



**Kerala Co-operative Milk Marketing Federation Ltd.**  
Milma Bhavan, Pattom P.O, Trivandrum-695004  
Tel:2786 406,407, Email.marketing@milma.com

**milma**

**Offers invited from firms/parties specializing in IPR for IP related works for Milma brand**

KCMMF (MILMA) invites tender from Agencies who are engaged in Trade mark registration and IP related activities for handling Intellectual Property and other related works for Milma brand. Interested agencies with relevant experience and expertise may apply on or before 13.08.2020 in the prescribed Pro-forma under "Tenders" menu in our website, [www.milma.com](http://www.milma.com).

Sd/-  
MANAGING DIRECTOR

**No. 37/MMG**

**28.07.2020**

### **Offers invited from firms specializing in IPR laws**

The Kerala Co-operative Milk Marketing Federation (KCMMF), popularly known as Milma was set up in 1980 as the implementing agency for Operation Flood II in the State of Kerala. This organisation is registered under Kerala Co-operative Societies Act as a society with registration No. 4345. The goal of KCMMF is

"The socio-economic uplift of the dairy farmer through procuring, processing and marketing of milk".

The KCMMF operates on the truly democratic lines of "of the farmer, by the farmer and for the farmer" with the Chairman and Board of Directors of the Organisation has a three tier structure with the primary milk co-operative societies at the village level, regional milk producers unions at the middle level and an apex body at the State level which is the Kerala Co-

operative Milk Marketing Federation Ltd. The Directors of the Board of the milma are elected from among the Presidents of the societies. This ensures that the farmer members are directly responsible for policy level decisions affecting their produce.

## **OBJECTIVES**

- To channelize marketable surplus milk from the rural areas to urban deficit areas to maximize the returns to the producer and provide quality milk and milk products to the consumers.
- To carryout activities for promoting Production, Procurement, Processing and Marketing of milk and milk products for economic development of the farming community.
- To build up a viable dairy industry in the State.
- To provide constant market and stable price to the dairy farmers for their produce

## **THREE TIER STRUCTURE**

The Organization has a three-tier structure with the primary milk Co-operative societies at the village level, Regional Milk Producers' Unions at the middle level and an apex body at the State level, which is the Kerala Co-operative Milk Marketing Federation Ltd. There are three Regional Co-operative Milk Producers' Unions operating in Kerala. The revenue districts of Thiruvananthapuram, Kollam, Alappuzha and Pathanamthitta come under the jurisdiction of the Thiruvananthapuram Regional Co-operative Milk Producers' Union (TRCMPU), the districts of Ernakulam, Thrissur, Kottayam and Idukki under the Ernakulam Regional Co-operative Milk Producers' Union (ERCMPU) and the six northern districts of Palakkad, Kannur, Malappuram, Kozhikkode, Wayanad and Kasaragod come under the Malabar Regional Co-operative Milk Producers' Union (MRCMPU).

Milk procurement has also shown a tremendous growth from 52,000 litres per day during the period of takeover in 1983 to about 13 lakh litres per day in 2020. The success of the marketing network and customer acceptance has been proved

by the growth in sales from 55,000 litres per day to 14 lakh litres per day in 2020.

## **MILMA'S INFRASTRUCTURE**

As on date there are 14 milk processing plants with a combined processing capacity of 20 lakh litres per day support the procurement of milk from far-flung areas. Apart from this there are two cattle feed plants, one at Pattanakkad (300 MTPD) and other at Malampuzha (300 MTPD).

## **MILMA PRODUCTS**

The name of 'MILMA' and its tagline 'The Goodness that Kerala wakes upto' has become synonymous with assured quality and its acceptance by the consumers. This is amply proved by the fact of all its products, Milma has a range of products from wholesome Pasteurized Milk to Pure Ghee, Creamy Butter, Nourishing Sterilised Flavoured Milk, Ice-creams and many other products. All the products strictly adhere to the FSSAI Standards and are sent to the market only after stringent quality checks. In the market milma have built up a consumer orientation, which few other Organisation can match.

A marketing chain consisting of more than 30,000 outlets, across the state ensures accessibility of milma's products to one and all. Milma's commitment to the quality of milk that they deliver starts right at the doorsteps of the village producer. The product range includes Pasteurized Milk, Ghee, Butter, Ice Cream, Curd, Sambharam, Flavoured Milk, Dairy Whitener, Drinking Water, Palada Mix, Paneer, Chocolates, Fruit Beverages etc. Milma also markets Cattle Feeds, Mineral Mixture and Bypass fat targeted to Dairy Farmers.

KCMMF invite offers from the law firms specialized in registration and protection of Intellectual Property to assist Milma in the task of registration and protection of Intellectual Property in respect of milk and milk products of Milma brand in India and abroad. The selected firm will be engaged initially for a period of two years. The contract may be renewed on mutual agreement thereafter.

Bids in two parts, technical and financial, in separate sealed covers superscribed as 'Bid for registration and protection of Intellectual Property in respect of Milma products' are to be submitted on or before August 13, 2020 at 2.00 PM to Managing Director, KCMMF at the given address. The bids will be opened at 3.00 p.m the same day in the presence of bidders who wish to be present.

### **Scope of Work:**

- 1) To advise MILMA on the protection of Milma Brand vis-à-vis the entire spectrum of Intellectual Property laws and assist in registration/protection of Milma brand name in India and abroad;
- 2) To monitor the national and international registers of trademarks and geographical indications on third party efforts to register the Intellectual Property in "Milma" name and take requisite action in India and abroad;
- 3) To initiate action against potential threats to the name Milma in India and abroad through cease and desist notices, oppositions, cancellations, court actions or other modes of action;
- 4) To represent MILMA before the Courts of law in India and abroad, including the Geographical Indications Registry and the Trade Marks Registry and the Intellectual Property Appellate Board in India and abroad.

### **Qualifying Requirements:**

Applicants who qualify the following requirements should only apply:

- a) An established law firm for more than 5 years with minimum annual revenue of Rs.1 crore in the field of IPR in each of the 3 preceding financial years. In support of this, a certificate from Chartered Accountant may be provided along with the technical bid.
- b) Experience of more than 5 years in handling matters relating to geographical indications. To substantiate this requirement, the applicant must provide details of the cases handled in India and abroad. (First cease and desist letters should be disregarded).

<b>Case title</b>	<b>Jurisdiction</b>	<b>Associate foreign law firm</b>	<b>Current status</b>	<b>Name of the attorney on record</b>
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On a separate sheet of paper, list out experience on dealing with issues relating to Geographical indication and involvement in setting out the strategy for various Products with a special focus on Agricultural/ Food commodities

c) At least three attorneys of the applicant firm must have at least 15 years of the standing at the Bar and should have domain knowledge of the international treaty, WTO Agreement and other regional agreements on the subject of geographical indications. Please provide the resume of each of the attorneys concerned listing out, *inter alia*, the years of experience in dealing with the issues, publications on the topic, books written, presentations in international conferences and any other kind of work done in the area;

d) Adequate facilities and infrastructure to monitor national and international trademark and geographical indication registers. Details to be provided

e) Applicant must have a network of associate law firms or lawyers in major countries to facilitate carrying out assignments in the field of geographical indications and other IP laws. A list of the foreign law firms, associates should be provided with nature of relationship and whether the relationship is exclusive.

f) Should have carried out work for the corporate sector. Support with 3 (three) work orders received during the last five financial years from companies with minimum Rs.2 crore turnover in each of the five years.

g) Agencies to have a functional office in Kerala for which proof like ownership deed / rent agreement / utility bills etc shall be provided.

### **Financial Bids:**

The financial bids must be quoted in the table below:

<b>S. No</b>	<b>Description of Fee</b>	<b>Charges per trademark</b>
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1	Conducting Search	
2	Preparing & Filing Trademark application	
3	Reporting official action and responding	
4	Preparing and filing affidavit of evidence of use	
5	Attending application hearing in the Trade Marks Registry (if any)	
6	Reporting and forwarding the Registration certificate	
7	Filing amendments before registration	
8	Drafting and filing notice of opposition and counter statement	
9	Preparing & filing affidavit in support of application/ opposition	
10	Attending opposition hearing	
11	Renewal of Trade Mark	
12	Taking over prosecution and amending the address of service	
13	Amending the address of the registered proprietor	
14	Amending the name of the applicant	
15	Towards drafting of Plaint, interim application and affidavit in support of interim application filed along with suit and institution of suit including all related expenses	
16	Any other activities related to Trade mark	

The above rates should be given for Indian and International filing separately. Besides the above, the firms shall quote a Monthly retainer fee for attorney work related to trade mark related works. Managing Director, KCMMF deserves the right to accept or reject any or all the tenders received without assigning any reason.

**MANAGING DIRECTOR**