

HUMAN RESOURCE 유 INTELLECTUAL <u>o</u>f Scientific **PROPERTY** Qο **EVELOPMENT RESEARCH AND DEVELOPMENT** CENTRE

LEVERAGING

BUSINESS GROV

GROWTH

THREE

WORKS

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(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

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.

(REGISTRATION FORM)

Please register the following participant:
Name
Organization
DesignationAddress
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

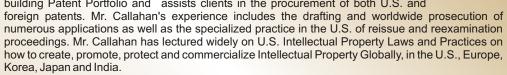
Executive Director Institute of Intellectual Property Research and Development IFAIA Centre, S-20-22, Greater Noida Shopping Plaza, UPSIDC, Site-IV, Plot No: S-7/2, Kasna Road, Greater Noida-201308, UP, India

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

For any query please contact:

Varun Khurana Phone: +91-120-2342010/ 11, 2340556 Fax: +91-120-2340557 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



SCHEDULE

Duration	: Three Days
Dates	: 06-08 Aug' 2007
Foos	

Non-Residential: Rs. 12000/- per participant US \$ 300/- per participant for foreign

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

: Varun Khurana 0-9810954352 Contact Person

Write to

Residential

For any assistance: Vinod Khurana, Executive Director (0120-2342010/11) iiprd@sify.com or khuranavinod@yahoo.com (Mob No: +91-9810281321)

Naresh Kumar, Officer on Special Duty or S N 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

PROGRAMME

		<u>Day-1</u>		
	0915-0930 :	Registration		
	0930-1050 :	International Intellectual Property scenario, its growing influence Business.	e and impact on Vinod Khurana	
	1050-1110 :	Tea		
	1110-1230 :	Building IP Conscious Organisations.	Paul. Krieger	
	1230-1345 :	IP Portfolio Management Strategy (development, acquisition, al commercialisation)	liances, transfer, John Callahan	
	1345-1445 :	Lunch		
	1445-1600 :	Transfer of Technology and Licensing: Negotiation, Contracts 8	Pricing. Walter Bratic	
	1600-1620 :	Tea		
	1620-1800 :	Protection and Enforcement of Intellectual Property Rights: Leg	al issues. Paul Krieger	
<u>Day-2</u>				
	0930-1050 :	Sensitivity and importance of Intellectual Property issues (D Joint Venture, Acquisition & Merger and Franchising.	ue- diligence) in John Callahan	
	1050-1110 :	Tea		
	1110-1230 :	Research, Industry and Academia interfacing for innovation man	nagement. Walter Bratic	
	1230-1345 :	IPR Risk Management: How to systematically structure a mitigate IPR Risk?	and scientifically Vinod Khurana	
	1345-1445 :	Lunch		
	14 45-1600 :	Importance of Trade Secret in present global environme Employee relations in creation, protection and commercialisation Property.		
	1600-1620 :	Tea		
	1620-1800 :	Valuation of Intellectual Property, its importance, methodology a valuation help in promotion and commercialization of Intellectual Walter Bratic &	nd how does the ual Property. & Vinod Khurana	
	1930 -2200 :	Dinner		
<u>Day-3</u>				
	0830-1000 :	IP as low investment growth tool.	Walter Bratic	
	1000-1120 :	IPR-Audit; its importance in structuring and executing IP strateg	y.	
			Vinod Khurana	
	1120-1140 :	Tea		
	1140-1300 :	Theft of IPR: Managing and Mitigating Theft, Infringement, Piracy.	Counterfeit, and John Callahan	
	1300-1430 :	Case Study: IP for business growth.	Paul. Krieger	
	1430-1440 :	Closing - Session		
	1440 On wards	: Lunch		

INSTITUTE OF INTELLECTUAL PROPERTY RESEARCH AND DEVELOPMENT



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)

(ABOUT THE SYMPOSIUM)

In today's business, Intellectual Property is the most powerful commercial asset that the business possesses. In fact, Intellectual Property are the spark plugs that give thunderous start and brings the investments in monetary, fixed and intangible assets to profitable life, which otherwise could well remain dormant. Therefore the Intellectual Property world over, has given the whole business a new paradigm. At the same time the scope and definition of Intellectual Property is expanding with the growth of international trade and globalization of economic activities, hence the business establishments need to understand the international scenario and profile of Intellectual Property to best utilize their Intellectual Properties Portfolios for their existence and for their growth, in this competitive world.

To-day is the right time for any establishment to invest in Intellectual Property, to make it a formidable asset and central force for tomorrow's growth through blending of resources in unique way. It is also inevitable that the Intellectual Property would enjoy enhanced prestige, as this new economic paradigm become dominant as more and more number of mergers, acquisition and strategic alliances go through and the business networking expands. That is why the numbers of major "Intellectual Property Wars" are growing between competitors and contemporaries, besides growing threat from international exploiters. At the same time, to-day the Intellectual Property market is wide open for easy grab and commercialisation, however largely Indian Business and R&D establishments have not fully exploited the value that these intangible assets provide. Truly speaking there is an urgent need for all establishments to understand the complete IP Inventories that they create and develop, but often lose focus on how to protect and commercialise them. The Workshop is a sincere effort to deliberate and explain the real insights of the issues and to share the practical experience of the best of the experts in the field with the delegates, for better understanding of the issues.

(HOW THE SYMPOSIUM IS UNIQUE)

Creation, Protection and Exploitation of Intellectual Property is an expensive game and needs perfect business strategy. The monopoly rights granted through various statutes can only be gainfully utilised globally, if there is comprehensive knowledge on existing Laws & Practices and other related issues prevalent not only in India but also abroad. To provide the comprehensive knowledge on international practices and to address all the questions that the delegates will have, the best of the team from International reputed establishments and from India would get-together on a single platform. Each speaker has decades of experience in the field, who would adopt most practical methodology of imparting education by sharing their experience through various case studies. The detailed profile of each speaker is mentioned separately. This is an outstanding learning opportunity to share the experience and interact with the experts to understand the insight of the issues for developing a right IP strategy for the business growth. The speaking materials will be sent to the delegates registered for the conference in advance for better understanding and for wider deliberation during the workshop. Delegates will have ample opportunities to discuss IP problems on a confidential basis with all or any of the speakers as the arrangement for all the delegates and the speakers for the residential stay are made in the same complex, which has best of the ambiance and infrastructure. We assure you the symposium would certainly increase the awareness on various IP Issues to a great level, which often are not deliberated and are generally lost sight of, though being extremely critical for the growth of the business; therefore the programme is a must for all practicing and non-practicing executives/professionals

(ABOUT THE FACULTY)

<u>Paul E. Krieger</u>: 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 LLM in 1971 from George Washington University after his LLB 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

Drop at Airport and Railway Station

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 n Institute of Certified Public Accountants and his educe 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 Affair, Ministry of Finance, Government of India has also empanelled him for appointment as Special Director on the Board of Sick Industrial Companies.