

**Personal
Development:**
Power of
Credibility

Event:
International
Conference
Applying
Psychology
for Suicide
Prevention

Business:

Law of
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Poems:

Life in
Solitude
The Season

Geopolitics:
Pak at a
Cross road

Flavour Special:
Sitaphal Vasundhi

Art:

Warli Art
Wash Painting

Cover Story : *Shree Ram Janmbhumi
Temple, Ayodhya , India*

FROM THE DESK OF EDITOR-IN-CHIEF

Hello readers,

SquarePetals wishes you abundance in prosperity and happiness in 2024! The year begins with the consecration of Shree Ram Janmbhoomi Temple at Ayodhya in India and hearty congratulations for the historic event.

Winters bring joyful options of barbecue on foggy nights, so have a nice time and happy reading of this edition of SquarePetals Global Webzine.

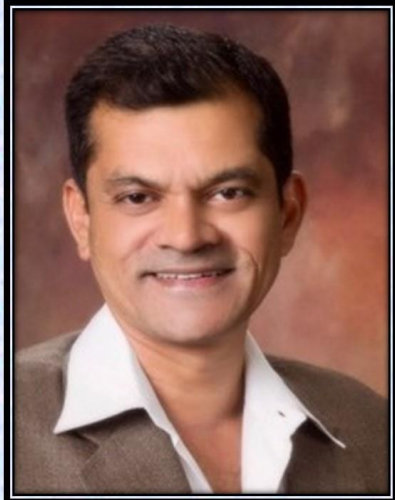
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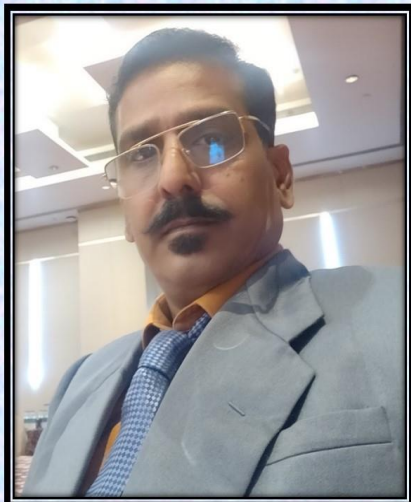
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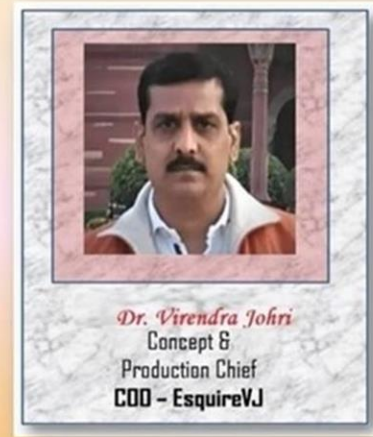
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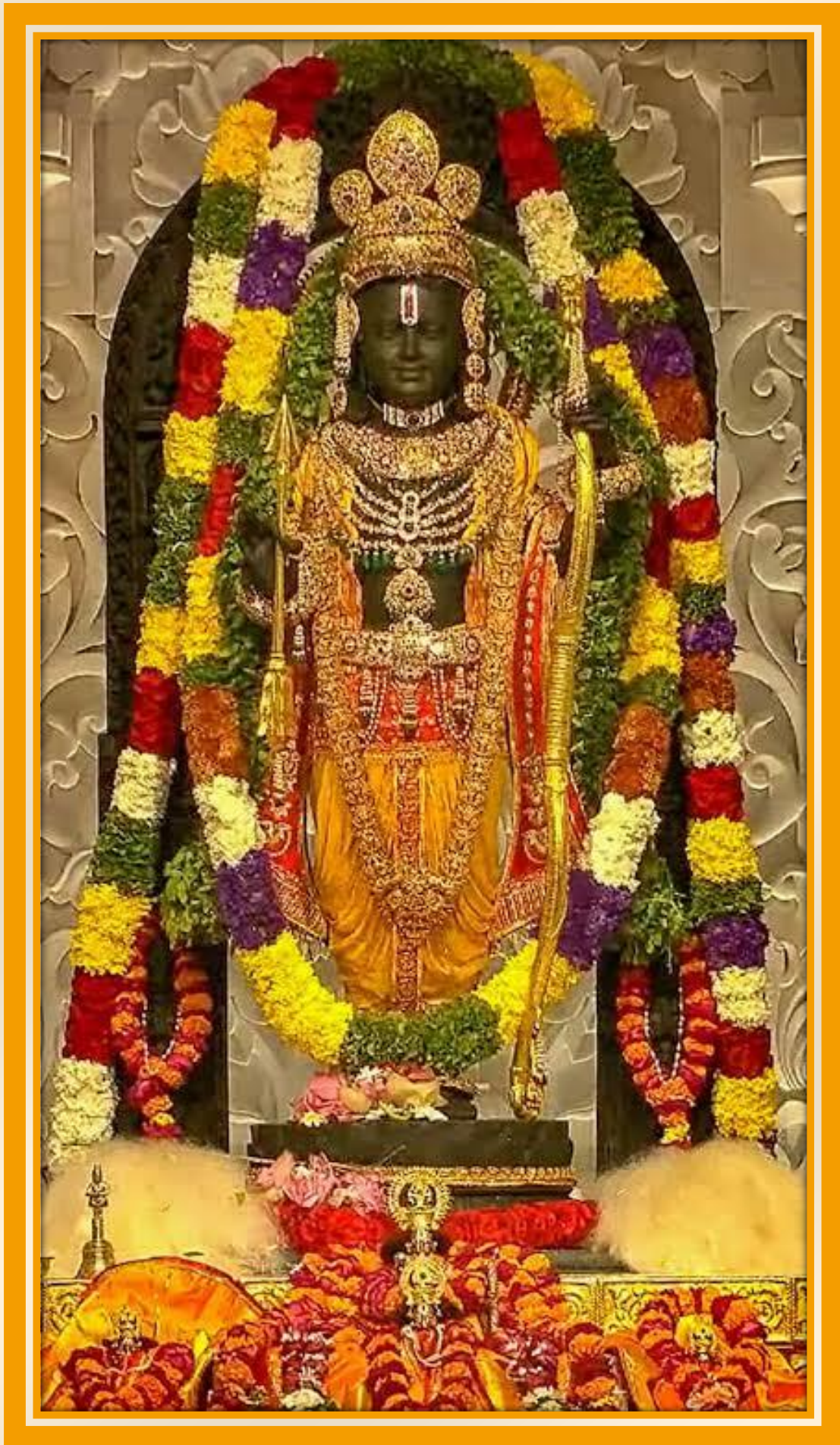
Article Writers:

Dr. Sansriti Johri
Col. Ajay Singh
Dr. Shashwat Johri
Dr. Neeru Bhatt
Mr. Michael Ediale
Mr. Badrish Shrivastava
Dr. Alok Kumar
Mrs. Falguni Thakkar

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Cover Story – Ram Mandir. Ayodhya



Shree Janmabhoomi Mandir, Ayodhya

Ayodhya is the birthplace of Lord Ram, one of the ten incarnations of Lord Vishnu in Hinduism. Shree Ram is the central character in the epic Ramayana. A glorious temple dedicated to Lord Ram existed at the site known as Ram Janmabhoomi for centuries. It was built by Great King Vikramaditya on the very place where Shree Ram was born in the city of Ayodhya on 10th January 5114 B.C.

However the site was under dispute for years leading to communal tensions. Finally the legal battle was resolved by the Supreme Court of India which, in November 2019, awarded the disputed land to Hindus for the construction of the Ram Mandir.

Following the Supreme Court verdict, the construction of the Ram Mandir began in Ayodhya, the sacred city on the banks of river Sarayu in the Uttar Pradesh State of India. The temple is designed to reflect traditional Indian architectural styles and is intended to be a symbol of national integration.

The history of the Ram Mandir is marked by a blend of religious beliefs, historical events, legal proceedings, and political implications, making it a significant chapter in India's cultural and social landscape.

The Ram Mandir, also known as Ram Janmbhoomi Mandir, is dedicated to Lord Ram, a



central figure in Hindu mythology. The temple design incorporates traditional Indian architectural styles, including elements from the ancient Indian ShilpaShastras. The ground breaking ceremony for the temple took place on August 5, 2020. Today the temple stands beautifully grand with three floors adorned with multiple mandaps and pillars. It showcases intricate carvings and sculptures depicting scenes from the Ramayana.

The Ram Mandir is seen as a symbol of national integration and a significant religious and cultural landmark. It is attracting pilgrims and visitors from across the country and around the world. Considering its status as a major pilgrimage site, the temple's design includes facilities and spaces to accommodate pilgrims and visitors.

A grand idol of Shri Ram carved from a single stone has been designed by Arun Yogi ji and the magical work can be seen as the Lord smiles! The consecration and PranPratishtha ceremony was accomplished by Sh. NarendraModiji, the Prime Minister of India, on the 22nd of January this year. Many eminent personalities and celebrities gathered for the ceremony. The chant of 'Jai Shri Ram ' could be heard all over India and people lit diyas for celebrating the day! The love for Shri Ram poured out in various ways, unique presents were sent to the temple from all around like, a giant size agarbatti, deepak, bell and lot more. SquarePetals Global Media & Entertainment has released a song 'Divine Home - coming', in the name of Shree Ram, welcoming the Lord in Ayodhya. It is available on You



Tube and soon will be released on other Music platforms. The 'Divine Home -coming' song link by SP Music is given here:

<https://youtu.be/xsA3jdWBc08>





SP Music
Presents

Divine Homecoming

SquarePetals Global Media Entertainment has released the song 'Divine Home - coming' on You Tube on 22nd January 2024, soon available on other Music Channels.

<https://youtu.be/xsA3jdWBc08>



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INTERNATIONAL CONFERENCE ON APPLYING PSYCHOLOGY FOR SUICIDE PREVENTION

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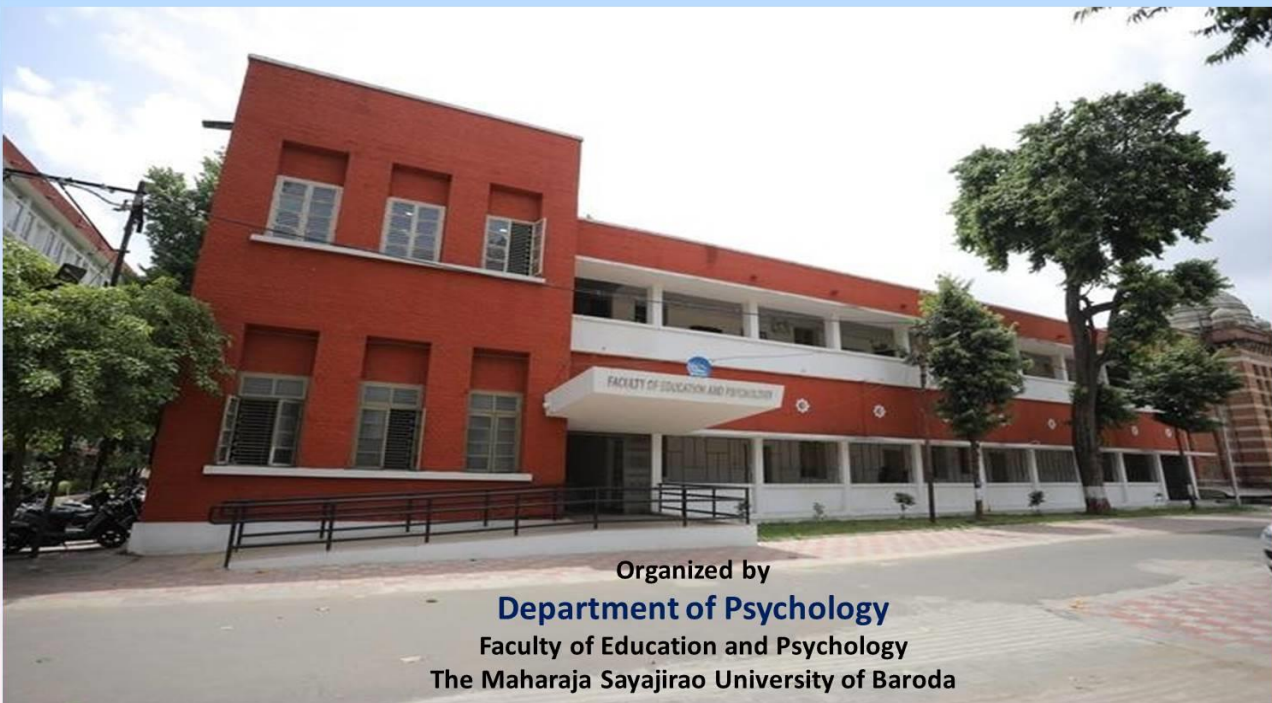
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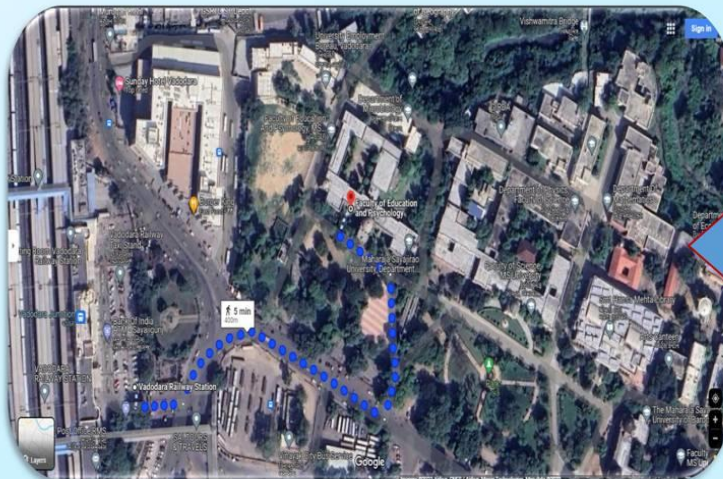
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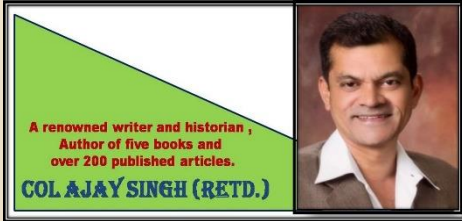
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PAKISTAN AT A CROSSROAD: THE ARMY, POLITICS, AND FOREIGN INFLUENCE



Pakistan faces political turmoil with Anwar HaqKakar as the interim Prime Minister amidst delayed elections. While Imran Khan remains popular, he's embroiled in legal battles, making hiselectionparticipation uncertain. The army increasingly controls thenationindirectly, fostering a 'hybrid government'. Internationally, Pakistan's position weakens, with the US favouring Army control and sidelining Pakistan.

Islamist extremism rises, intensifying as elections approach. China's patience thins due to slow progress on the CPEC and security concerns, but sees the Army as its ally. Pakistan's future hinges on the Army's manoeuvres and international relations.



A Caretaker Government and Elections

Theysaythatifyoustareatanabysslongenough,theabyssstares back.Pakistanhas beenstaringatanabyss for decades now,and perhaps what it sees in the dark there is a reflection of its own future.

Alot has changed in Pakistan, but little has changed. For starters, there is a new Prime Minister. Anwar HaqKakar, a little-known senator from Baluchistan was appointed as head of the national caretaker government to oversee parliamentary elections in one of the most turbulent periods in its history.

Prime Minister Kakar has his task cut out. Shehbaz Sharif dissolved the National Assembly three days before the completion of its five-year term and Kakar was sworn in as the Interim Prime Minister, heading a government of bureaucrats and technocrats that will oversee government functioning till the new government is in place after the elections. The appointment of a caretaker government is a stipulation of Pakistan's constitution to ensure that elections are held in a free and unbiased manner. The constitution also states that elections are to be held within 90 days of the dissolution of parliament.

Therein lies the nub. Elections would thus be due in November this year, but technicality has ensured that it cannot happen. In 2023, a national census was conducted and hurriedly passed through Parliament. The census counted Pakistan's population as 240 million, up from the 210 million in the 2017 elections. As per law, the Election Commission has to notify constituencies based on the new numbers

and can hold elections only after that is done. That process itself will take 4-6 months and it thus seems unlikely that elections will be held this year—perhaps March – May 2024 seems more likely.

There is one more catch. The caretaker government is to only oversee day-to-day functioning till the new government is in place. Kakar's prime claim to fame is that he is close to the Army Chief, Gen Syed

Asim Munir, who after the 9 May uprising has emerged stronger and plays a more direct role in the government (albeit by proxy). The powers of the caretaker government have been significantly enhanced to enable them to make crucial, long-term policy decisions. This will allow Munir to push through hard reforms and critical decisions that have been mandated by the IMF in return for its \$3 Billion tranche, and still escape the backlash that these measures would entail. But what of the elections themselves? The main question being asked is whether Imran Khan will, or will not, be allowed to participate. As per public sentiment, he is still the most popular man in Pakistan and if allowed to contest, will sweep the elections in a landslide. But will he be allowed to contest? gets a reprieve from this charge as well, 154 other cases are pending. Although the judiciary has been relatively free and independent in its stance, Imran can still be pinned down in a raft of cases to discredit him as a political force

His party, the Pakistan Tehrik-e-Insaf is in disarray. After Imran's supporters went on a rampage on 09 May following his first arrest, the army clamped down. Within days most of the party's leaders and supporters were arrested. The top leaders also changed their stance (In Pakistan political parlance, underwent "software updates") and broke away from Imran to form what is called a 'king's party' – Istehkam-e-Pakistan. But despite all this, Imran's charisma still holds sway, and if allowed to lead his party, can still pull off an upset.

The establishment has gone all out to discredit him. The media is banned from mentioning his name; his image was even removed from the Pakistan Cricket Board's list of iconic national cricketers. In any case, he is still in jail serving a three-year sentence in the Toshakhana case for illegally retaining 58 gifts received during state visits abroad. This ruling debars him from contesting elections for five years. He received a temporary reprieve when the Islamabad High Court suspended the sentence and ordered his release. But it is a suspension and not a revoking of the sentence. He still languishes in jail for leaking state secrets; a charge that came about when he waved a piece of paper claiming it was a cypher that showed US involvement in his ouster. That promptly got him booked under the Official Secrets Act. Even if he But then Shehbaz Sharif's own party, the Pakistan Muslim League (N) is also eyeing a return. The paths are being cleared for Nawaz Sharif – now in exile in London – to return to Islamabad, and he was announced as the Prime Ministerial face of the party. But after Nawaz's run-ins with the Army, which saw him being removed from the chair three times before, the Army seem to be in favour of the more amenable younger Sharif, Shehbaz, who could well emerge as the next 'selected' Prime Minister.

The Army – Holding the Reins

All this brings out that the Army has gone back to doing what they do best – controlling the nation through proxy. A military coup or a direct takeover



carries the risks of accountability for failures of governance – and Pakistan faces too many failures now, for them to handle. They would thus resort to a 'hybrid government' wherein the civilian government runs the country with the remote control in the hands of the Generals. That is the pattern they will follow for the interim government and the one to follow.

And despite all these obvious mechanisms taking place, none really seem to care. The USA – for all its claims of being the Champion of Democracy – is far more comfortable dealing with the Army (or a civilian government doing the Army's bidding). In any case, they were not too fond of Imran. Also, with the US withdrawal from Afghanistan, Pakistan no longer has much use for it. So, though the USA and Western nations will make their noises about democratic processes and keep Pakistan afloat with SII, as of now, Pakistan is internationally sidelined.

In a strange irony, the USA has actually praised Afghanistan for "countering international terror groups" while ignoring Pakistan. Yet for Pakistan, the Islamic terror that it helped unleash is staring it in the face. The Tehreek-e-Taliban Pakistan continues to launch deadly attacks in the border areas virtually twice a week – and the Taliban continue to provide covering fire and safe havens to TTP cadres inside Afghanistan. Pakistan no longer has any heft over its former protégé and the tensions with the Taliban threaten to open another front on the Durand Line. In the political chaos sweeping the country, the greater dangers of Islamic extremism have been ignored. As the run-up to the elections draws close, the Islamist groups will intensify their actions, and may even field extremist political parties in the fray. Their clout could enable them to be coalition partners in the next government – as they were with Imran's government in 2017.

China is another major stakeholder in Pakistan and its processes. But from some indicators, even the Chinese are running out of patience. The CPEC is making very slow headway and there are growing instances of attacks on Chinese personnel. Freedom fighters of the Baloch Liberation Front have repeatedly targeted Chinese engineers and establishments near Gwadar. Mobs have attacked Chinese workers for 'blasphemy.' China would not be too concerned with the niceties of democracy and human rights, but will definitely want a return on the \$64 Billion of investments it has made in Pakistan. And they too see the Army as the only power that can

help them safeguard their interests.

So, with all this, the Army will be calling the shot still the elections and beyond. As it is, Munir is positioning the Army and himself as the institution that will revive the economy, fight militancy, handle external affairs, bring in investments and even restore electricity – but through a civilian face.

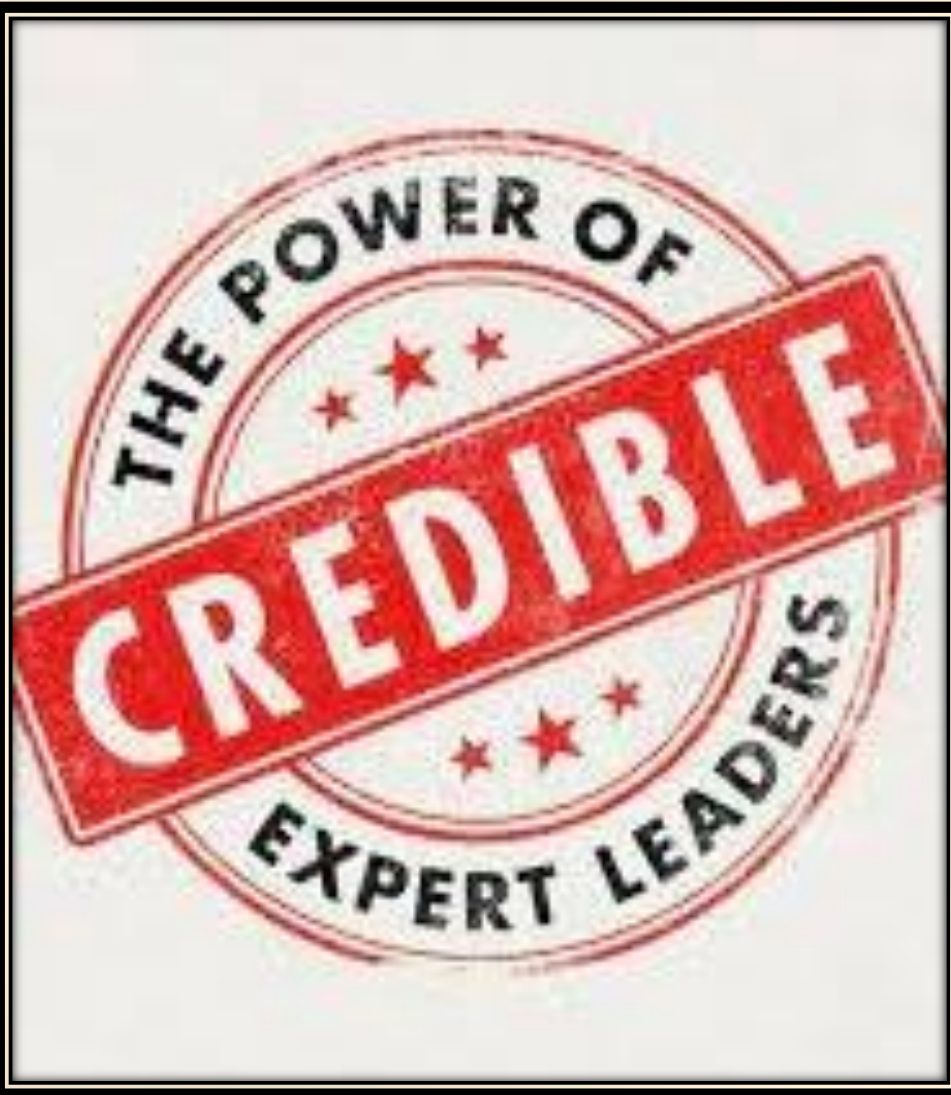
They have already started selling stakes in oil and gas companies and power plants to UAE for \$2 Billion and are selling national assets to foreign nations and companies to raise funds. This fire sale of government assets to revive the economy may prove disastrous in the long run and impinge its sovereignty. Perhaps China too, could dare to twist them to hand over parts of Gilgit-Baltistan, or even control of Gwadar port in return for debt exemption. After all, Pakistan handed over the Shaks gam Valley to China in 1963, and today Chinese presence in Gilgit-Baltistan is rampant.

What Next?

Many in Pakistan see that many of its problems can be resolved through peace and cooperation with India. That may be wishful thinking as of now, and the election season will only see a rise in anti-India rhetoric. But if this sentiment prevails, perhaps some kind of rapprochement and working relationship can be achieved. Both nations are now in the run-up to the national elections and no long-term decisions can be taken. Both nations are also likely to go into elections around the same time of March–May next year, which will be a delicate period for both. But the newly elected governments with a fresh five-year mandate could set about taking long-term policy decisions, economic cooperation and resetting of bilateral ties. That is unless something else upsets the apple cart.

Pakistan's political, social and economic churn will continue. But so will the primacy of the Army. One cannot predict the outcome of the elections, or even if Imran will be a part of it, but in all likelihood another 'selected' government will be in power. And as before, the Army will continue to call the shots and be the shadowy hand behind government decisions. The same cycle will repeat itself and Pakistan will continue to peer into the abyss and stare at the dark within.

Power of Credibility



Credibility is a vital ingredient in taking the lead in business, career and life. There is nothing you will be able to achieve without applying the principle of credibility. Every great leader is someone who built a high level of credibility. Nobody will follow a leader who lacks credibility. As a leader in your field of endeavor you must have a great sense of credibility. Credibility means how

prepared you are in discharging and delivering your service to your customers and clients. Leadership calls for service, but it requires credibility for service to be deplored. It is absolutely essential that you are prepared to deliver at any given time. Nobody wants to patronize someone who lacks capacity to deliver promptly.

Let me share an experience with you. I once visited a

particular bank to make an international transaction.

The lady at the counter was busy doing nothing. She kept me waiting for hours telling me to go and sit and the reception unit. When she is ready to do the transaction, she will call me. I was very upset because such transaction doesn't take much time. I have been doing it. I discovered the incompetence and lack of credibility in the lady and I left to another branch of the same bank. In less than ten minutes I got my transaction done.

If you lack credibility in your place of work. You will not last long there. Credible leaders are needed to occupy top positions in organizations to ensure quality delivery and service. Lack of credibility and competence destroys an organization and cripples a business. If you want to remain in your job and get promoted faster than you can possibly imagine, develop the habit of credibility. This will make your boss and organization depend on you and you will

become indispensable and irreplaceable.

To take the lead, credibility makes the major difference. Credibility makes you dependable and reliable at any given time. Credibility is an important factor in your career and business. It determines your earning ability, quality of life and success. Your credibility with the customers and clients is more important than any other factor. The more customers trust you and believe you, the more they have the confidence of doing business with you. This increases the size of your bank account. The more the customer trusts you, the easier it is for that customer to keep patronizing you. In fact, when your credibility level is high enough, the customer will buy from you and not even ask the price. It is the credibility that you project that will make them recommended and refer their friends, families and colleagues to you. Business success is in referral and recommendation and it is by building credibility with customers that it can be achieved.

The failure of leadership is when unprepared and incompetent people occupy top positions that they cannot deliver. The better prepared you are, the greater is your credibility and competence. The more customers see how prepared you are and fast in attending to their needs, the more your level of credibility will soar. When you meet clients for the first time be kind and friendly with them and let them know how you can help them. Always appreciate them and let them know how important they are. The clients will be more open and interested in doing business with you because you obviously deserve their pay.

Customers don't like hearing excuses but action. You must be prepared to deliver any time and any day. Aside from building your credibility quickly it gives you a treatment dose sense of self-confidence. And self-confidence is a vital psychological ingredient in business success

The reality is that customers are more demanding nowadays. Because they are looking for credible people

to take care of their problems and needs. Customers today are more skeptical and suspicious because of their previous experiences. They are afraid of dealing with the wrong people, getting poor services, buying wrong products, paying too much and receiving little, and being left in the lurch after the sale, as has happened to do in the past.

Customers also receive multiple offers of products and services. Your competitors are calling on them continuously. In their spare moments, your customers can go on the internet and find every variation of your product or service that is available in the world and at the lowest possible price. Customers know as much or more than you do. And what they don't know, they can find in few seconds by exploring the google search engine.

Customers are more demanding because they have limited resources. They do not have the kind of money that makes it possible for them to waste away. As a result, they are looking for credible people to give their money to. They

are slow in making decision and comparing your offer with those of your competitors. They procrastinate and delay in making any buying decision. When they know you have a high level of credibility, they will enjoy patronizing you and keep coming back to you.

In taking the lead in business and career, the role of credibility is very important. Build your business, career and life around it. Because of the incredible complexity of the market and the level of competition in the market. You have to safeguard your level of credibility. I met a fashion designer who is very good in his craft. But he has the habit of disappointing people when they come to collect their cloths. He will promise to deliver at a

certain time or date but he fails to deliver timely and this made him to lose clients and customers.

No matter how good you are at what you do. You need credibility to remain relevant. Competence without credibility is ineffective. When you are good at what you do, you still need people to trust and believe in what you are capable of doing and expect results at any given time. Take your credibility seriously, build and maintain in in your career and business. Customers only remember you for the credibility you have built with them. This seed sown in the heart of customers will keep them coming back and bringing others. Customers have few resources and are reluctant to change or try

something new. Even if your service or product is attractive, the customer has to move out of their comfort zone to get it. They can get it anywhere close to them at their convenience. It is the seed of credibility that you have sowed in their hearts that will keep them to keep patronizing you. When you are not available, they will prefer to wait for you or keep their money. Make credibility your life style and you will see how fast you will get promoted and attract unlimited career and business success.



Author Michael Ediale

Best-Selling Author / Motivational Speaker

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In solitude, I find my quiet grace,
A tranquil refuge in life’s busy race.
Beneath the stars, I ponder and dream,
In solitude, my soul finds its stream.
A world of thoughts, a universe of me,
In solitude, I find what’s meant to be.
The whispers of nature, a gentle guide,
In solitude, my heart learns to confide.
No rush, no noise, just moments to think,
In solitude, my spirit begins to link.
With introspection, I discover my truth,
In solitude, I find eternal youth.
The silence, a canvas, for thoughts to create,
In solitude, my mind can contemplate.
Life’s deeper mysteries, hidden from sight,
In solitude, I embrace the starry night.
In solitude, I am never truly alone,
For in the quiet, my spirit has grown.
A peaceful journey, where I am free,
In solitude, I find my destiny.





“LAW OF TRADEMARK”

Dr. Shashwat Johri

**CEO SquarePetals Global Media,
Young Achiever 2020 Awardee,
Best Debut Indian Author 2019-20,
India Book of Records &
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Ontd. From previous month issue:

Trademark Dilution

Understanding trademark dilution

Trademark dilution refers to the unauthorized use of a famous or well-known trademark in a manner that weakens or diminishes the distinctiveness or uniqueness of the mark. Unlike traditional trademark infringement, which focuses on the likelihood of confusion, dilution protection aims to safeguard the reputation and distinctive character of a well-known trademark, even in the absence of consumer confusion.

Types of dilution: blurring and tarnishment

Dilution can occur in two main forms:

1. **Blurring:** Blurring happens when a third party uses a

signify the original source.

For example, if a company were to use the well-known "Nike" brand to sell unrelated products like kitchen appliances, it could potentially blur the distinctiveness of the Nike mark by associating it with goods outside its typical sports apparel domain.

2. **Tarnishment:** Tarnishment refers to the unauthorized use of a famous mark in a manner that harms or diminishes its reputation by associating it with inferior or unsavory products, services, or contexts. It involves creating a negative or damaging association between the famous mark and the unauthorized use.

For instance, if a low-quality product were to use the "Rolex" brand to market counterfeit watches, it could tarnish the reputation of the

famous mark to create a connection with unrelated goods or services, thereby diluting the distinctiveness of the mark. This typically occurs when the public begins to associate the famous mark with other products or services, eroding its ability to exclusively

Rolex mark by linking it to inferior or fraudulent products. It's important to note that dilution protection typically applies to marks that are widely recognized and possess a high level of fame. Not all trademarks are eligible for dilution protection, and the level of fame required can vary by jurisdiction. Many countries have enacted specific laws to protect against dilution, such as the U.S. Federal Trademark Dilution Act (FTDA) and the European Union Trademark Directive. These laws grant trademark owners the right to take legal action against diluting uses of their marks, seeking injunctive relief, damages, and other remedies.

It's worth consulting with an intellectual property attorney experienced in trademark law to understand the specific requirements and legal protections for dilution in your jurisdiction and to explore strategies to protect your famous mark from dilutive uses.

Factors considered in determining trademark dilution

When determining whether trademark dilution has occurred, several factors are typically considered. While the specific factors can vary by jurisdiction, here are some common considerations used to assess whether a mark has been diluted:

1. **Fame of the Mark:** The level of fame or distinctiveness of the mark plays a crucial role. Marks

that are widely recognized, have a strong reputation, and are well-known among consumers are more likely to receive protection against dilution.

2. Similarity of the Marks: The degree of similarity between the famous mark and the allegedly diluting mark is examined. Even if the marks are not identical, if they share common elements or create a similar commercial impression, it can contribute to a finding of dilution.

3. Relatedness of Goods or Services: The relatedness between the goods or services associated with the famous mark and the allegedly diluting mark is assessed. If the marks are used in unrelated industries or areas of commerce, it may be less likely to establish dilution.

4. Actual Dilution: Evidence of actual dilution or a likelihood of dilution is considered. This can include a showing that the famous mark has lost its distinctiveness or has become less unique due to the unauthorized use.

5. Strength of the Mark: The inherent strength of the famous mark is evaluated, taking into account its level of inherent distinctiveness, extent of advertising and promotion, and length of time it has been in use.

6. Consumer Association: The degree to which consumers associate the allegedly diluting mark with the famous mark is assessed. If

consumers are likely to make a mental connection or perceive a link between the marks, it strengthens the case for dilution.

7. Intention to Dilute: Evidence of the alleged infringer's intent to cause dilution, such as deliberately seeking to trade on the fame or reputation of the famous mark, may be considered.

8. Actual or Potential Harm: The actual or potential harm caused to the famous mark's reputation, distinctiveness, or commercial value is taken into account.

It's important to note that the specific factors and their weight in determining dilution can differ across jurisdictions. Various countries have enacted laws and regulations addressing trademark dilution, which provide guidelines for assessing dilution claims and protecting famous marks from unauthorized use. To navigate a trademark dilution case effectively, it is recommended to consult with an intellectual property attorney who is knowledgeable about trademark law and the specific jurisdiction's requirements for proving dilution.

Protection and remedies for diluted trademarks

Trademark laws in many jurisdictions provide protection and remedies for diluted trademarks. The aim is to safeguard the distinctive and unique character of famous marks and address the harm

caused by dilution. Here are some aspects of protection and remedies for diluted trademarks:

1. Anti-Dilution Laws: Many countries have specific anti-dilution laws that grant protection to famous marks against dilutive uses. These laws typically prohibit unauthorized uses of a famous mark that would likely cause dilution, either by blurring or tarnishment. The scope and requirements for protection may vary by jurisdiction.

2. Injunctive Relief: Trademark owners can seek injunctive relief, such as preliminary and permanent injunctions, to halt the dilutive use of their mark. This legal remedy aims to prevent further harm to the distinctiveness and reputation of the mark.

3. Damages and Monetary Relief: In cases of trademark dilution, the trademark owner may be entitled to monetary remedies. These can include actual damages suffered as a result of the dilution, such as loss of sales or damage to reputation. In some jurisdictions, statutory damages may be available as well.

4. Corrective Measures: Courts may order corrective measures to address the dilution and restore the distinctiveness of the mark. This can include requiring the infringing party to take corrective advertising or other actions to inform the public

about the true source of the goods or services.

5. In some jurisdictions, additional remedies may be available, such as an account of profits, which allows the trademark owner to claim the profits made by the infringer through the dilutive use of the mark. Attorney's fees and costs may also be awarded to the prevailing party in certain cases.

It's important to note that the availability and effectiveness of protection and remedies for diluted trademarks can vary by jurisdiction, and the specific requirements and procedures need to be considered in each case.

Seeking legal advice from an experienced intellectual property attorney is crucial to understanding the rights and options available for protecting and enforcing a diluted trademark.

Trademark owners should proactively monitor the marketplace for potential dilutive uses of their mark, promptly take action against infringers, and maintain strong enforcement strategies to preserve the distinctiveness and reputation of their marks.

Trademark Licensing and Assignments & Key provisions in trademark licensing agreements

Licensing of trademarks

Licensing of trademarks refers to the process by which a trademark owner (licensor) grants permission to another party (licensee) to use the trademark in connection with specific goods or services. Through a trademark license

agreement, the licensor retains ownership of the trademark while allowing the licensee to utilize it under agreed-upon terms and conditions.

Here are some key aspects of trademark licensing:

1. Grant of Rights: The trademark license agreement defines the scope of rights granted by the licensor to the licensee. This includes specifying the authorized and permissible use of the trademark, such as the specific goods or services covered, geographic territories, duration of the license, and any usage restrictions.

2. Quality Control: Trademark licensors have a vested interest in maintaining the quality and reputation associated with their mark. License agreements often include provisions requiring the licensee to adhere to certain quality standards, production methods, or branding guidelines. This ensures that the licensee's use of the trademark meets the licensor's expectations and maintains the mark's integrity.

3. Consideration: The license agreement typically outlines the financial aspects of the arrangement, including any upfront fees, royalties, or other forms of compensation to be paid by the licensee to the licensor in exchange for the use of the trademark. The parties may negotiate different payment structures, such as fixed amounts, percentage-

based royalties, or a combination of both.

4. Duration and Termination: The license agreement specifies the duration of the license, whether it is for a fixed term or indefinite, and the conditions under which either party can terminate the agreement. It may also outline provisions for renewal or termination in the event of non-compliance or breach of the agreement.

5. Exclusive vs. Non-Exclusive License: A trademark license can be exclusive or non-exclusive. An exclusive license grants the licensee the sole right to use the trademark within the specified scope, even excluding the licensor. A non-exclusive license allows the licensor to grant similar rights to other licensees.

6. Recordation and Monitoring: In some jurisdictions, it may be necessary or advisable to record the trademark license with the relevant intellectual property office. This helps establish the rights of the licensee and provides notice to the public. Additionally, the licensor may have a duty to monitor the licensee's use of the trademark to ensure compliance with the terms of the agreement. It is crucial for both licensors and licensees to carefully negotiate and document the terms of the trademark license agreement to protect their respective interests. Consulting with an intellectual property attorney experienced

in trademark law can provide valuable guidance in structuring a licensing arrangement and ensuring compliance with applicable laws and regulations.

Assignment of trademark rights

The assignment of trademark rights refers to the transfer of ownership of a trademark from one party (assignor) to another party (assignee). When a trademark is assigned, the assignee becomes the new owner of the mark and assumes all rights and responsibilities associated with it. Here are some key points to understand about the assignment of trademark rights:

1. Written Assignment Agreement:

The assignment of trademark rights typically requires a written agreement between the assignor and assignee. This agreement should clearly state the intent to transfer ownership of the trademark and outline the terms and conditions of the assignment.

2. Transfer of Ownership:

Through the assignment agreement, the assignor transfers all rights, title, and interest in the trademark to the assignee. This includes the exclusive right to use the mark in connection with the specified goods or services and the ability to enforce the trademark against infringers.

3. Recordation: In some jurisdictions, it may be advisable or necessary to

record the assignment with the relevant intellectual property office. Recordation provides public notice of the change in ownership and helps establish the rights of the new trademark owner. It may also be a requirement for the assignment to be valid and enforceable against third parties.

4. Assignment of Goodwill:

Trademark assignments often include the assignment of goodwill associated with the mark. Goodwill refers to the reputation and customer recognition that the mark has acquired over time. Assigning the goodwill ensures that the assignee benefits from the positive associations and customer loyalty associated with the mark.

5. Consideration:

Assignments of trademark rights typically involve consideration, which is the value exchanged between the assignor and assignee. Consideration can take various forms, such as monetary payment, royalty agreements, or other negotiated benefits.

6. Rights and Obligations:

Through the assignment, the assignee assumes all rights and obligations associated with the trademark. This includes the responsibility to maintain the mark, enforce it against infringers, and comply with any ongoing obligations, such as renewal filings or quality control requirements.

7. Assignability and Restrictions: It is important to review the terms of any existing agreements or licenses related to the trademark to determine if there are any restrictions on the assignment. Some agreements may require consent or impose limitations on the assignability of the mark.

8. Assignment of Applications and Registrations: Trademark assignments can include both pending trademark applications and existing trademark registrations.

Assigning a trademark application transfers the right to obtain the registration upon approval, while assigning a registered mark transfers the ownership of the existing registration.

It is advisable to consult with an intellectual property attorney experienced in trademark law to ensure that the assignment of trademark rights is properly executed, valid, and enforceable. Legal guidance can help ensure that all necessary requirements are met, including any formalities, recordation, and compliance with applicable laws and regulations.

Warli Art



Warli or Varli paintings are the same.

The term “Warli” is derived from Waral which means a small piece of tilled land. The Warli art is inspired by the tribes coexistence with nature and the forests.

A

R

T



**Dr. Alok Kumar
Artist & Mentor
Ghazipur, U.P**

Wash Painting



Dr. Alok Kumar
Artist & Mentor
Ghazipur, U.P

A

R

T

A wash is a term for a visual arts technique resulting in a semi-transparent layer of colour. A wash of diluted ink or watercolor paint applied in combination with drawing is called pen and wash, wash drawing, or ink and wash.

The Seasons

Winter resides in my bones,
and summer sings in my eyes,
Monsoon in my spirit groans,
Autumn on my heart relies.
Marrow of my bones has dried:
just like that Autumnal bride
who missed her love on that night
when winter was in plain sight.
Summer airs the passions of wind,
the trees are basking in the sun.
My eyes the beauty will rescind
and lungs shall merge in one.
Monsoon dampens my heart
and none shall drink in joy
the rain water that is a part
of me — a sorrow's toy.
Know then that the seasons tell
what I could not vent well



MOIN KHAN PATHAN

A Young upcoming author with more
than 20 articles , stories & poems published.



Photography



Sitafal Basundi

Ingredients:

Full Fat Milk - 1 Lit
Sugar - 1/8 Cup
Sitafal (Custard Apple) - 3
no.
Cardamom Powder - 1/2 tsp
Almond Flakes - 1 tbsp
Pistachio - 1 tbsp
Garnish:
Almond n Pista Flakes
Silver Varkh

Take a Sitafal, Remove
Seeds and Keep Pulp aside

In Milk add Sitafal and Mix
Properly With Baloon
Whisker then add
Cardamom Powder,Almond
Flakes and PistaFlakes , Mix
Properly

Sve Chilled, sprinkle
some almond and
Pista Flakes and Rose
Petals.

Method:

Take a big Kadhai and add
little Water then add Milk
and Cook till half thickens
then add Sugar, Cook
Properly and keep aside n
Cool Completely

Falguni Thakkar

Award Winner Chef &
Author of Hand to Heart



Dietary supplements: Friend or Foe

Man has always been in quest of a healthy and enthusiastic life. This derives him exploring as well as incorporating new things into his dietary regime. Dietary supplements are one such option.

Dietary supplements are products designed to enrich the diet by providing nutrients such as vitamins, minerals, herbs, botanicals, amino acids, and substances like enzymes that may be deficient in the regular diet. They are available in the form of capsules, tablets, powder, liquid, etc.

Although the definition of dietary supplements provided by numerous organizations, including the USDA, the European Parliament Directive, etc., is essentially the same, it elicits a wide variety of perspectives and viewpoints. Some believe that these products should be considered in a similar manner to conventional drugs and foods, others think that a more tailored approach is required since there is often a traditional

or historical evidence base and the products usually contain multiple ingredients.

Various challenges are associated with the regulation of dietary supplements. The most common one is the absence of a global consensus on how the category of products known variously as dietary supplements, natural health products (NHPs), complementary medicines, or food supplements in different countries is defined. For instance, a product that is regarded as a dietary supplement and is regulated as a food in the USA may be regarded as a food supplement, a therapeutic good (complementary medicine),

a therapeutic good (a prescription drug), or even a restricted substance in another dominion. Further, the situation becomes more complex in countries like India, China, and Egypt, as they have an existing regulatory framework for traditional medicine that includes crude botanicals. Globally dietary supplements are a lucrative market. According to one study, the worldwide dietary supplement market was valued at around USD 101.38 billion in 2018 and was expected to increase up to approx. USD 220.3 billion in 2020 with further growth. The Indian supplements market is set to grow by 4.48% annually between 2021 and 2025.

The fundamental drive of



dietary supplements is to boost health. They are beneficial tools that not only improve overall health but also manage certain health conditions. For example, calcium and vitamin D may help keep bones and teeth strong, especially in elderly people. Folic acids are required to decrease the risk of certain birth defects, hence recommended to pregnant women. Omega-3 fatty acids from fish oils may be advantageous to people with heart ailments. Similarly, a combination of vitamins C and E, zinc, copper, lutein, and zeaxanthin are given to stop further vision loss in people with age-related macular degeneration (AMD). Dietary supplements can provide extra nutrients to people if their diet is lacking or certain health conditions such as cancer, diabetes, or chronic diarrhea trigger a deficiency. Athletes are advised dietary supplements to enhance their endurance and sports performances.

By and large, food supplements are viewed as magic wands and are widely

advertised and sold as the solution for anything from weight reduction to muscle building and from hair fall to nail growth. The shelves of medical and pharmaceutical stores are loaded with numerous food supplements that allure consumers and most of the time sold over the counter without doctor's prescriptions. The majority of choices about the usage of supplements is made by the consumers themselves and about a quarter of the supplements are taken on doctor's recommendation. The recent pandemic COVID-19 has emerged as a new reason for taking dietary supplements on a regular basis. The use of supplements like vitamins C and D, zinc, and selenium, during and after the pandemic has steadily increased worldwide though, there are no clear and convincing studies that support the role of dietary supplements use in COVID-19 prevention and treatment in healthy, well-nourished individuals. As a matter of fact, if a person is taking a well-balanced diet, doing regular exercise and has not shown any peculiar signs of nutrient deficiencies don't require

any kind of supplements. Dietary supplements can help to get adequate amounts of essential nutrients if one doesn't eat a nutritious variety of foods, however, supplements cannot replace the diversity of foods that are crucial to a balanced eating regimen.

It should always be kept in mind that food supplements are not medicines and are not intended to treat, diagnose, alleviate, prevent, or cure diseases. They are chemical counterparts of natural nutrients and may produce side effects. Vitamin K can reduce the effectiveness of blood thinners warfarin to prevent blood from clotting and vitamin E can increase the action of blood thinners, leading to easy bruising and nosebleeds. Higher doses of vitamin B6 (pyridoxine), can cause severe nerve damage. Higher doses of vitamin C can cause diarrhea. Additionally, vitamins C and E might reduce the effectiveness of some types of cancer chemotherapy. Taking too much vitamin A can cause headaches and liver damage, reduce bone strength, and cause

birth defects. Excess iron causes nausea and vomiting and may damage the liver and other organs. It has been reported that excess calcium and iron supplements can reduce the effectiveness of antibiotics, namely tetracyclines and fluoroquinolones. Dietary supplements prescribed for athletes sometimes put

them in jeopardized situations. Some prohibited substances in supplements can ruin their sports career. Therefore, athletes and coaches must be aware of the supplements and should pay special attention before choosing one, inform themselves fully, and confirm the guarantees offered by the supplement.



Dr. Neeru Bhatt

Managing Editor,
Canadian Journal of Clinical Nutrition

Tell me what's your goal?

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