



INSTITUTE OF INTELLECTUAL PROPERTY
RESEARCH & DEVELOPMENT

With the Support of



BOEHMERT & BOEHMERT, GERMANY

&



BIRCH STEWART KOLASCH & BIRCH LLP, USA

Presents

ONE- DAY SYMPOSIUM

ON

POSITIONING & LEVERAGING
TRADE MARK PORTFOLIO IN
GLOBAL BUSINESS SCENARIO



Schedule

Place	Date	Venue
Bangalore	07 th Sep 10	Le Meridian
Mumbai	08 th Sep 10	Le Royal Meridian
New Delhi	09 th Sep 10	Crowne Plaza

About The Symposium

No investment in any organised business can be as gainful as an investment in Trade Mark. If you are in business and you are not branding you are many steps behind everyone else, as it is impossible to survive without brand in today's business.

The Symposium on "Positioning and Leveraging Trade Mark Portfolio in Global Business Scenario" is an effort to apprise Industry on its importance as to how to position your Trade Mark and how a very small investment in Trade Mark grows. At the same time the symposium would help in understanding as to what all efforts and precautions go into, to take leverage from the Trade Mark portfolio for the business growth globally.

The brands which culminate from the Trade Marks are not built overnight; it needs years and demands blending of resources in a unique way. The famous brands of today have not erupted as a coincidence or a magic, rather they all have had well planned strategy and speak volumes of clear perception, which started right from their inception on registering Trade Marks. These Trade Marks have now turned out to be the largest asset in the asset portfolio of a Corporation. Keeping in mind the importance of Trade Mark in new globalization, brand building strategy needs to be formulated because the better it is understood, the more successfully it will be utilized and for that it is essential to understand, what kind of trademark should be registered, what all components should form part of trademarks, what is the influence of part registration on protection of mark, when and how a Trade Mark should be developed as a brand, what type of brand should it be, how compatible a particular type of brand should be with the corporate strategy, should the corporate grow as a 'House of Brand' or a 'Brand House'; what strategy and tactics would be required to convert brand into brand equity, how should the brand be protected, how does the infringement and passing off affect the corporate and how far it can be protected, how do we undertake the damage control, why do we need to know the value of brand, if we don't know the value how can we measure its growth and the effectiveness of the strategy that is being followed to develop the brand, can the brand be used as securities against organizing funds from Institutes and Banks and what are the international practices. All these issues are essential to understand and the insight of them will help in the development, growth and commercialization of brand. The symposium is held to address all these issues and other cognate and allied subjects.

PROGRAMME

Registration : 0845 onwards

SESSION : I (0900-1015)

- Trade Mark insights and its importance for Indian business establishments across Industries, with accenting to Madrid Protocol.
- Influence and impact of Well-Known International Trade Marks and Unregistered Indian & Global Trade Mark for grant of Trade Mark registration in India
- 10 vital steps in building cost-effective and efficient Corporate Trade Mark Portfolio to Brand and Brand Equity in the International frame work while going into multiple geographies– Indian perspective: Vinod Khurana

SESSION : II (1030-1145)

- Procedures and Trademark Practices at United State Patent and Trade Mark Office and at the Federal Court
- Best Practices for protecting Indian Brands in U.S.A to avoid litigation and being cost effective Robert J. Kenney

SESSION: III (1145-1315)

- Procedures and Trademark Practices at European Community (OHIM)
- Cost effective strategy for Creation, Protection and Litigation of Indian Trade Mark Portfolio in European Community (OHIM) Ludwig Kouker

SESSION: IV (1400-1515)

- How best to maintain Trade Mark Portfolio and prevent Dilution, Infringement and Passing Off globally By All Speaker led by Robert & Kouker

SESSION: V (1530-1700)

- How to undertake brand valuation
 - How does the valuation help in Brand Building and
 - The global brand building strategy
- By All Speaker led by Vinod Khurana

SESSION: VI (1700-1730)

- Questions and Answers on any Trade Mark Issues; Global perspective
- By All Speakers

REGISTRATION

Delegate Fees: Rs. 6618 (Rs. 6000/- + Rs. 618 Service Tax) Per Delegate

Service Tax No: AABFI6363FST001

Registration Details :

Please forward the following registration details on plain paper:-

Name, Organization, Designation, Address and Contact Details along with the payment drawn in favor of "Institute of Intellectual Property Research & Development" and mail it to the Institute at :

Mr. Tarun Khurana

Institute of Intellectual Property Research & Development,
IFAIA Centre, S/20-22, Greater Noida Shopping Plaza,
UPSIDC Site-IV, Kasna Road,
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For any query contact :

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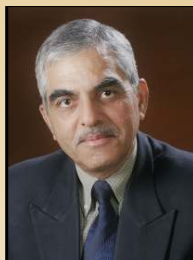
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About The Faculty

Vinod Khurana: Vinod has been in the field of Commercial Finance & Legal matters for the last 37 years. Vinod started his own practice in Intellectual Property in late nineties, with focus on providing insight education on Intellectual Property matters and on Protection and Commercialization of Intellectual Properties. In order to provide these services Vinod founded the Institute of Intellectual Property Research & Development (IIPRD) and functions as its Executive Director. Concurrently with Commercialization process, Vinod started IP Law Firm to provide complete IP services and established Khurana & Khurana Advocates & IP Attorneys. Vinod is also the president of the Institute of Forensic Accounting and Investigative Audit (IFAIA) which focuses on Prevention & Detection of Frauds and White Collar crimes including frauds in Intellectual Properties. As a proactive measure to prevent and detect fraud Vinod on his own has undertaken more than 65 National and International symposium and various in-house dedicated educational programmes for well established Corporates such as Wockhardt, Indian Oil Corporation, ITC, NTPC, Tata Chemicals, among many others. Department of Economic Affairs, Ministry of Finance, Government of India has also empaneled him for appointment as Special Director on the Board of Sick Industrial Companies. Vinod is also an Advisor to many Corporates for Risk Management. His professional qualification includes B.Com, PGDFA, MBA, AICWA, CFA, L.L.B among other specialized qualifications in Investigation and Commercialization of Intellectual Properties



Dr. jur. Ludwig Kouker : Ludwig is Attorney at Law, Certified IP-Lawyer, admitted at the European Trade Mark Office and is the senior partner with Boehmert & Boehmert. Dr. Kouker studied law at the University of Marburg and obtained a Doctor's degree at the Institute for Commercial and Economic Law at the University of Marburg (Doctor of jurisprudence). Dr. Kouker is a member of the Expert Committee for Intellectual Property at the Hanseatic Bar Association Bremen and a member of INTA, ECTA, GRUR and LES. He regularly publishes articles in legal journals. Besides working on trade marks, unfair competition law, copyright law and licensing matters, including litigation, he has specialized in antitrust law with particular emphasis on industrial property questions.



Dr. Kouker has 25-years experience with all relevant systems for obtaining trademark protection in Germany and Europe, including the Community Trademark system and the Madrid System under the Madrid Agreement/Protocol.

Mr. Robert J. Kenny : Robert Kenney has practiced intellectual property law since 1987. His specialties include all aspects of trademark practice, including portfolio management, client counseling, anti-counterfeiting counseling, prosecution, inter partes matters and litigation, as well as litigation of unfair competition and copyright matters. Kenney is the coordinator of BSKB's annual U.S. Trademark Practice Symposium. Additionally, he has lectured extensively throughout the world on U.S. trademark practice and intellectual property litigation in United States courts and the International Trade Commission. Mr. Kenney is a senior partner in Birch Stewart Kolasch & Birch LLP, USA



How The Symposium is Unique

This symposium is a premier gathering of Trademark Attorneys and Legal Professionals in the field of enforcement of Trade Mark Laws from India, USA and Europe with decades of experience and represent top Law Firms having International presence and repute. This is an outstanding educational and networking opportunity for those involved in the development and protection of trademark and brand to share the international experiences of experts and to understand the insight of the Trade Mark issues for developing a right strategy for the growth of Corporate, as we must not forget that the brand failure can be fatal. We assure you the interaction you would go through in the symposium would be fascinating and will go a long way in developing the right global brand building strategy at your corporation.

ABOUT THE ORGANIZERS

ABOUT THE INSTITUTE (IIPRD)

The Institute of Intellectual Property Research and Development is established to provide education and industrial training in the field of Intellectual Property Rights in an international scenario and IP Commercialization services to Indian business houses. In this direction the Institute has been regularly holding National and International Seminars/Symposiums as one of its focused activities to educate and sensitize Indian industry. The Institute organizes these symposiums on its own and in collaboration with various Government and International agencies and has held scores of such programmes at different places and platforms. The Institute also conducts tailor made educational programmes for better-known corporations at their premises. The Institute also provides a platform and medium to the business houses to create, promote, protect and commercialize the Intellectual Properties. In this direction the Institute helps in formulating right IP strategy, has established a valuation centre which undertakes valuation of Intellectual Properties and an IPR Audit Cell which undertakes the IP Due-Diligence. All these activities are focused to commercialize Intellectual Properties and to manage IPR-Risk. The Institute has in-house, co-existing, Law Firm 'Khurana & Khurana advocates & IP Attorneys'. The Law House has a seamless team of Patent and Trade Mark Attorneys, who look after all the statutory requirements to create and protect the Intellectual Properties for the corporate houses, whereas the Institute provides a complete support to promote and commercialize these Intellectual Properties. Khurana & Khurana and its sister concern 'Institute of Intellectual Property Research & Development' (IIPRD) are one point destination looking after National & International IP needs of all business establishments.

BOEHMERT & BOEHMERT, Germany

BOEHMERT & BOEHMERT is one of oldest and most reputed IP law firms in Germany. BOEHMERT & BOEHMERT has 10 offices across Germany enabling them to be in a position to work closely with their clients and provide the most focused and effective advice. In addition, BOEHMERT & BOEHMERT has 3 international offices located in Alicante, Paris and Shanghai. Patent attorneys at BOEHMERT & BOEHMERT are active in the fields of classical natural and engineering sciences but also in the increasingly important fields such as biochemistry and nano technology as well as semi-conductor and software technology. Their Trade Mark Attorneys deal with obtaining, defending and asserting Trade Marks, as well as advising their clients on infringement, passing off and counterfeit matters among other allied matters such as licensing and cooperation agreements. BOEHMERT & BOEHMERT's Attorneys at Law represent their clients at court and official bodies and advise out of court in numerous fields of law, such as German and International trade mark law, competition law, copyright law, anti trust law, IT Law as well as rights of the press and personal rights.

BIRCH STEWART KOLASCH AND BIRCH, USA

Founded in 1976 with the merger of Birch & Birch and Stewart & Kolasch, BSKB now employs over 200 people in offices located in Falls Church, Virginia and San Diego, California. BSKB has consistently ranked in the top five of all law firms worldwide in the number of U.S. patents issued by the USPTO and is also consistently ranked in the top 50 law firms in trademarks submitted. As one of the USA's leading Intellectual Property law firms, BSKB has earned an international reputation by consistently ranking at the top in total number of patents and trademarks obtained for their clients. Birch's Attorneys are often invited to speak on current intellectual property topics, and the firm regularly conducts symposiums for various groups, intellectual property associations and corporations on various IP matters.

The Attorneys and technical specialists are highly skilled and experienced in identifying, analyzing and solving legal, regulatory and market issues. They recognize the value of intellectual property in the international marketplace and the impact of intellectual property on their clients' businesses. BSKB handles a wide range of IP litigation matters for their clients around the world and when it comes to serving their clients they go beyond traditional boundaries.

WHAT IIPRD'S LEGAL SERVICES MEAN

PATENT (PORTFOLIO CREATION AND MANAGEMENT)

IIPRD has an in-house Law Firm by the name Khurana & Khurana Advocates & IP Attorneys which jointly can help you in:-

- ✓ Conducting Patent Search-Mapping and Patentability / Novelty Analysis
- ✓ Preparing Complete Procedural Manual for Conducting and analyzing all Patent searches
- ✓ Preparing Patent Applications (We follow Complete Procedural Manual and Best Practices for Drafting Patent Applications)
- ✓ Prosecution and Infringement/Invalidation analysis
- ✓ Conducting Freedom to Operate Searches
- ✓ All services 'Beyond Patent' such as Licensing, Assignments, Due Diligence, Patent Portfolio watch and Litigation

Trade Mark

Khurana & Khurana jointly with IIPRD can help you in:

- ✓ Conducting Trademark Search and suggesting perfect mark for the purpose
- ✓ Worldwide Trademark Application Filing, Registration, Prosecution & Renewal
- ✓ Trademark Protection, Counterfeit Investigation & Infringement Watch
- ✓ Brand Creation, Development and Protection
- ✓ Selling, Buying, Franchising and Licensing of Trade Mark
- ✓ Litigation Support at all level

Copyright, Geographical Indication & Designs

Khurana & Khurana has an extensive experience in successful enforcement of all such registered Intellectual Properties and can provide all assistance in:

- ✓ Filing, Prosecution, Registration & Assignment of Copyright & Design Applications
- ✓ Copyrights & Design Infringement Watch
- ✓ Looking after the Interest of producers and manufactures for GI protection
- ✓ Litigation Support

Investigation of Infringements & Counterfeit Product:

Khurana & Khurana has a sister concern by the Name Institute of Forensic Accounting & Investigative Audit (IFAIA), which has been dedicated in the field of Fraud Investigation for more than a decade, which undertakes all IP Frauds, Infringements & Counterfeit investigation for Khurana & Khurana, therefore Khurana & Khurana works with his clients for:

- ✓ Investigation of all IP thefts at all levels including breach of confidentiality and non disclosure agreements.
- ✓ Investigation of all Infringements
- ✓ Investigation of all Counterfeit Products
- ✓ Stand as witness for all investigation undertaken by the group

Litigation

Khurana & Khurana handles a wide range of IP litigation matters for their clients around the world & they go beyond traditional boundaries to works with clients for:

- ✓ Providing real insight of the complete legal and factual issues.
- ✓ Create an effective and enforceable litigation strategies.
- ✓ Formulate pro-active & defensive litigation strategies for enforcement of IP rights.
- ✓ Resolving disputes through much desired alternative dispute resolution mechanisms.
- ✓ Provides end-to-end legal support and stands with the client through the legal

WHAT IIPRD'S COMMERCIAL SERVICES MEAN

Commercialization of Intellectual Property :

The Institute provides a platform and medium to all establishments to commercialize their Intellectual Properties. In this regard the Institute has a team of professionals who have in depth understanding of these issues, and have been working in this direction for about ten years in identifying Intellectual Properties that can be commercialized through various modes and IIPRD helps in:

- ✓ Locating and Marking Intellectual Properties that can be commercialized.
- ✓ Finding the most compatible licensees/buyers of the IP's and strategizing the mode that would add the best value.
- ✓ Providing end-to-end support to best commercialize the Intellectual Properties and providing complete support to finalize and go through the transactions such as Due-Diligence, Valuation, Contractual agreements, including monitoring of Royalty Payment.

Commercialisation Services of the Institute can help the Corporate in:-

IP Valuation :

If you wish your Intellectual Property to be valued, the Institute can provide complete assistance:-

- ✓ Our Patent/Technology/Know-how valuation team has done technology valuations for Fortune 500 Companies as well as for SME's for licensing / assignment.
- ✓ Our Brand Valuation tools would also provide you the insight of your strengths and weaknesses in marketing and sale strategies to help and guide in devising perfect brand management strategy.

IPR Audit & Due-Diligence :

The Institute has set up an IPR Audit Cell, which goes through unbiased audits and perfect due-diligence that can help the corporates in:-

- ✓ Establishing right IP strategy and correct practices to manage IP at the Corporate
- ✓ Introducing and placing on record the correct IP Management Systems
- ✓ Leveraging IPR for business growth

Protection from Theft of Intellectual Property :

If you're serious about protecting your invaluable Intellectual Property, the Institute can partner you in identifying and protecting any threat to your IP, wherein:-

- ✓ Institute would provide a befitting strategy keeping in mind the corporate profile and its needs, wherein our sister concern, Institute of Forensic Accounting and Investigative Audit (www.ifaia.org) will provide End to End support for complete IP Protection and our leading full service IP Law Firm Khurana & Khurana, Advocates and IP Attorneys would provide complete legal support.
- ✓ The Institute has strong international network to keep third-parties away from infringing your property.

Brand Building Strategy :

The Institute can help you in:-

- ✓ Creating a power brand through a unique blend of resources, wherein IIPRD can assist and suggest the perfect route to blend such unique resources to formulate the perfect strategy right from the time of filing of the Trade Mark.
- ✓ Understanding the real issues of Corporate Branding and Product Branding.

What IIPRD's Educational Programs & Training Mean

If a corporate desires to educate and train their IP and R&D teams/Employees on any particular IP subject matter in any technical domain in order to establish best IP practices and leverage Intellectual Property, or set up IP cell, the Institute can

- ✓ Undertake educational programs on any IP/Patent subject matter for the executives at the Institute or at the corporate premises. The Institute shall work out, structure and conduct the programs according to the corporate needs.
- ✓ Assist in establishing IP Cell/Center at the Corporate by closer interaction.
- ✓ Placing on record the desired IP policies, procedures, and manuals.
- ✓ One year certificate course on "Patent Portfolio Management".