



HUMAN RESOURCE DEVELOPMENT CENTRE
(Council of Scientific & Industrial Research)

IIPRD INSTITUTE OF INTELLECTUAL PROPERTY RESEARCH AND DEVELOPMENT

LEVERAGING INTELLECTUAL PROPERTY
FOR BUSINESS GROWTH

ON
THREE DAYS WORKSHOP

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 related services to Indian business houses. In order to protect and commercialise intellectual property, the knowledge and update of International Scenario of Intellectual Property is critical, as Intellectual Property being intangible in nature is more fragile and needs international protection and commercialization. In this direction the Institute has been regularly holding International Seminars as one of its focused activities to educate and sensitize Indian industry with International happenings in Intellectual Property. The Institute organizes these seminars 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 tailored made educational programme for better-known corporations at their premises.

The Institute is an establishment, which also provides a platform and medium to the business houses to create, promote, protect and commercialise the Intellectual Properties to maximize the economic gains. In this direction the Institute helps in formulating right IP Strategy, has established a Valuation Centre which undertakes valuation of Intellectual Property and an IPR Audit Cell which undertakes the IP Due-Diligence during acquisition & merger or on self appraisal in order to commercialise Intellectual Property and to manage IPR-Risk. The Institute also provides end-to-end support in transfer of Technology, Licensing, Remittance, Accounting of damages for infringements, Verification of Royalties and License fee to foreign countries and other cognate and allied subjects. The Institute has well established infrastructure and all these facilities are directed towards the goal of learning and understanding the importance of intellectual property in global scenario, in order to create value addition and commercialise intellectual property, as low investment growth mantra, at all corporate.

About the Human Resource Development Centre (HRDC)

Human Resource Development Centre has been established by Council of Scientific & Industrial Research to promote professional human resource management in CSIR. CSIR is country's premier publicly founded and the largest industrial R&D organisation in the world. The research activities of the organisation carried out in its 38 laboratories located in metros and farthest corners of the country, cover diverse activities ranging from oceanography to aviation, biochemistry to chemicals, mining to energy etc. Its capabilities and competencies are embodied in its 5000 highly qualified scientists and an equally able supporting staff. CSIR is pioneer in mobilizing and influencing national thinking on patent related issues and concerns. On organizational level, it is seeking to maximize benefits from its intellectual capital. The focus of HRDC is to provide and hone the intellectual skills of CSIR personnel in organizational, managerial and technical domains and cultivate a culture of innovation as pre-requisite to excel. The HRDC endeavors not only to compete with the best but also set in new trends for CSIR and for the nation as a whole.

PROGRAMME

Day-1

- 0915-0930 : Registration
- 0930-1050 : International Intellectual Property scenario, its growing influence and impact on Business. Vinod Khurana
- 1050-1110 : Tea
- 1110-1230 : Building IP Conscious Organisations. Paul. Krieger
- 1230-1345 : IP Portfolio Management Strategy (development, acquisition, alliances, transfer, commercialisation) John Callahan
- 1345-1445 : Lunch
- 1445-1600 : Transfer of Technology and Licensing: Negotiation, Contracts & Pricing. Walter Bratic
- 1600-1620 : Tea
- 1620-1800 : Protection and Enforcement of Intellectual Property Rights: Legal issues. Paul Krieger

Day-2

- 0930-1050 : Sensitivity and importance of Intellectual Property issues (Due-diligence) in Joint Venture, Acquisition & Merger and Franchising. John Callahan
- 1050-1110 : Tea
- 1110-1230 : Research, Industry and Academia interfacing for innovation management. Walter Bratic
- 1230-1345 : IPR Risk Management: How to systematically structure and scientifically mitigate IPR Risk? Vinod Khurana
- 1345-1445 : Lunch
- 1445-1600 : Importance of Trade Secret in present global environments. Employer-Employee relations in creation, protection and commercialisation of Intellectual Property. Paul Krieger
- 1600-1620 : Tea
- 1620-1800 : Valuation of Intellectual Property, its importance, methodology and how does the valuation help in promotion and commercialization of Intellectual Property. Walter Bratic & Vinod Khurana

Day-3

- 0830- 1000 : IP as low investment growth tool. Walter Bratic
- 1000-1120 : IPR-Audit; its importance in structuring and executing IP strategy. Vinod Khurana
- 1120-1140 : Tea
- 1140-1300 : Theft of IPR: Managing and Mitigating Theft, Infringement, Counterfeit, and Piracy. John Callahan
- 1300-1430 : Case Study: IP for business growth. Paul. Krieger
- 1430-1440 : Closing -Session
- 1440 On wards : Lunch
- 1530 On wards : Drop at Airport and Railway Station



INSTITUTE OF INTELLECTUAL PROPERTY RESEARCH AND DEVELOPMENT



HUMAN RESOURCE DEVELOPMENT CENTRE
(Council of Scientific & Industrial Research)

Present

THREE DAYS WORKSHOP

On

LEVERAGING INTELLECTUAL PROPERTY FOR BUSINESS GROWTH



WITH FOCUS ON:

IPR-Growing Influence in Business Promotion, Creation of IP Culture, IP Growth & Commercialisation Strategy, Patent & Trademark Portfolio Management, IPR Risk Management and Protection Strategy

From: 6th to 8th August 2007

REGISTRATION FORM

Please register the following participant:
Name _____

Organization _____

Designation _____

Address _____

Telephones & Fax _____

Web & E-mail _____

Delegation Fee:

Rs. 12000/- per participant (non-Residential for Indian Delegates)
US \$ 300/- per participant (Non-Residential for Foreign Delegates)

Additional Charge for Residential Delegation:

Rs. 5000/- for Indian Delegate and US \$ 200/- for Foreign Delegates.

Please mail the complete form for Registration along with your payment in favour of "Institute of Intellectual Property Research and Development" to:

Mr. Vinod Khurana
Executive Director
Institute of Intellectual Property Research and Development
IFAIA Centre, S-20-22,
Greater Noida Shopping Plaza,
UPSIDC, Site-IV, Plot No: S-7/2, Kasna Road, Greater Noida-201308, UP, India

Emails: iiprd@sify.com or khuranavinod@yahoo.com

For any query please contact:

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Mobile +91-9810954352

John T. Callahan: John Callahan received his Bachelor of Chemical Engineering in the year 1985 from Catholic University of America and his J.D. from University of Baltimore School of Law in 1990. His practice includes all aspects of intellectual property law, with a particular focus on district court litigation and interference proceedings at US. In addition to his litigation and interference practice, Mr. Callahan counsels a variety of international and domestic clients regarding U.S. intellectual property law including providing clearance, enforceability, and validity opinions. He also counsels clients with licensing matters, due-diligence, formulating strategy on building Patent Portfolio and assists clients in the procurement of both U.S. and foreign patents. Mr. Callahan's experience includes the drafting and worldwide prosecution of numerous applications as well as the specialized practice in the U.S. of reissue and reexamination proceedings. Mr. Callahan has lectured widely on U.S. Intellectual Property Laws and Practices on how to create, promote, protect and commercialize Intellectual Property Globally, in the U.S., Europe, Korea, Japan and India.



SCHEDULE

- Duration** : Three Days
- Dates** : 06-08 Aug' 2007
- Fees** :
 - Non-Residential : Rs. 12000/- per participant US \$ 300/- per participant for foreign delegates)
 - Residential : Additional Rs. 5000/- for Indian Delegate and US \$ 200/- for Foreign Delegates for Single well furnished A/C accommodation for three days stay (lodging & Boarding, Stay from 05th to 08th Aug'07 before 1800hrs; Including Pick up and Drop from Delhi Airport/ Railway Station). Delegates will be dropped back at Airport/ Railway Station by 1700hrs on 08th Aug' and can plan their departure accordingly.
- Accommodation for the Speakers and the Delegates is arranged at Human Resource Development Centre, Sector-19, Kamla Nehru Nagar, Central Government Enclave, Ghaziabad-201002, for location whereabouts log on to www.csirhrdc.res.in
- Venue for Symposium** : Human Resource Development Centre, Sector-19, Kamla Nehru Nagar, Central Government Enclave, Ghaziabad
- Contact Person** : Varun Khurana 0-9810954352
- For any assistance** : iiprd@sify.com or khuranavinod@yahoo.com (Mob No: +91-9810281321)
- Write to** : Or Naresh Kumar, Officer on Special Duty or SN Sharma, Consultant Human Resource Development Centre osd@csirhrdc.res.in (Tel: 0120-2788937 Fax: 2788939)

WHO SHOULD ATTEND

IP Managers, IP Professionals & Consultant, IP Agents & Attorneys in the field of Practice, Professionals in Legal Domain, Project Managers, Senior Executives in the field of Promotion, Protection and Commercialisation of Intellectual Property in any manner and Executives in the field of Business Risk Management and Business Development.

ABOUT THE FACULTY

Paul E. Krieger : Paul Krieger is a senior partner in Fulbright & Jaworski L.L.P.'s Houston office and heads the firm's Intellectual Property and Technology Department. Fulbright is one of the largest law firms in the United States with nearly 1,000 attorneys and more than 50 integrated practice areas. Paul did his B.S., Min. Engr. in 1964 from University of Pittsburgh and LL.M. in 1971 from George Washington University after his LL.B. in 1968 from University of Maryland. Paul was admitted to practice law in Texas in 1980. He has been lead counsel in more than 60 patent, trademark and copyright lawsuits in courts throughout the United States, and is a frequent lecturer and author on intellectual property topics to groups of attorneys and business executives in the United States, Europe and Asia. He is a case note editor for Jones McClure's O'Connor's Federal Intellectual Property Codes. Paul has published scores of papers on various subjects related to Intellectual Property in various magazines and publications. Paul has completed mediation training for litigated cases at the Straus Institute for Dispute Resolution at Pepperdine University School of Law and the mediation training course at Harvard University. He is also an adjunct professor at the University of Houston Law Center where he has taught the trademark and trade secret law courses for the past 20 years. He has lectured for practicing law institutes in the US, UK, Italy, China, Japan, India among other countries on topics related to patent infringements, protections and litigations.



V. WALTER BRATIC : Walter is a Vice President with Charles River Associates International, Inc. with his office based in Huston, USA. Before taking over this assignment he worked with PriceWaterhouseCooper. Mr. Bratic is a member of the American Institute of Certified Public Accountants and his education includes a B.A. from University of Pennsylvania, Phi Beta Kappa from Summa Cum Laude and M.B.A. from Wharton Graduate School, University of Pennsylvania. Mr. Bratic has extensive experience in a broad range of intellectual property subject matter. He has conducted valuation, licensing negotiations and strategic management studies involving intellectual property for corporate clients including multinational and international joint ventures, start-up and development stage companies. He has performed research and analysis regarding industry dynamics and IP management practices, portfolio optimization, evaluation of corporate IP strategies, and effects of technology investment, innovation, adoption and transfer on competition. He has also analyzed industry standard setting and related licensing practices. Mr. Bratic has testified in federal and state court, ICC, ITC and AAA proceedings related to intellectual property issues, including: economic, financial, accounting and business matters as they relate to damages, technology trends and industry licensing practices. Mr. Bratic has also addressed, and testified to, antitrust and competition, standard setting and patent misuse issues in various cases. Mr. Bratic has also served as a court appointed expert and consultant on valuation and damages issues.



Vinod Khurana: Vinod Khurana has been in the field of business finance for the last 30 years. Khurana started his practice in fraud investigation in late nineties. He has been researching and educating on fighting frauds & white-collar crimes, by practicing a mix of Accounting, Law, Intellectual Property, Ethics and Criminology coupled with his professional qualification being a B.Com, PGDFA, LLB, MBA, AICWA, CFA among other specialization qualifications in Investigation and Commercialization of Intellectual Property. Vinod Khurana is the Executive Director of the Institute of Intellectual Property Research & Development. Mr. Khurana has been speaking on IP Valuation, Due Diligence and Theft of Intellectual Property at various Industrial Forums, National and International Seminars and has undertaken Due diligence, Valuation of various Intellectual Properties including Brands and has negotiated and executed various deals related to Transfer of Technologies for various corporates. Khurana is also the President of the Institute of Forensic Accounting And Investigative Audit with focus on prevention, Detection & Investigation of all kinds of Financial and Intellectual Property Frauds. Khurana is a member of Delhi Bar Council and has fought various legal disputes on breach of contract and misappropriation of funds and Intellectual Properties, including corporate, which find their place in the top 500 fortune companies in the world. Department of Economic Affairs, Ministry of Finance, Government of India has also empanelled him for appointment as Special Director on the Board of Sick Industrial Companies.

