



INSTITUTE OF INTELLECTUAL PROPERTY  
RESEARCH AND DEVELOPMENT

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PRESENTS ONE - DAY SYMPOSIUM  
ON  
INTELLECTUAL PROPERTY (IP) LEVERAGING AND  
MANAGEMENT

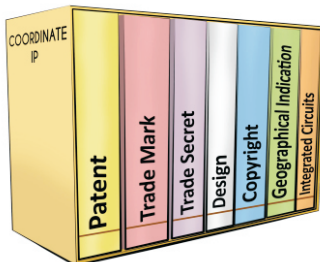
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DATE: 30 MAY 2016  
VENUE: IIPRD, E-13, UPSIDC SITE IV,  
Behind Grand Venice Mall, Kaska Road, Greater Noida

WITH THE SUPPORT OF



KHURANA & KHURANA ADVOCATES &  
IP ATTORNEYS, INDIA



# Symposium Agenda

## Session-I

0900-1130: IPR Overview: What is Intellectual Property, Types of IPRs and their Importance, Focus/Mandate of each IPR, Case Laws and Exemplary Case Studies

1130-1145: Tea break

## Session-II

1145-1330: Patents: What are Patents, Process of Patent Protection, Parts of a Patent Application, Aspects relating to Conducting Patent Searches, Preparing Patent Applications, Infringement Analysis, and Enforcement of Patents with Case Laws/Studies

1330-1430: Lunch

## SESSION-III

1430-1600: Trade Marks and Copyrights: What are Trade Marks and Copyrights, How they are Protected, Things to take Care of during Assignment/Transfer of Rights, Process of Protection in India and Internationally, Exemplary Case Laws and Case Studies during Enforcement

## SESSION-IV

1600-1730: IP Commercialization/Valuation/Leveraging: Modes of Licensing, IP Valuation, Drafting and Enforcement of Employment Agreements, Preventive Measures for Breach of Code of Conduct/Agreement by Employees, IP Commercialization, Audit and Due-Diligence

**Registration Fees: Rs. 2000/-** Per Delegate

Please forward the Delegate Fees with following details: Name, Organization, Designation, Address and Contact Details along with the Cheque drawn in favour of "M/S IIPRD" to Mr. Tarun Khurana to IIPRD, E-13, UPSIDC Site-IV, Kasna Road, Greater Noida-201308, UP, India

OR

Transfer Funds at our Bank:

Bank Name: UCO Bank, Bank Account Number: 19620210002476

Bank Branch Name: Greater Noida

For any query, contact:

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# Speaker Profiles



**Vinod Khurana** is a Senior Partner at IIPRD and Khurana & Khurana, IP Attorneys. Vinod, along with heading the IP Litigation Team, which represents some of top Indian and Global Business Brands on Passing Off Counterfeiting, and Fraud Investigation/White-Collar Crime Issues, is also the Head of the IP Commercialization/Licensing Team and overlooks at Valuation and Negotiation of all major Out-Licensing Deals at IIPRD. Vinod has been in the field of Business Legal Finance for the last 35 years with

core focus on Commercialization, Licensing, and Valuation of Intellectual Property. Mr. Khurana has also been researching and educating on fighting thefts and frauds of Intellectual Properties and white-collar crimes, by practicing a mix of Law, Intellectual Property, Accounting, Ethics and Criminology coupled with his professional qualification being a B.Com, PGDFA, MBA, AICWA, CFA, LLB among other specialization qualifications in Investigation and Commercialization of Intellectual Property. He has an extensive experience in conducting in Investigation & Litigation and has represented numerous corporates for devising their Prosecution and Litigation Strategies such as Indian Oil Corporation, ITC, Bharti, Hyundai, Matrix Cellular, Vatech, WinRAR, Perpetuity Technosoft, among many others. Vinod has also undertaken various dedicated Workshops and Seminars for well-established corporates such as Wockhardt, CBI, ONGC, GAIL, IOC, ITC, TVS Group, CSIR, among others. Department of Economic Affairs, Ministry of Finance, Govt. of India has also empanelled him for appointment as Special Director on the Board of Sick Industrial Companies.



**Tarun Khurana** has over 13 years of experience in a broad range of Intellectual Property subject matters. Tarun is among the top 12 Patent Prosecution Practitioners in India as rated by IAM, and has executed numerous assignments related to exercises of Patent Portfolio Creation, Protection, Prosecution, Litigation, Valuation and Commercialization for over 2750 Indian and International Corporates ranging from Small Start-ups to Fortune 5 companies including Google, Xiaomi, Mercedes, ABB, Emerson,

Nippon, Hyundai, L&T, Cipla, Piramal, Alembic, Glenmark, Mastercard, FLSmidth, Halliburton, IISc, Tejas Networks, Haier, Indian Oil Corporation, CDOT, CDAC, TIFR, Crompton Greaves, among many others. Tarun focuses on the Patent Preparation, Patent Valuation, Commercialization, Prosecution and Litigation opinions for Electronics, Computer Implemented, and Mechanical subject matters. Tarun has, apart from handling Indian and International Clients for filing and prosecuting cases in India, helped numerous US and European Patent Attorneys in providing Patent Support Services including Patentability Searches, Invalidation Searches, FTO, Infringement Analysis, Patent Preparation and Responding to Office Actions. Tarun has drafted and prosecuted over 1200 patent applications and represents large Corporates on complex infringement and invalidation matters. Tarun has a BE from Pune University, a Masters in Software Systems from BITS Pilani, Bachelors in Law, an MBA from IIM Lucknow, and is in pursuit of his PhD. Tarun is also a regular speaker at numerous Institutes and Corporates including NTPC, Indian Oil Corporation, Moserbaer, IIM Lucknow, ASSOCHAM, Managing Intellectual Property (MIP), NALSAR, IIT Roorkee, ONGC, Delhi Technical University, and Tata Chemical among many others.

## About The Organizers

**IIPRD:** IIPRD is a premier IP and Technology Consulting and Licensing Firm with a diversified business practice providing services in the domain of Commercialization, Valuation, Licensing, Transfer of Technology and Due-Diligence of Intellectual Property Assets along with providing complete IP and Patent Analytics and Litigation Support Services to Indian and International Corporate and Global Law/Licensing Firms. IIPRD has a legacy of over fifteen years of existence, and is among the first Indian IP Firms to have core focus on Commercialization, Technology Transfer, and Licensing for numerous Indian and Global Corporate. IIPRD works with some of the Largest Global clients for supporting them on all Patent and IP Support Matters ranging from conducting all types of Patent Searches, Patent Preparation, Patent Prosecution, IP/Patent Litigation Support, Preparing Infringement Analysis/Claim Charts, along with conducting any other IP/Patent Licensing and allied Due-Diligence. More Details about IIPRD can be seen at [www.iiprd.com](http://www.iiprd.com)

**Khurana & Khurana, Advocates and IP Attorneys:** K&K is more than a full service Intellectual Property and Commercial Law firm. K&K was formed with a very firm focus of providing End-to-End IP Legal Services in a manner that is Corporate centric and follows delivery practices that are consistent and are above defined quality standards so as to ensure "Above Expectations" for all clients. Khurana & Khurana is among the leading Indian IP and Commercial Law Firms with over 75 Associates and Practitioners across IP subject matters and spread across its offices in Delhi (Noida), Mumbai, Bangalore, Indore, and Pune. K&K has been consecutively ranked and recommended by premier magazines and organisations namely Managing IP, IAM, Legal 500, Asia IP, Chambers & Partners, Corp-INTL, Acquisition INTL, among many others. K&K has won the "IP Patents Law Firm of the Year in India" and "IP Valuation Firm of the Year" consecutively for the three years 2012-13, 2013-14, and 2014-15 by Corporate INTL and Acquisition INTL magazine respectively. K&K has been a member of various renowned IP bodies including, APAA, INTA, AIPLA, AIPPI, LES, TIE, ABLE etc. More Details on K&K can be seen at [www.khuranaandkhurana.com](http://www.khuranaandkhurana.com)