

Bencil Speaks

January '14 edition



 **From the desk of Rajeev Surana**

We are extremely excited to share with you our first ever newsletter aptly titled 'Bencil Speaks'. It has been on the back of our minds to share with you our experiences, stories, learnings, expectations etc. for quite some time and we are glad we have finally decided to take the plunge!!

This coincides with the launch of our revamped website on Word Press platform which is far more intuitive with a responsive design so that it can be easily accessed on any platform or device thereby enhancing the experience for a user.

Do let us know what you liked in the Newsletter and what would you like included alongwith suggestions on the kind of content you would like to read. Note that the Newsletter will be made available on the last day of every month and you are requested to mention your email id on the home page to put you in our mailing list for receiving the newsletter month after month.

Rajeev Surana
(Cofounder & CEO)

 **Share a story : Interview**

Profiling of Abhijeet Kini a renowned Mumbai based cartoonist

Q1. When and how did you decide to creating your own cartoon characters?

A. I have been reading and collecting comics right from childhood and a lot of my art and creativity is influenced by these comics. So i always had an aim to create my own characters and publish my own comics someday. I have been a freelance comics illustrator for many publications including Tinkle, Pop Culture, etc. "Angry Maushi" and "Delhi Billi" are my own original creations and were created keeping in mind turning them into independent comic series. I have now 2 issues of Angry Maushi out and i'm going to start off on the third very soon.

Q2. Why did you decide on the names Angry Maushi & Dilli Billi ?

A. I wanted to create characters with very local flavours. Much of it has got to do with the Indian Comic Cons. As a participating team, ie, me and my wife Diksha who handles the marketing and production, we always keep the flavour of the merchandise we have on display and sale very local. So in case we are travelling to Delhi for the Delhi Comic Con, it always makes more sense creating new artworks featuring Delhi so that people there can relate more to it, than some generic art. So Angry Maushi is typically a Mumbai woman, angry and frustrated with the system, and Delhi Billi, as the name suggests, is a super-cat from Delhi. Both got a great response in not just the cities they are based in, but also at Comic Cons away.

Q3. What inspired you to start merchandising around the characters.?

A. These characters, in fact, started out as merchandise art. Like i mentioned, we wanted something city-specific, so a lot of word-play, punning, etc was involved and the two characters came into existence. We made magnets, coasters and mousepads featuring them. But when the people who were coming over at our stall started asking us whether these characters would have their own

comic series, we gave this a serious thought and started with the Maushi series. It has got a great response so far and garnered its own cult following.

Q4. Why such a heavy focus on branding and presentation?

A. I think branding and presentation is in fact the most important driving point of a particular intellectual property, without which, it may die out. In today's extremely competitive world, one has to show his or her product as a slick professional output. Also, new media is a very important factor, like gaming, animation series, mobile technology. To get your product on these platforms, it better be a good looking one!

Q5. Who do you regard as competition?

A. Competition can be any source of creativity, be it other designers, illustrators, agencies, studios. The ideas are the competition, more than who thinks of these. So my aim is to come up with unique characters, unique genres and out of the box ideas.

Q6. What's been your most wow moment?

A. When I was nominated for best illustrator award at the Comic Con Awards for Angry Maushi book 1. The book is an independent, self-published book, and it was up against many other established names. It was a huge achievement for me.

Q7. What's been your most embarrassing moment?

A. Lots to mention! ;) Especially those when i have to end up explaining to some uncles and aunties some of the crude jokes that a few artworks of mine depict. These jokes are supposed to be cheeky and to be understood, not explained. One such example is when i have been asked the meaning of the term "Saand Masti". This features on an artwork of mine where a bull is pulling a prank on another bull. This is a pun definitely intended, but not to be explained!

Q8. What have been your biggest learnings?

A. That not all 'brave' ventures will have its takers. One needs to understand early what works and what doesn't. There have been times we have spent a big amount on making certain products for our merchandise catalog which we thought would work, but didn't. Lessons to be learnt for sure. Now i think Diksha and I are wiser with decisions like these. And comics merchandise is not a line where many have treaded, so all that we learn is from experience. Also, that one has to safeguard his or her own intellectual properties. When we saw a lot of interest getting generated for Angry Maushi and Delhi Billi from various media companies, including a gaming house and even a movie production house, we quickly got Scinnovation on the case and got the 2 characters copyrighted and put in the safe zone!

His profile is available on: www.abhijeetkini.com



Abhijeet Kini's Merchandise

What's new @ Scinnovation

Two things; our revamped website www.scinnovation.in and Rajeev Surana got a chance to attend the Business of IP (BIP) Asia Forum held in Hong Kong on 5-6 Dec. at the sprawling Hong Kong Convention & Exhibition Centre (HKCEC).

What Rajeev was truly impressed was by their infrastructure, efficiency of real time translation of sessions from English to Cantonese and vice versa, time management and red carpet welcome with the event name printed on it.

The learning was good in parts but networking at the venue is a challenge given its size and that one had to buy lunch on the second day so everyone was dispersed.

Events in Jan-Mar '14

CII Conference on Innovation & IPR | Bangalore, India | 13-14 February 2014

Managing IP (MIP) India IP & Innovation Forum | New Delhi, India | 26 February 2014

AUTM Annual Meeting | San Francisco, USA | 19 to 22 February 2014

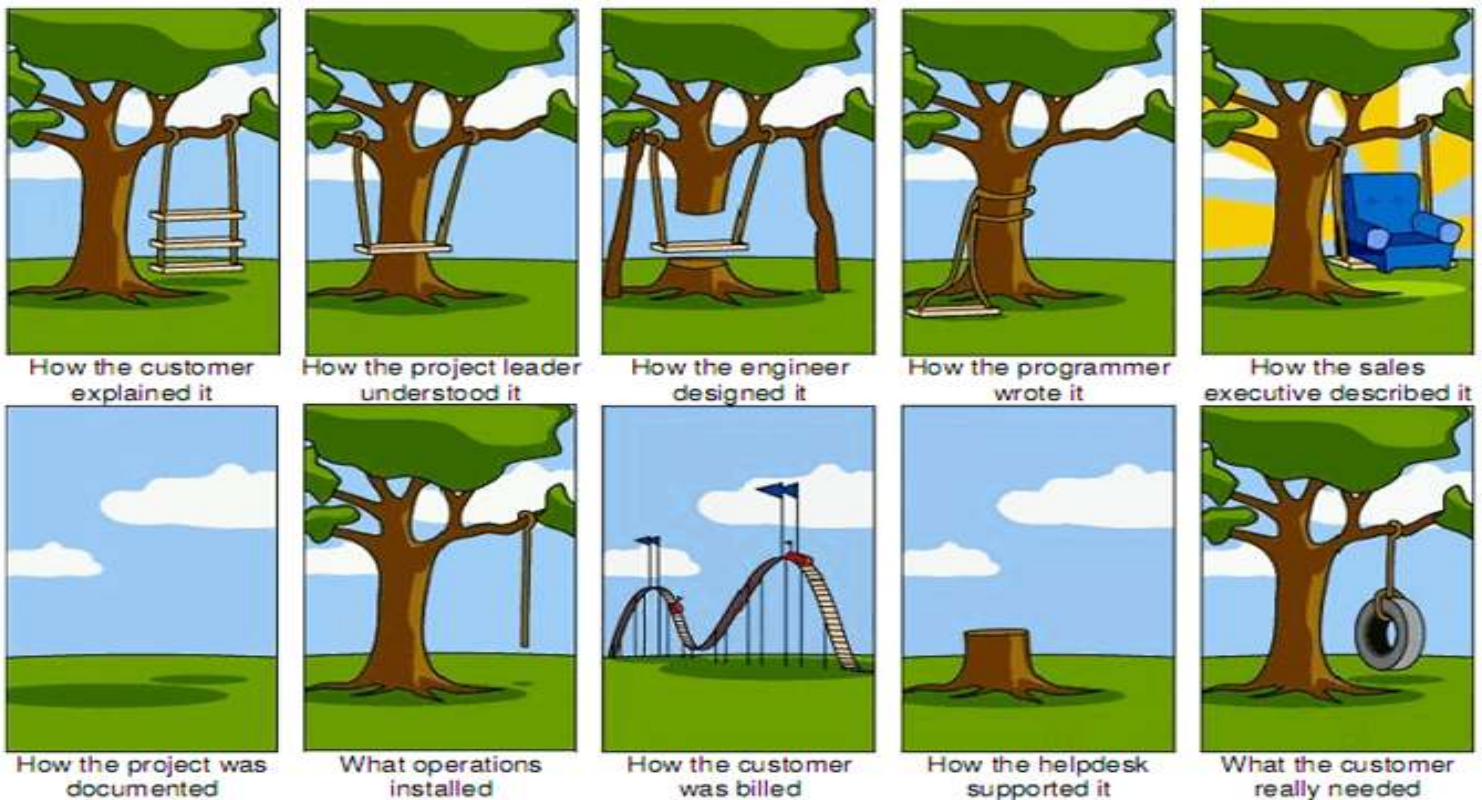
Trivia

Did you know that Motion Pictures Association America (MPAA) employs Labradors named Lucky & Flo to curb movie piracy???

Sniffer dogs are known to smell polycarbonate which is used in DVDs and thereby are able to identify the location where pirated DVDs/CDs are stocked.

Lucky & Pro have also travelled outside USA to Malaysia, Czech Republic and other countries as well.

Think about it...



Source: www.PeterJohnson.pro

About us



Scinnovation Consultants Pvt. Ltd. is an Intellectual Property protection, consulting and monetisation firm based out of Mumbai, India.

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'Protect Your Ideas' handbook on IP available on Rediff, Infibeam, Ebay.in for sale