



SquarePetals

Global Webzine

Feature Story
Chandrayaan 3

Ukraine War
Lessons from the Ukrainian Battlefield

Social
Some Flying Experience

Personality Development
Be a Problem Solver

Education
Relevance of AI based learning

Legal
Law of Trade Mark

Art
Wash Painting

Photography
Sikkim Blooms



Cover Story

Nitu Walia Kanwar



SquarePetals
Global Webzine
Wishes

Happy
TEACHER'S DAY
2023



FROM THE DESK OF EDITOR-IN-CHIEF

Hello readers!

SquarePetals Global Webzine salutes Teachers on the Teachers Day 2023, for their valuable input in our society. Today we exist with all joy & vigor inspite of drastic challenges by the nature, and the world has been progressive year after year. This has been possible because of the doctors, engineers, politicians, bureaucrats, technicians, scientists, artists, innovators, scholars, businessmen and other skilled people who are borne from the training and knowledge sharing by our God-like teachers. As per the Indian culture, a teacher is akin to the almighty God.

The Quest and knowledge sharing continues and I am doing my bit with my team of professionals through San Edification programme. We are launching soon 'The Righting Institute' as a step further, by making use of technology in improving education for children internationally. Let's join and get empowered, as knowledge is the real power.

Love & regards

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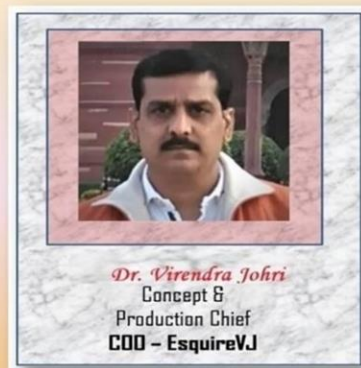
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SquarePetals Global Webzine – Flying Experience

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Chandrayaan-3

India's Moon lander and rover

FEATURE STORY



Chandrayaan-3 is the third Indian lunar exploration mission under the Indian Space Research Organisation's (ISRO) Chandrayaan programme. It consists of a lander named Vikram and a rover named Pragyan, similar to those of the Chandrayaan-2 mission. The propulsion module carried the lander and rover configuration to lunar orbit in preparation for a powered descent by the lander.

Chandrayaan-3 was launched on 14 July 2023. The spacecraft entered lunar orbit on 5 August, and the lander touched down in the lunar South Pole region on 23 August 2023 at 12:32 UTC / 18:04 IST, making India the fourth country to successfully land on the Moon, and the first to do so near the lunar South Pole.

Chandrayaan-3 is the third Moon mission by India's space agency ISRO. The goal is to place a lander and rover on the lunar surface and operate them for roughly one lunar day, or 14 Earth days. The small rover, which weighs just 26 kilograms (57 pounds), flew to the Moon inside the lander. Both vehicles are equipped with science instruments to study the surface.

Chandrayaan-3 completed a soft landing in the Moon's South Polar Region on August 23, 2023. The Chandrayaan-3 lander and rover are similar in design to those from the Chandrayaan-2 mission. In September 2019, the Chandrayaan-2 Vikram lander successfully lowered itself to within 5 kilometers (3 miles) of the Moon, entering a "fine braking" mode that would have placed it gently on the lunar surface. Like its successor, Chandrayaan-2 was targeting the Moon's South Polar Region, where ice has been found inside permanently shadowed craters. Unfortunately, a software glitch caused Vikram to veer off course, and ISRO officials lost contact with the spacecraft. NASA's Lunar Reconnaissance Orbiter later found debris from the vehicle scattered about 750 meters (a half mile) from the intended landing area.

The mission was not a total loss: Chandrayaan-2 also included an orbiter that continues to study the Moon from above. Among other scientific functions, the orbiter is equipped to scan for water ice.

Having figured out what doomed the Vikram lander, ISRO says they have upgraded the lander's software and performed numerous tests to ensure that

Chandrayaan-3 goes according to plan. Chandrayaan-3 does not include an orbiter, although the propulsion module that will carry the lander to lunar orbit is equipped with a science instrument that will observe Earth as if it were an exoplanet, providing data for future exoplanet studies.

How did Chandrayaan-3 get to the lunar surface?

From liftoff to touchdown, it took about 40 days to place Chandrayaan-3 on the lunar surface.

The mission began on July 14, 2023 with a launch aboard India's LVM3 rocket, the country's heavy lift vehicle capable of placing about 8 metric tons into low-Earth orbit. (For comparison, the SpaceX Falcon 9 rocket can lift almost 23 metric tons to low-Earth orbit.)

The LVM3 placed the spacecraft and an attached propulsion module into an elongated Earth orbit with an apogee, or high point, of about 36,500 kilometers (22,700 miles) above the planet. The propulsion module raised its orbit several times before transferring into lunar orbit.

At the Moon, the propulsion module lowered Chandrayaan-3 until it reached a circular, 100-kilometer (62-mile) orbit. There, the two vehicles separated, leaving the lander to deorbit and touch down in the Moon's South Polar Region. At the moment of contact, the lander was expected to move less than 2 meters per second vertically, and 0.5 meters per second horizontally (6.5 and 1.6 feet per second, respectively).

What will Chandrayaan-3 do on the Moon?

A successful touchdown marked a huge achievement for ISRO, placing them in a small group of nations that have landed spacecraft on other worlds. Beyond this milestone, Chandrayaan-3 has technologies to demonstrate and science to perform.

Shortly after landing, one side panel of the Chandrayaan-3 lander will unfold, creating a ramp for the rover. The rover will emerge from the lander's belly, drive down the ramp, and begin exploring the lunar environment.

The solar-powered lander and rover will have about two weeks to study their surroundings. They are not designed to survive the chilly lunar night. The rover can only communicate with the lander, which communicates directly with Earth. ISRO says the Chandrayaan-2 orbiter can also be used as a contingency communications relay.

The rover has two payloads:

- Laser Induced Breakdown Spectroscope (LIBS): Determines the chemical and mineralogical composition of the surface.
- Alpha Particle X-ray Spectrometer (APXS): Determines the elemental composition of the surface. ISRO specifically mentions magnesium, aluminum, silicon, potassium, calcium, titanium, and iron as elements the rover will hunt.

The lander has four payloads:

- Radio Anatomy of Moon Bound Hypersensitive ionosphere and Atmosphere (RAMBHA): Measures how the local gas and plasma environment changes over time.
- Chandra's Surface Thermophysical Experiment (ChaSTE): Studies the surface's thermal properties.
- Instrument for Lunar Seismic Activity (ILSA): Measures seismic activity at the landing site in order to delineate the subsurface crust and mantle.
- Laser Retro reflector Array (LRA): A NASA-provided retro reflector that allows for lunar ranging studies.

Laser ranging is the process of zapping a reflector with a laser and measuring the time it takes for the signal to bounce back. NASA still measures the distance to the Moon using retro reflectors left behind during the Apollo program.

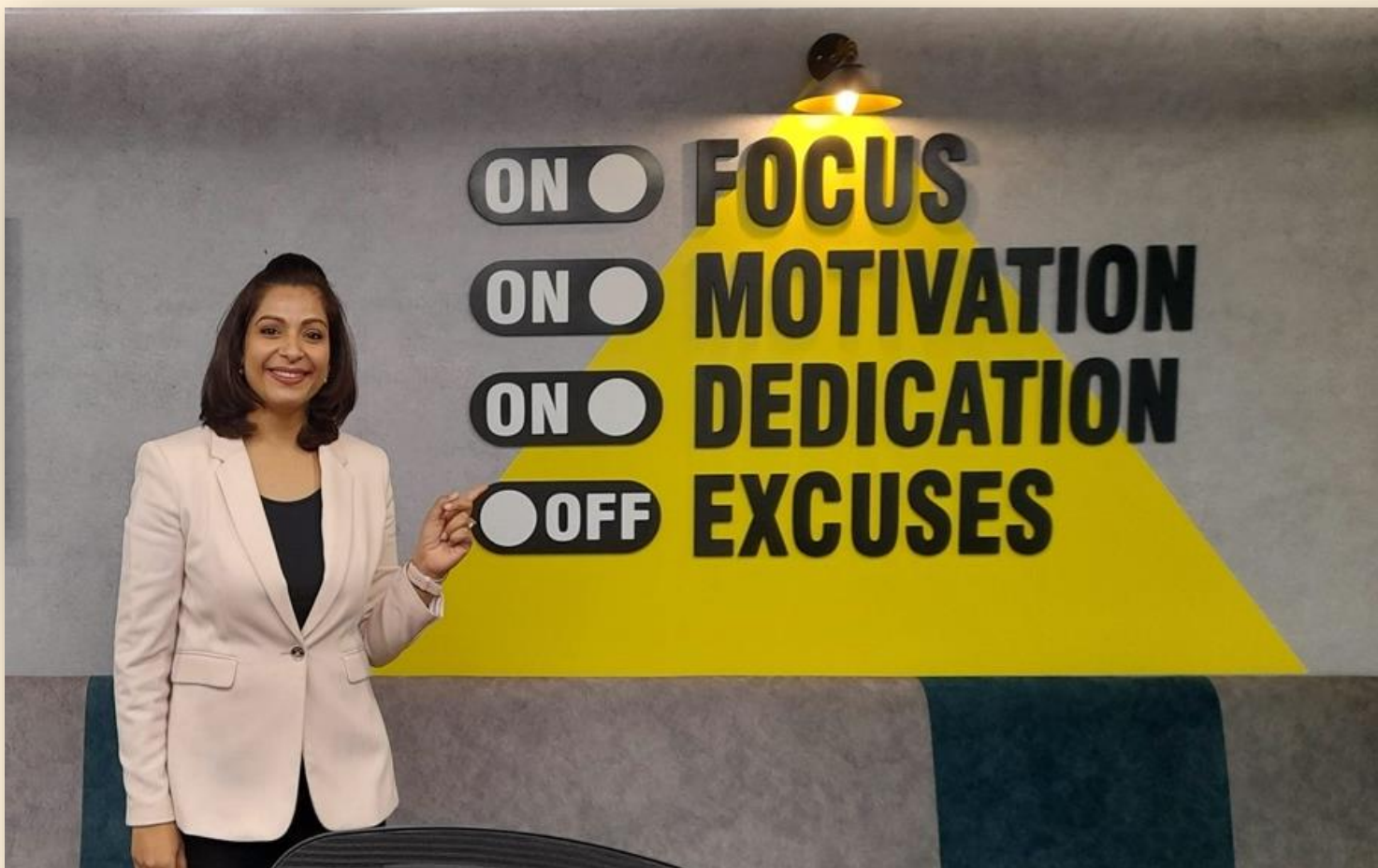
The Chandrayaan-3 is at the lunar South Pole now, a region with water ice, or frozen water that could be a source of oxygen, fuel and water for future moon missions or a more permanent moon colony. We wish & salute ISRO & team for Chandrayaan 3 mission and all the future endeavors.





BEYOND THE SKIES The Story of Nitu Walia Kanwar

Cover Story



“Nothing can dim the light that shines from within. When things change inside you, things change around you”

In a world often constrained by tradition and gender norms, Nitu Walia Kanwar's story is a remarkable testament to the power of self-belief, resilience and determination. From humble beginnings to becoming a revered Image consultant and empowerment advocate, her story is a beacon for those who dare to dream and break free from societal constraints.

Nitu's journey started in Dehradun, where the birth of a third daughter was met with disappointment in a traditional family. Her parents defied conventions, and encouraged her to reach for the sky and unleash her full potential right from an early age. Her father's unwavering belief in education and her mother's emphasis on having a strong voice became the pillars upon which Nitu would develop her values.

"My parents taught me that my gender should never limit my aspirations. They instilled in me the values of independence and education and set the stage for my journey," Nitu shares.

Her trajectory took an unexpected turn when the family was faced with the trauma of her father being dragonesses with Parkinson. Nitu made the courageous decision to leave her CA studies and join Jet Airways as cabin crew. "It was a calculated risk. Life presented a crossroads, and I chose the path that allowed me to contribute to my family while embracing new opportunities," Nitu reflects. "Sometimes, practical decisions lead us to the most transformative experiences."

Nitu's ascent within Jet Airways' management was marked by an unforgettable moment during a high-stakes meeting, when the Chairman asked "What is it that makes Jet Airways?" Nitu's spontaneous response struck a chord with the chairman and all in the room. "I spoke from the heart, defining Jet Airways as an experience that travellers carry right from booking a ticket, through check-in & in-flight to making cherished memories. That moment bolstered my self-confidence and taught me that authenticity and simplicity hold great power," she recalls.

As Nitu climbed the corporate ladder, her father's values continued to guide her. His emphasis on hard

work, dedication, and honesty became her compass, propelling her into management roles where she handled various portfolios.

The journey, however, took a transformative turn when Nitu decided to harness her passion and start Empower Image, her own image consultancy company. She invested in her growth by becoming an internationally certified Image Consultant and Personal branding coach from USA. This leap of faith marked a turning point where Nitu's commitment to empowering individuals took centre stage.

"Empower Image is not just about appearances; it's about unleashing the potential within individuals," Nitu states passionately. "It's about shaping their confidence, communication, self-awareness and self-belief." As a coach, Nitu has worked with many MNC's, PSU's, Hotels and Start-Ups such as Aditya Birla, Sunlife Financial, Bank of America, Indian Oil, Galderma, Pullman, JW Marriott, SMC Global and others. She contributed to the Executive Presence, Persona branding, and Image-building of their employees. Her influence extended beyond boardrooms when she became a consultant for VISTARA Airlines, playing a pivotal role in crew training and staff branding.

"The satisfaction of witnessing individuals transform into confident, self-aware personalities is indescribable. My focus extends beyond the physical, delving into the psyche to unlock hidden potential and communication skills," Nitu emphasizes.

The pandemic-induced upheaval brought fresh challenges, but Nitu adapted rapidly, as she embraced online learning and expanded her horizons by



consulting and coaching Individuals in India and Abroad. "Challenges can either define us or refine us. I chose the latter. The pandemic became an opportunity to upskill and innovate, leading to new avenues for growth," Nitu asserts.

All this paid off. In 2022, she was appointed as the Image Consultant for Air India and became part of the team contributing to the transformation journey of the national carrier after the Tata group took it over. Now she deftly navigates the demanding roles of a being an

Image consultant to the top two Airlines of India, an Executive Coach to a diverse group of corporates, individuals coaching sessions, and super mom to her twins. Balancing these roles is demanding, but it fuels the adrenal that keeps her going on and on.

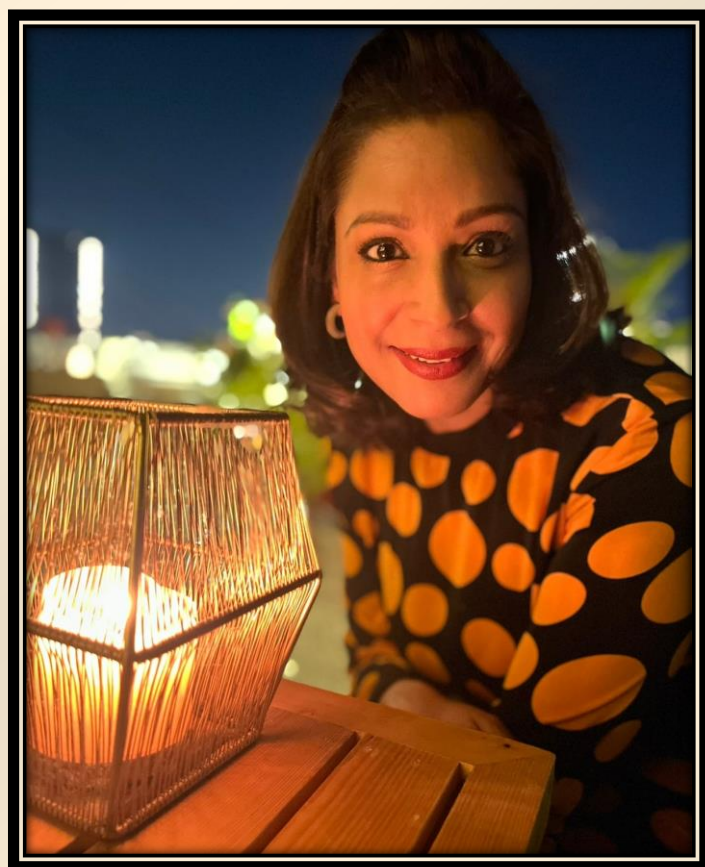
Nitu with her 'three boys'

Nitu embodies the strong, confident, self-made woman of India. And she has transmitted this confidence and sense of empowerment to countless other women and men. Her talks in different forums help share her message of self-belief and empowerment. Her story serves as a reminder that true strength lies in embracing change, nurturing one's potential, and becoming the best version of oneself.



As Nitu aptly puts it, *"nothing can dim the light that shines from within and that when things change inside you, things change around you"*. And she is the best brand ambassador for this message. Keep flying high, Nitu Walia Kanwar and may you continue to help many others find the best inner and outer image of themselves.

<http://www.empowerimage.com/>
<https://www.facebook.com/empowerimage>



Russian tanks train in Belarus near Ukraine border

Lessons from the Ukrainian Battlefield

Wars, Old and New

To illustrate it, the photo of a long line of tired soldiers making their way through a muddy, trench infested battlefield, pockmarked by artillery. It could have been a scene straight out of Ypres or Somme in World War I. Except for one vital difference - in the sky above, a swarm of drones hovered overhead. The image depicted tellingly the fact that though warfare has changed, it still remains more or less the same. The incessant shelling, the barbed wire and lines of trenches, the hand-to-hand fighting in cities and buildings, and the tanks lurking in the background are

all scenes out of earlier wars.

But the drones show how new technology dominates the battlefield. In other words, though warfare and its principles have remained the same, modern technology and concepts have added a new dimension to it. The Ukraine war which was to be over in a week or so, has gone on for over a year and a half and will continue for some time to come. Nor has it been restricted in space. The initial Russian attacks on 24 Feb 22 took place over the entire frontage of northern and western Ukraine – an area extending 2400 kilometers. Even today, though the fighting has Ajay Singh Russian tanks train in Belarus near Ukraine border- 56 July - August subsided in the North and Northeastern regions, the front still extends over 1200 kilometers. It is not a restricted war; it is the

Drone Comparison In The Ukraine War

Ukraine	Russia
 <p>Switchblade 600 AeroVironment</p> <ul style="list-style-type: none"> Endurance: 40+ minutes Operational Range: 40km (22nm) Cruise Speed: 113km/h (81 knots) 	 <p>Orlan 10 Special Technology Center</p> <ul style="list-style-type: none"> Endurance: 10 hours Wing Span: 3.1m (10 ft) Communication Range: 100km (54 nm)
 <p>LUACC Swarm Launcher KB Robotics</p> <ul style="list-style-type: none"> Endurance: 40 minutes Maximum Payload: 2kg Operational Range: 50km (27 nm) 	 <p>Eleron-3SV Enics</p> <ul style="list-style-type: none"> Endurance: 2 hours Weight: 4.3 kg (7.49 pounds) Speed: 70-130 km/h (38-70 knots) Maximum Altitude: 5km (16,000 ft)
 <p>Bayraktar TB2 Baykar Defense</p> <ul style="list-style-type: none"> Endurance: 27 hours Wing Span: 12m (39 ft 4 in) Range: 4000 km (2,200 nm) Cruise Speed: 130 km/h (70 knots) 	 <p>ZALA 421-08M ZALA</p> <ul style="list-style-type: none"> Endurance: 2 hours Maximum Payload: 300g (10.6 oz) Maximum Altitude: 2km (6,600 ft)
 <p>ST-35 Silent Thunder Athlon Avia</p> <ul style="list-style-type: none"> Endurance: 60 minutes Operational Range: 30km (16 nm) Cruise Speed: 120-140km/h (65-76 knots) 	

closest Europe has come to total war since World War II. And rather than the world closing ranks to halt the Ukraine war, there seems to be an active movement to prolong it by vested powers. The battle has now degenerated into a slow attritional war, with lines of trenches and fortifications along the front lines. Here, troops hunker down as artillery rains upon them and drones peer from above. In fact, the deep battles of maneuver have taken place only once twice during this war. The first time when Russia launched an audacious airborne campaign to capture Hostomel airport, near Kyiv, which failed by a whisker - and then later by the Ukrainians during their Autumn offensive when their mechanized columns blitzed their way across 90 kilometers in just three days. All this implies that the era of long wars is back. But if we examine closely, that era never really went away. The US war in Afghanistan lasted twenty years, the Soviet invasion took ten; the Iran-Iraq war went on for eight. Why even the stand-off with the Chinese after Galwan has gone on for over four years now. The only short, swift and conclusive war in the past fifty years have been the Arab-Israel wars of 1967 and 73; the brilliant Indian victory over Pakistan which created a new nation in just 13 days in 1971; the Falklands War and the Russian invasion of Georgia in 2008. One of the lessons that emerged from the war, is that small compact groups often operated more successfully than large unwieldy formations. The large Russian divisions and armies often stalled and

clogged at the start of the operation. The problem was compounded by the fact that their offensive did not have a central commander in the initial months, adding to the problems of coordination. The Ukrainians with their Brigade sized battle groups often performed better and with greater flexibility.

Keeping a smaller force optimally sustained for longer durations was also easier. The Drones Overhead It is not just sophisticated, high-end technology that made the difference. Even basic, off-the-shelf equipment like drones, mobile phones and IT services acted as huge force multipliers when brought to bear on the battlefield. Around 50- 100 drones hummed overhead in the Ukrainian battlefield, especially in critical areas like Bakhmut. Both sides used drones extensively, but the Drones used in the Ukraine war SOUTH ASIA DEFENCE & STRATEGIC REVIEW July - August 57 Ukrainians homed on to their use as 'seeker-killers' and integrated them into "kill-chains" and "kill-webs" far more effectively. Observer drones sent images and coordinates to controllers on ground, who passed them on to a killer drone which engaged it with missiles or homed on to a designator beam on to the target. The optimal way of using them was to interlink them with the "shooter" - either artillery batteries, tank units, missiles or other killer

drones. The Ukrainians developed a unique App called KROPYVA – which the soldiers nick-named “Uber for Artillery” - in which the drone operator could simply mark the position of a target detected by a drone and the info would be instantly transmitted to the artillery unit best suited to engage it. This allowed fire to be delivered on to the target in just 2-3 minutes instead of 8-10 minutes it took earlier. Drones proliferated down to sub-unit level and the use of hand-held drones by both sides became a virtual norm.

They were also in different ways – even in mine clearance. Drones equipped with heat sensors were flown over suspected minefields at dawn – a time when the ground would be cold, but the mines beneath still have a higher temperature. This helped identify the mines underneath which were cleared later. The greatest problem with drones lay in relaying back massive amounts of information via video – which required immense bandwidth and power. Small Artificial Intelligence enabled chips allowed the cameras to identify objects below as tanks, artillery systems, logistic dumps, troop concentrations, or any likely target and then send back only those images and their coordinates.

This used just a few kilobytes of data and prevented the

War the first salvos of the war – as will be the first salvos of any war to come – were a wave of cyber-attacks that crippled Ukraine’s banking, transportation, communication and internet services. Denial of services attacks also hit the Viasat KASAT satellite, disrupting their telecommunications network. The manner in which Ukraine’s networks were targeted, highlights the vulnerabilities of such an attack. Can India’s railways, airports, banking and communication systems be similarly disrupted by a series of cyber-attacks?

The recent train accident involving three trains has been attributed to a fault in the signaling system. What if the computerized signaling systems are hacked into, leading fast moving trains onto the paths of other trains? What if the much-vaunted UPI payment gateways are hit, and banking services crippled? And if military communication systems are hacked to pass conflicting signals? Our cyber defense means have to be strengthened to identify an impending attack, block it and mitigate its effects. Else it could create havoc within the country. It is to Ukraine’s credit that they maintained communication and internet services virtually throughout the war, in spite of repeated denial of services

attacks. This was largely due to the SpaceX Starlink terminals



operator below from being swamped with a plethora of needless information. Information and Cyber

helpfully provided by Elon Musk. SpaceX provided over 20000 mobile terminals, making internet

services available to even the most remote commander in the field. Commanders had access to information via hand held tablets and laptops, and became connected to a vast information network. The mobile phone itself became a weapon of war. On it the Ukrainians developed Apps - like the KROPYVA and DELTA apps - for targeting, secure This Ukrainian drone unit is named Karlson after a flying character from a classic Swedish children's book, Karlsson on the Roof 58 July - August communication and sharing of information. Identification of mobile signals also became a vital way of targeting the enemy.

Over half a dozen Russian generals were killed when they revealed their positions using mobile telephones. A missile attack on a Russian base at Makiyivka in Eastern Ukraine killed 63 soldiers in a single strike, when newly arrived conscripts used their mobiles to speak to their homes, thus giving away the location of a large concentration of troops. The information war also contributed towards winning the battle of perception. In that, the Ukrainians were the clear winners (if not on the actual battlefield). Every media channel, every social media platform was used to convey the Ukrainian

point of view – a point of view, helpfully circulated widely by western media. The Ukrainian success in the info warfare domain helped maintain morale on the home front. It painted a somewhat rosy picture that ensured that Western allies continued to fund and aid the war which was projected as one in which Ukraine would eventually prevail.

The information campaign was also used in deception and misinformation. In August 22, while Ukraine prepared for its Autumn offensive, Zelensky announced in his nightly address to the nation, that Ukrainian forces would be launching an offensive to liberate the Southern areas. The Ukrainian Southern Command also released a series of tweets from their official web site that the offensive towards the south was starting soon. Russia pulled out troops from the North eastern sector to reinforce the South. The Ukrainian attack did follow, but it did not fall on the south as had been indicated. Rather it came in the depleted areas of the North east, where it succeeded in making rapid gains. The info warfare ruse had succeeded. SOUTH ASIA DEFENCE & STRATEGIC REVIEW July - August 59 Artillery and Firepower If anything, this war has demonstrated once



again that superior firepower usually carries the day. Both sides have their doctrines based on the Soviet concepts of massed fire, and used artillery extensively.

The opening months of the war were characterized by long range missile and rocket strikes on Ukrainian cities deep in the rear including Kyiv and Lviv – the border town which received and funneled western aid. All along the battlefield, especially in the crucial battles of Mariupol, Bakhmut and Donbas, the issue was decided by firepower – and in that the Russians held a marked edge. Ukraine was outnumbered 12:1 in artillery resources of guns and ammunition. Russian artillery fired around 60,000 rounds a day in the peak of the fighting, dwarfing the Ukraine response of around 10-20,000 rounds per day. That extensive consumption of ammunition has far outstripped supply. Ukraine already expends in a month, ammunition which its western allies produce in over a year. Soon, even western stocks and reserves will start running out and in this battle of attrition, the side with greater firepower resources will invariably prevail. Precision munitions, in spite of their much higher cost proved more cost effective and provided more bang for the buck. Excalibur guided shells and GMLRS precision guided rockets fired by the HIMARS systems attained the same effect at the target end which required dozens of dumb munitions.

It also reduced the logistics burden of moving and stocking hundreds of rounds. As the war progressed, Ukraine modified their munitions by inserting chips in the warhead to guide it to the target. But even precision munitions had their limits. Russia used jammers to block the GPS signals to oncoming shells deflecting them from their targets, which even reduced the effectiveness of the much-vaunted HIMARS ammunition. Increasingly, the use of jammers to deflect a precision-guided munitions or pre-maturely detonate an incoming missile or drone became a favored tactic by both sides. Armored and Mechanized Operations

When the Russian invasion stalled in the initial months and images of armored fighting vehicles being knocked out by missiles, mines and drones began making the rounds on social media channels, the ‘naysayers’ were quick to darkly prophecy that “the day of the tank is over.” They missed a vital point. The mechanized forces – largely the Russians - did not perform optimally in the initial days, but both sides refined their operations considerably as the war progressed. For starters, the timing of the operation was awry. Putin launched his offensive in February when Rasputitsa, the spring thaw

was setting in and the melting snow turned the ground to slush. The movement of tanks and heavy armored vehicles was thus confined to roads. They lost their prime advantage of mobility and the road bound columns were sucked into tank ambush after ambush. There were no maneuvers, just a slow, creeping plod. As the ground hardened, tanks were used in a better manner. The Ukrainians excelled in using them in a defensive role, skillfully concentrating their limited number of tanks to launch vital counter attacks and regain lost ground. Sophisticated anti tanks weaponry like Next Generation Light AntiTanks Weapons (NLAWS) and Javelins with their top attack mode, helped inflict tremendous tank casualties. Combined with drones, they could identify approaching tank columns at long ranges and then ambush them with crippling missile and artillery fire. The Russians seem to have made the initial mistake of not using all-arms teams. That was surprising, since their concept hinges around all-arms Battalion Tactical Groups. But their BTGs were usually short of matching infantry, reconnaissance resources, and most of all compatible logistics. As the war 60 July -

August progressed, their armored columns too used drones to scour the area ahead and clear suspected enemy positions by artillery fire or infantry attacks. Mechanized forces were increasingly sucked in towns and built-up areas. But that will be the norm across the world, with its growing urbanization. Some innovative tactics were developed by Ukrainians to clear small towns and villages. Rather than surround the town, invest it, establish a foothold and then clear it block-by-block; they raced through the town with tanks and BMPs in a ‘thunder run’ firing as they moved. The tanks smashed through the town and took up positions in the rear to prevent any withdrawals. The Mechanized Infantry dismounted, captured cross roads, communication centers, radio and TV stations and other vital objectives, with their BMPS providing intimate fire support with machine guns and cannons. The war has not seen any wide sweeps of maneuver or classical encirclements that were seen on the same battlefields in World War II. But one noteworthy example stands out during the Ukrainian Autumn offensive. By then it had become clear that it would not be possible to conceal large tank concentrations. The Ukrainians learnt the lesson from Russian Army’s mistakes. During their own offensive they first deceived the Russians by depicting actions in the South instead of their true objective in the Northeast.

They deliberately pruned down their mechanized force to just two brigades to ensure they were not detected, sending a portion of their mechanized forces southwards to aid deception. Their armored columns raced 90 kilometers deep in just three days and reached the line of the Oskil River. The following infantry (largely mechanized) cleared the towns that had been bypassed en route. In most cases, the psychological dislocation caused by this deep maneuver made the defenders up stick and withdraw virtually without a fight. Air and Naval Aspects One of the inexplicable mysteries of the war is why did the Russians not use their Air force better. It was expected that with their qualitative and quantitative superiority, they would gain complete control of the skies in the first few days and that would pave the way for the ground invasion. But the Russians never fully utilized their air resources. They flew around 90 odd SU-25 ground attack fighters and did not employ their best aircraft. Complete air superiority was never attained, nor could Russian aircraft fly with impunity because of the effectiveness of the Ukrainian Air Defence.

Even the Russian naval operations seemed to come to a standstill with the sinking of the MOSKVA by two Harpoon missiles that were fired from the shore at ranges of over 90 kilometers. The Russian fleet kept a safe distance from the shore thereafter. An amphibious operation was planned for the capture of Odessa port in the first few months of the war, but was inexplicably called off at the last moment. The only amphibious operation conducted was a landing and the

establishment of a beach head near Mariupol, which helped in its eventual capture. But overall, the less-than-optimal utilization of air and naval resources had a great bearing on the ground war and led to it extending interminably. As on land, drones were used effective in the maritime domain as well.

Ukraine' unscrewed surface vessels (USVs) – essentially drone boats –entered Russian waters undetected. Paired with aerial drones that passed back information, they attacked Sevastopol, the Headquarters of the Russian Black Sea fleet, an oil depot in Novorossiysk, and a ship harbored in Bosphorus. These naval raids helped dilute the Russian control of the seas.

Conclusion From the historical perspective, the Russia-Ukraine War is one of the most significant events of this century. It has changed the world as we know it and will impact power equations for decades thereafter. It can be compared to World War I of the last century, which triggered off a chain of events, leading to the Second World War, the Cold War, the nuclear arms race, the breakup of the Soviet Union and other global events long after it was over. From the military perspective too, it has shifted the arena back to Europe and diverted attention from the main threat of China. It has also brought out that long, intense wars are here to stay – contrary to expectations – and nations should prepare for them. Ajay Singh is the international award-winning author of six books and over 200 articles. This article has been excerpted from his latest book, "The Russia Ukraine War"



Col. Ajay Singh
***A renowned writer &
historian,
international award-
winning author
of six books and over
200 published articles.***



Be a Problem Solver

To take the lead in business, career and life; you must become a problem solver. You must be into the business of solving problems. Solving problems positions you for success and achievement. You must continually be searching for problems to solve. People that lead in life, are attracted by people because they are experts in helping them to solve their problems. To take the lead in your business, career and life you must become a problem solver.

You are created to solve problems. Everyone has a specific problem to solve. When you solve the problem you are born to solve money and opportunities comes to you. Problem solvers don't look for money. Money look for them. Your earnings increases by solving problems. Problems are gateways to change. And change comes by solving problems. There are two kinds of people in life:

1. **Problem creators:** These kind of people are good in creating problems. They are never part of the solution but part of the problem. Such people can easily be identified in any organization by their poor and unproductive attitude to work. They are those who go to work just for the pay, they arrive late and leave early. They are have poor customer service. They are unreliable, unfaithful and disloyal. They are chronic complainers and grumbles. They are

always complaining about their problems and situations. They are never part of the solution. They contribute nothing of substantial value to their organization and society. If you desire to take the lead in life and be at the top of your career, you must avoid problem creators.

2. **Problem solvers:** These kind of people are unique people. They are always on high demand. They detect and solve problems. They are kind, loyal and helpful and respectful. They work without supervision. They help an organization grow and they are always searching for opportunities to solve problems. This attitude shows in the energy and passion they inject in their work. If you want to get promoted at your place of work. You should be a problem solve. When you have the reputation of solving problems, you will take the lead in your organization, and in your business you will attract more clients and customers. Customers are interested in those who can solve their problems quickly and effectively.

Ask for more problems. The more problems you solve, the more successful you will become in your business, career and organization. Be an expert in your field, don't ask for money ask for more problems to solve and opportunities to deliver and money will keep flowing into your bank account.

When you are putting your best in an organization and you are not rewarded tell them you want to leave. When you are a problem solver you don't ask for increases. Increases comes automatically. A problem solver is an asset to any organization, they have ideas and creativity to contribute and a problem creator is a liability to an organization, they have nothing to contribute but demand for pay rise. A genuine problem solver cannot be laid off because it will be a minus to the organization. They are highly respected and cherished.

Your earning ability can either appreciate or deprecate. For people who want to take the lead, their earning ability is in their ability to solve problems. If you want your earning to increase, make it a habit to solve problems. Problem solving will help you double your income and over the course of your career, you will become one of the highest paid people in your organization, business and society.

Top leaders leverage on solving problems. You must develop an Eagle eye to identify problems and proper solution. Problems creates opportunities. Every problem can be solved. Another man's problem is another man's money. Your money is tied to another man's problem. If you can solve their problems, they will gladly give you their money with a sense of gratitude. If you are not making enough money in your business or career. It can be traced to your inability to solve problems creatively.

In the business book The Mczkinsey Way, describing the management consulting practices of McKinsey and company, the author points out that one of the greatest waste of time and money is in applying the wrong solution to the wrong problem in the first place. This can apply to the problem of your inability to make more money.

When you identify the reasons that you are not achieving your personal income goals, each definition will lead to a different set of solutions. They require that you think in different ways. The accuracy with which you identify the problems holding you back from making more money, getting more customers and clients will determine the appropriateness of the various steps that you can take to improve your productivity and strategy.

You cannot solve another man's problem when you have not solved your personal problem. You gain

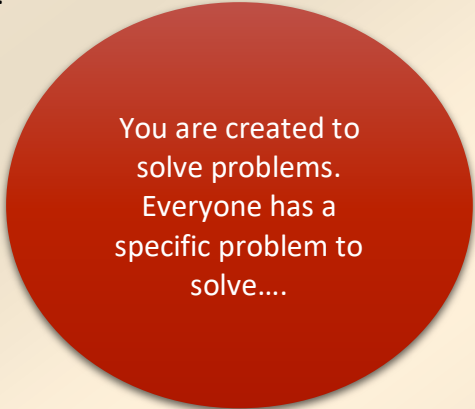
experience and mastery in solving your personal problems. It makes it easier to solve the problem of others. This gives you more confidence and credibility from clients and customers.

For every problem under the sun there is a solution. And the solution or there is none. The solution is inside the same problem. It is just that many people are blind to see it. If there is a solution, your task is to go and find it, if there isn't, never mind it.

Successful people are solution oriented. They are always looking for creative ways to provide solution. Successful people see things differently and think differently. This way of thinking is called solution orientation. Successful people think about solutions most of the time. Unsuccessful people think about problems and difficulties most of the time. Solution oriented people are constantly looking for ways and opportunities to solve problems. Someone problem may be hunger. A solution oriented person will provide food to solve the problem. Drugs are produced and sold to solve the problem of sickness and diseases. Schools are been built to solve the problem of illiteracy. You need to be solution oriented and the sky will be your starting point to taking the lead in business, career and personal life.

Problem oriented people talk continuously about their problems, who or what caused them, how unhappy or angry they are and how unfortunate it is that they have occurred. Solution oriented people, on the hand, simply ask the question, How can we solve this? And then take action to deal with the problem. Someone was complaining about the rain, until a solution oriented individual provided umbrella.

Between you and anything you want to accomplish you will always find problems or some kind. This is why success is sometimes defined as the ability to solve problems. Effective leadership is the ability to solve problems.



Great leaders are problem solvers. Their effectiveness is in their ability to solve problems. Your ability to solve problems will make you an effective leader. All men and women who are leaders in their various fields are people who have developed the ability to solve problems and provide solutions.

Problem solving is a skill, like a riding a bicycle or typing with a typewriter, which you can learn. The more you focus on solving problems and providing solutions, the more and better people will come to you. The better you get at solving problems, the faster you will be at solving each subsequent problem. As you get better and faster at solving problems, you will attract even better and more complicated problems to solve. Eventually, you will be solving problems that can have significant financial consequences for you and others. This is the way the world works.

The fact is that you have the ability to solve any problem. You are created to solve problems and not to create problems. You have within you, right now, all the ideas, talent, intelligence and ability you will ever need to bless humanity. Our world thrives on solving problems. Identify the problems you can solve and start providing solutions and you will take the lead.



Complaining creates mental blockage and limits creativity. We have those who complain and those who provide solution to those who complain. Complaining compounds your problems. Complaining hinders your creativity, avoid it. Stop joining the complainer's proper solution.

Financial growth is achieved by problem solving. The more you solve problems the more money you make. Financial growth depends on the number of problems you solve. Look for ways to creativity solve problems.



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The Relevance of Schools in the Coming Age of AI-Based Learning

As technology continues to evolve at an unprecedented pace, the education landscape is undergoing a transformative shift. The rise of artificial intelligence (AI) has brought about significant changes in various sectors, including education. While AI-based learning platforms and tools are gaining momentum, the question arises: What is the relevance of traditional schools in this emerging era of AI-powered education? This article explores the crucial role schools play in the coming age of AI-based learning.

1. Human Connection and Social Development:

Schools provide a unique environment where students interact with peers and teachers, fostering social skills, emotional intelligence, and teamwork. AI may excel in delivering personalized content, but it cannot replicate the nuanced interpersonal interactions that occur in a physical classroom. These social interactions are essential for character development, communication skills, and emotional well-being.

2. Holistic Education:

Traditional schools offer a holistic approach to education that goes beyond textbooks. They provide a structured curriculum that includes physical education, arts, and extracurricular activities, contributing to

Students' overall growth. AI-based learning might focus primarily on academic subjects, potentially neglecting the importance of a well-rounded education that prepares students for life beyond academics.

3. Critical Thinking and Problem Solving:

While AI can deliver information and automate certain tasks, it cannot replace the human capacity for critical thinking and complex problem-solving. Traditional schools emphasize analytical skills, creativity, and independent thinking. These skills are crucial for adapting to unforeseen challenges and for developing innovative solutions in an ever-changing world.

4. Ethical and Moral Education:

Moral and ethical education plays a significant role in schools. They provide a platform for discussing values, ethical dilemmas, and real-world issues. AI lacks the capability to impart human values and make moral judgments. Schools remain essential in fostering empathy, ethical decision-making, and responsible citizenship.

5. Adaptation and Lifelong Learning:

AI-based learning focuses on delivering specific skills and knowledge, often in a tailored manner. However, the job market of the future requires individuals to be

adaptable and continuously learn new skills. Schools teach students how to learn, encouraging curiosity,

adaptability, and the ability to acquire knowledge from various sources.

6. Teacher-Student Relationship:

The teacher-student relationship is a cornerstone of education. Educators provide mentorship, guidance, and emotional support that AI cannot replicate. Personalized learning facilitated by AI should complement, not replace, the guidance and expertise of teachers.

7. Addressing Technological Disparities:

While AI-based learning has the potential to bridge educational gaps, it can also exacerbate existing technological disparities. Not all students have access to the necessary technology or a conducive

environment for effective AI-based learning. Schools play a vital role in providing equitable access to education for all. Conclusion:

In the coming age of AI-based learning, traditional schools continue to hold immense relevance. While AI has the potential to enhance personalized learning and make education more efficient, it cannot replace the multifaceted role that schools play in shaping well-rounded individuals. The combination of AI tools and traditional educational settings has the potential to create a comprehensive and effective learning ecosystem that prepares students for the challenges and opportunities of the future.



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Some flying experience:

Flight Attendants Are Assessing You Once You Step Foot on the Plane

When the flight crew greets you upon entering the aircraft, do you think it is just a polite formality? Well, most people think this practice is intended to make passengers feel comfortable and show how friendly the flight attendants are. It is true to some extent, but the crew members also use this as an opportunity to assess the passengers and look for anything suspicious or out of the ordinary. The greeting is a way to get a better idea of passengers who could possibly be problematic or may be intoxicated.

There Are Policies against Dating Passengers

You may find it shocking but many big airlines don't have an official policy against fraternizing between flight attendants and passengers. Unfortunately, it's more common for flight attendants to find themselves in situations where they are actively trying to avoid unwanted attention from creepy passengers. But every once in a while, sparks fly and there is no policy that prevents a flight attendant from meeting a potential partner, or maybe the love of their life. Flight attendants may focus more on their professional duties instead of finding potential partners on a flight, but when love strikes, why pass up the opportunity?

Your Pets Can Fly Too

There has been a never-ending debate over the most effective way to travel on planes with pets. When it comes to traveling with your furry companions, it is undoubtedly a stressful ordeal. It is best to do your research beforehand and make sure your airline can accommodate your pup. There are special parts of the cargo area that are kept at the same temperature and pressure as the cabin, so pets can be placed there. But don't worry, it's also very common to have your dog in your lap or the seat next to you if they fit.

The Water Is Not as Clean as You'd Think

Researchers advise airline passengers to never drink



Are you ever curious how often they clean the inside of a plane or where the food really comes from? After years of experience in the industry, flight attendants have seen it all and are ready to spill all of the secrets they've learned. Since flying is supposed to be a fun experience, it's about time to feel more adequately prepared. So if you're ready to uncover the things that have been kept under wraps for so long, here's your sneak peek at the inner workings of the airline industry.

Think Twice Before Asking For Diet Coke

Of course one of the best parts of a flight is when the flight attendants come around with the snack and beverage cart, free soda, coffee, tea, maybe even cookies. As strange as it may sound, one thing that really annoys flight attendants is when passengers order Diet Coke. It's because the carbonated fizz in a Diet Coke takes a long time to settle at an altitude of 35,000 feet. Therefore it takes the most time to pour Diet Coke as compared to any other beverages on the plane! Of course, you will still be served Diet Coke regardless of the flight attendant's preference, it's just something interesting to remember the next time you ask for your soda on board.



extremely busy and usually have very hectic schedules. Allegedly they are only paid once the main cabin doors shut too, meaning when there are delays and cancellations, they're affected also! Flight attendants are paid by scheduled flight times, so if a five-hour flight is delayed five hours, then they are only paid for the actual five hours on board!

Everyone Wants an Upgrade, but Not Everyone Gets It

An upgrade is like winning a lottery in the air travel world. No one has a full-proof way of getting an

water aboard an airplane. But what about the potable water that's used in tea and coffee? Many flight attendants also recommend sticking to bottled water or beverages only. This is because the coffee and tea on board are filled with water from tanks that aren't cleaned frequently. Many major airlines even tested their water and found E. coli and coliform bacteria present. It's probably best to ask for a water bottle next time you're thirsty during your flight!

The Airplane Food Can Be Very Unhealthy

Sometimes ignorance is bliss, right? Well, you might've wondered if the pre-packaged food that is provided to passengers during their flights is healthy or not. The food tends to be processed and usually lacks fresh ingredients that wouldn't be able to stay good during long travel. It turns out that these mid-flight meals are usually quite unhealthy for you because they have almost zero nutritional value. They are loaded with fat, sugar, salt, and carbs, and are not always the tastiest. We would highly recommend you eat something before you board, especially if you are a frequent flyer or health-conscious.

The Job Doesn't Pay Very Well

There is a common misconception that flight attendants live a very glamorous lifestyle. They are able to travel the world, explore different places, stay in hotels, and eat at restaurants all the time, all on the job! However, the truth is that they are almost always

upgrade every time, but here's some insight into how they are chosen. Sometimes flight attendants need to move people around for weight and balance purposes. This means moving Passengers from the back of the plane to the front cabin classes to redistribute weight. So the trick is always to book your seats in the back of the plane! Now, if they need to move people to first class, you will be the first to know!

Turning off Your Cell Phone Isn't That Necessary

Well, let's clear up one thing, the airplane won't suddenly go down if you leave your phone on or forget to put set it to airplane mode. Flight attendants simply urge passengers to turn off their electronic devices because they could potentially interfere with the frequencies that are used for air control. This is precisely why it is advised to especially turn it off during take-off and landing. Even if your aunt is calling you to check if you are okay or you want to watch just one more Tik-Tok video, it can probably wait.

Those Blankets and Pillows On-Board Aren't as Clean as You Think

There is no denying that the pillows, blankets, and headphones provided on airplanes are not thoroughly cleaned after each use. Even though they are repackaged with plastic wrap, airlines don't spend money on providing new amenities to passengers every single flight. According to experts, the dirtiest part of a plane actually happens to be the tray tables. So,

hopefully, this can bring you some relief knowing that what you're using to sleep isn't as bad as what you're eating your food on. On the other hand, you're less likely to get fresh blankets and pillows in the coach class so it's probably safest to just bring your own blanket and pillow.

You Can Tip Your Flight Attendant

Most people don't know you can tip your flight attendant! It's, of course, not required by any means, but they would gladly accept them. One flight attendant even shared, "If you offer me a gift, or even your used magazines, it's appreciated, and I'll see what I can do to take care of you!" It's the thought that counts and can really go a long way. Maybe they'll even give you some snacks for free. Most service workers receive tips, so why not share them with those taking care of you on your next flight?

There's a Reason Safety Protocols Are Demonstrated Each Flight

Some people may have noticed the same safety tactics are explained at the beginning of every flight, and this is because they are proven to work! Do you know the safety tutorials about bracing for a crash and using an oxygen mask? Well, most people like to sleep or listen to music while the flight attendants explain these procedures, but they are crucial to keeping you safe. In fact, these tactics are so important they save lives. Have you ever wondered if the turbulence on a flight is dangerous? It's very common and will not harm the plane, better to just buckle up and sit back until it ends.

Flight Attendants Are Trained for Any Emergency

Have you ever wondered what happens if there's a medical emergency on a plane? Well, the flight attendants are given enough training to act as first responders! They can perform the Heimlich maneuver or administer CPR if needed. There are also first aid kits and any plane that carries over thirty passengers has defibrillators on board. Some aircrafts even have a facility called 'MedLink' where the flight crew can establish direct contact with a medical professional on the ground to gain advice. Also, whenever there's an emergency, the cabin crew asks if there's a doctor on board. Research has shown that there are doctors onboard as many as 70% of all commercial flights, so the chances of someone being present are pretty high.

Think Twice Before Getting Drunk on a Flight



Most people get excited seeing the mini bottles of alcohol on their flight, but sometimes drinking can get carried away, even on an airplane. If a flight attendant thinks that you're getting a bit too buzzed, she can cut you off, no questions asked. It is because getting intoxicated on a plane is actually illegal! Flight attendants are forbidden from providing more alcohol to passengers who are already drunk. And if they are caught doing so, they can face big repercussions. If you are intoxicated on a plane and cause a major disturbance, you can face criminal charges and a lengthy federal prison sentence. It's also good to know that because of the changing cabin pressure, each glass of alcohol can affect you much more strongly than it would on land.

Undercover Air Marshals Are Real

A sky or air Marshall is someone who protects passengers and crewmembers from any criminal and terrorist attacks on board a civil aircraft. You may have watched the movie *Non-Stop*, in which a US air marshal receives threatening messages from someone demanding that his airline immediately transfer 150 million dollars to an offshore account. Just like Liam Neeson in this movie, air marshals must remain



unnoticed and you really shouldn't be able to recognize him or her on your flight. You might think that there would be an air marshal on every flight however, they're actually only on approximately 5% of flights.

Flight Attendants Must Meet Certain Beauty Standards

Some flight attendants shared that there are very rigid sets of criteria that they need to follow in terms of presenting themselves before each flight. And even beforehand, in the interview and hiring process! Things like age, weight, personal grooming, makeup, and outfit choices are all carefully considered. Although some airlines don't make their flight staff follow these strict beauty standards anymore, they once dominated the industry. Airlines do however continue to emphasize that flight attendants must have a professional appearance of course. They even have height parameters to ensure that the flight staff can easily perform all of their duties.

Plane Seats Really Are Getting Smaller

Many people have complained about airplane seats being way too smaller; it even feels like they're

shrinking as the years go by. Well, that's not exactly a lie. The amount of legroom has gone from an average of 35 inches to just 31 inches today, including the seats themselves being around 16 inches as opposed to 18. Now airlines can squeeze more seats onto a plane than ever before to increase profits. Before you know it,

airlines are going to start asking for height and weight; otherwise, there's no way people can continue booking seats and expecting to fit if they're only getting smaller.

To be contd. In the next issue....

(Article courtesy <https://www.travlerz.com/en/flight-attendants-reveal-40-secrets-that-airlines-dont-want?ly=>)



Wash painting is a special technique of painting in which both watercolor and tempera are used to create the desired effect. Watercolors are used in their pure form and opaque white or black are avoided until the last step of the painting or are not used at all. The watercolors are applied the same way as in a watercolor painting, but a special technique of fixing colors is used that the painters of pure watercolor do not use. One can feel the difference in the appearance of a painting after it has received two washes, and the wash process can be repeated if a stronger wash effect is desired.



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Contd. From previous month issue...

Opposition proceedings

Opposition proceedings in trademark registration are a formal process that allows third parties to challenge the registration of a trademark. Oppositions typically occur after the trademark application has undergone examination and has been preliminarily approved for registration. Here's an overview of the opposition proceedings:

1. **Publication of the Mark:** After the examination of the trademark application, if the application meets all the requirements, the trademark office publishes the mark in an official gazette or trademark journal. This publication notifies the public of the pending application and provides an opportunity for interested parties to review the mark and potentially file an opposition.

2. **Filing an Opposition:** Third parties who believe that the registration of the mark may infringe upon their existing rights have a specified period (often several months) to file an opposition with the trademark office. The opposition must be supported by valid grounds for challenging the registration, such as prior existing trademark rights, likelihood of confusion, or lack of

distinctiveness of the mark.

3. **Examination of the Opposition:** Once an opposition is filed, the trademark office reviews the opposition and considers the arguments and evidence presented by both the applicant and the opponent. This examination aims to determine the merits of the opposition and whether it provides sufficient grounds to refuse or limit the registration of the mark.

4. **Opportunity to Respond:** Upon receiving the opposition, the applicant is given an opportunity to respond to the opposition by submitting counterarguments, evidence, or amendments to address the concerns raised. The applicant's response may be required within a specified period, allowing them to present their case and defend the registration of their mark.

5. **Evidence and Arguments:** The opposition proceedings may involve the submission of evidence and arguments by both parties. This can include documentation of prior use, evidence of acquired distinctiveness, market surveys, expert opinions, and other relevant information supporting their respective positions.

6. **Hearings and Decision:** In some cases, the trademark office may hold hearings to allow the parties to present their arguments in person or through legal representation. After considering the arguments, evidence, and any oral hearings, the trademark office will make a decision on the opposition. The decision may involve a refusal of the trademark application, a partial refusal, or a dismissal of the opposition.

7. **Appeal:** If either party disagrees with the decision rendered by the trademark office, they may have the option to appeal the decision before a higher-level tribunal or court. The appeals process allows for a further review of the case and a potential reconsideration of the decision.

It's important to note that the specific procedures and timelines for opposition proceedings can vary by jurisdiction. It is advisable to consult the guidelines and regulations of the relevant trademark office or seek assistance from an intellectual property attorney or agent familiar with the opposition process in the specific jurisdiction.

Registration and issuance of trademark certificate

The registration and issuance of a trademark certificate occur after the trademark application has successfully completed the examination process and any opposition proceedings, if applicable. Here's an overview of the registration and certificate issuance process:

1. Approval of the Application: If the trademark application has overcome any objections or oppositions, the trademark office will approve the application for registration. This typically occurs after the examination process and any required responses or amendments have been submitted and reviewed.

2. Registration: Once the application is approved, the trademark office will proceed with the registration of the trademark. The mark is officially registered in the trademark database, and the applicant's exclusive rights to use the mark for the specified goods or services are recognized.

3. Issuance of the Certificate: After the registration is complete, the trademark office will issue a trademark certificate to the applicant. This certificate serves as an official document confirming the registration of the mark and the exclusive rights associated with it. The certificate may include details such as the registered mark, the owner's information, the date of registration, and the goods or services covered by the registration.

4. Validity and Renewal: The trademark registration is typically valid for a specified period, which can vary by jurisdiction but is commonly 10 years. The certificate will indicate the duration of validity. To maintain the trademark registration beyond the initial period, the owner must renew the registration by paying the required renewal fees. Renewals are often required periodically, such as every 10 years, to ensure ongoing protection of the mark.

5. Protection and Enforcement: With the trademark certificate in hand, the trademark owner gains legal protection and the ability to enforce their exclusive rights. This includes the right to prevent others from using a similar or identical mark in connection with the same or related goods or services, thereby protecting the brand and reputation associated with the mark. It's important to note that the specific procedures and timelines for registration and certificate issuance can vary by jurisdiction. The trademark office will provide instructions on the process and any necessary documentation or fees. Seeking guidance from an intellectual property attorney or agent can help ensure

a smooth registration process and proper handling of the certificate issuance.

Types of Trademarks

Word marks

There are trademarks that consist of one or more words, letters, or numerals. E.g. include brand names like "NIKE" or "APPLE".

There are several types of trademarks that can be registered to protect different aspects of a brand. Here are some common types of trademarks:

1. Word Marks: These are trademarks that consist of one or more words, letters, or numerals. Examples include brand names like "Nike" or "Apple."

2. Design Marks: Also known as logo marks, these trademarks are comprised of a unique design, symbol, or graphical element that represents a brand. The design may include stylized letters, images, or a combination of both. For example, the Apple logo or the Nike "swoosh" symbol.

3. Combination Marks: Combination marks combine both word and design elements to create a distinctive trademark. They may include stylized text or a logo with the brand name. These marks provide the advantage of protecting the visual appearance of the logo and the brand name simultaneously.

4. Slogan or Tagline Marks: These trademarks consist of a memorable phrase or slogan associated with a brand. Examples include "Just Do It" for Nike or "I'm lovin' it" for McDonald's. Slogan marks can enhance brand recognition and reinforce brand messaging.

5. Sound Marks: Sound marks are non-conventional trademarks that protect distinct sounds or audio elements associated with a brand. These marks are often represented by musical notations or sound wave graphics. Examples include the Intel jingle or the NBC chimes.

6. Color Marks: Color marks protect the use of specific colors or combinations of colors that have become distinctive identifiers of a brand. However, obtaining registration for color marks can be challenging, as they must demonstrate acquired distinctiveness and not be functional.

7. Motion Marks: Motion marks protect moving or animated images, such as logos or graphical elements that create a distinct visual effect. These marks are often used in multimedia advertising or on websites.

8. **Collective Marks:** Collective marks are used by groups, associations, or organizations to indicate the origin of goods or services from members who comply with defined standards. Examples include certification marks used by professional associations or trade organizations.

9. **Certification Marks:** Certification marks are used to indicate that goods or services meet certain standards or possess specific qualities, characteristics, or geographical origin. These marks are typically granted by a certifying organization rather than an individual brand owner.

It's important to note that the availability and registrability of these types of trademarks can vary depending on the jurisdiction and the specific criteria set by the trademark office. Consulting with an intellectual property attorney or agent can help determine the most suitable type of trademark for your brand and navigate the registration process effectively.

To be contd. In next edition...



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