION



MANAGEMENT CERTIFICATES

- 9001:2015 **1.** Quality Management System
- 14001:2015 **2.** Environmental Management System
- 45001:2018 **3.** Occupational health and safety
- 22000:2018 **4.** Food Safety Management System
- 27001:2013 **5.** Information Security Management System
- 13485:2016 **6.** Medical Device Quality Management
- 50001:2018 **7.** Energy Management System



DRAFTING OF AGREEMENTS

- Shareholder Agreement
- Founder Agreement
- Employee Agreement
- Memorandum of understanding (MOU)
- Franchise Agreement
- Vendor Agreement
- Service Provider Agreement
- Non Discloser Agreement (NDA)
- Website Policy - Terms and Conditions
- Sale Deed
- Tri-Party Agreement
- Will
- Gift Deed
- Contract Agreement

Loan opportunity

LOAN TYPES	WHO SHOULD APPLY	MONEY CAP	YEAR CAP	INT.RATE	OTHER CRITERIA
START-UP INDIA	PVT. LTD LLP OPC REGISTERED PARTNERSHIP FIRM	UP TO 50 LAKHS	5 YEARS	REPO RATE i.e. 5.9%	<ul style="list-style-type: none"> COMPANY SHOULD BE LESS THAN 2 YRS OLD. DIPP RECONISED
STAND UP INDIA	WOMEN SC ST	10 LAKHS - 1 CR.	7 YEARS	BASE RATE i.e. 8% + 3%	<ul style="list-style-type: none"> WOMEN / SC / ST or 51% WOMEN SHARE HOLDING IN COMPANY
PMEGP	INDIVIDUAL/ SOCIETY TRUST/ SELF HELP GROUP	<ul style="list-style-type: none"> SERVICE:20 LACS MANUFACTURING:50 LACS 	7 YEARS	STARTS FROM 12%	<ul style="list-style-type: none"> AGE ABOVE 18 YEARS+ 8TH CLASS PASS CERTIFICATE
SECURE/ UNSECURED	PROPRIETOR COMPANY	10 LAKHS-10 CR.	5-7 YEARS	STARTS FROM 16%	<ul style="list-style-type: none"> VINTAGE: MINIMUM 3 YRS TURNOVER:>40 LACS CIBIL SCORE:>650
PERSONAL	INDIVIDUAL	5-50 LAKHS	5 YEARS	STARTS FROM 14%	<ul style="list-style-type: none"> AGE:22-55 YRS. SALARY >30,000 PER MONTH CIBIL SCORE>700



Benefits of working with us:

- Maximum loan amount sanction
- Quality service
- Maximum tenure
- Best interest rate



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