

Trademark Reimbursement Scheme

1. Preamble to the Policy:

Government has approved and notified the Goa Start-up Policy 2025 with a vision to make Goa the creative capital of the country and a beacon for startups, innovation and entrepreneurship driving economic prosperity and creating job opportunities thus earning recognition as a premier destination by 2028. This ambitious vision is to be realised through a comprehensive approach, targeting key pillars of support, including access to capital, education, market, institutional support, infrastructure development, regulatory enablement, and administrative facilitation. Moreover, the policy also aims to promote the entry of startups from academia, enhance outreach and awareness and foster strong linkages with industry. The policy contains various incentives for Startups and to avail the benefits of these incentives the Government has proposed many schemes under the policy.

2. Short title and commencement:- This scheme shall be called “Trademark Reimbursement Scheme”

3. Benefits under the Scheme:-

- 1. For start-ups which have successfully entered the production/service delivery phase and want to trademark their company name and logo, 50% of the cost of trade-mark registration of their company name and logo will be reimbursed up to INR 25,000/-.
- 2. The benefits of this scheme can be availed by up to 200 applicants per year which shall be selected by the SITPC as per its discretion and guidelines.
- 3. Under no circumstance shall the benefits under this scheme be considered an entitlement. The SITPC shall reserve the sole right to accept/reject applications.

4. Eligibility:-

- 1. All the Start-ups certified by the Startup IT Promotion Cell (SITPC) having a valid startup certificate number are eligible to apply for this scheme.
- 2. The bank accounts of the Directors of the company should be linked to Aadhaar.
- 3. The start-up must have successfully registered its trademark.
- 4. Only expenditure incurred after notification of Goa Start-up Policy 2021, being within the validity of this policy and paid for digitally would be considered for reimbursement under this scheme. In case digital payments are not possible then it shall be up to the decision of SITPC based on its due diligence to admit the expenditure.

5. Procedure for filing and disbursement of claims:-

5.1. Start-ups who desire to claim incentives under this scheme shall submit the application form to SPC along with requisite set of documents. The form and the documents are to be submitted on the web portal to the SPC.

5.2. Based on the SPC's evaluation of the application and documents submitted the approved amount shall be reimbursed.

5.3. The SPC shall be the competent authority to solely accept or reject any claims filed by the Start-ups. The decision of the SPC shall be final and binding.

5.4. The applicant can apply for this scheme at any time of the financial year but only within 6 months of incurring the relevant expenditure.

5.5. The applications received by the SPC under this scheme shall be evaluated and approval or rejection shall be notified within 45 days from receipt of the application by the SPC. Once the application is approved by the SPC, the approved amount shall be disbursed within 60 days from the date of approval.

6. Document Needed for Submission:

- Address proof of operational office in the State of Goa
- Cancelled Cheque of the start-up/incubator/accelerator
- Company Logo Design

- Trademark Certificate
- Copy of trademark application form and document attached
- Bills/Invoices from company
- Proof of Payment