



## ONE- DAY SYMPOSIUM

## “INTELLECTUAL PROPERTY PROFILE IN BUSINESS COMPOSITION”

# HOW TO DEVELOP, STRATEGISE & DOVETAIL INTELLECTUAL PROPERTY PROFILE IN PRESENT BUSINESS SCENARIO FOR CREATION, PROMOTION, PROTECTION AND COMMERCIALISATION OF INTELLECTUAL PROPERTY, FOR BUSINESS GROWTH

[illegible]

PLACE	DATE	VENUE (HOTELS)
Chennai	16 <sup>th</sup> December	Taj Coromandel
Mumbai	18 <sup>th</sup> December	Le Royal Meridien
New Delhi	20 <sup>th</sup> December	Radisson

as it's **Low Investment Growth Mantra**

**www.iiprp.com**

## ABOUT THE SYMPOSIUM

In today's business, Intellectual Property is the most powerful commercial asset that the corporate possesses, in fact Intellectual Property are the sparkling assets, they are the spark plugs that give thunderous start and bring the investments in monetary, fixed and intangible assets to profitable life, which otherwise could well remain sleepy. At the same time the definition of Intellectual Property is expanding with the growth of international trade and globalization of economic activities, and Intellectual Property world over, has given the whole business a new paradigm. In India the concept of Intellectual Property as a business activity and of its commercialization is still to fully develop and at the same time the business establishments need to shake up their idle intellectual properties inventories for better management and commercial gains.

Largely, Indian Companies have not fully understood the value that these intangible assets can provide and how can they be best utilised in net-working, truly speaking we need to change the mind-set. There is an urgent need for all business establishments to understand the complete scenario of mental and creative work that they create and develop, but often lose the focus on how to protect and commercialise. The Symposium is a sincere effort in this direction to explain the insights of the issues and share the practical experience with the delegates in order to create, promote, protect and commercialise the intellectual property, in structured manner.

Today the Intellectual Property market is wide open for commercialisation and is available for grab. It is also inevitable that in time to come, the intellectual property would enjoy enhanced prestige, as this new economic paradigm become dominant and more the number of merger, acquisition and strategic alliances go through and the business networking expands. Today is the right time for any business to invest in Intellectual Property, to make it a formidable asset tomorrow, as the Intellectual Property takes time to yield results and needs blending of resources in unique way, but once it starts giving results, it only pours. Therefore the complete understanding on blending of resources is must and the symposium assures you to provide the practical and real insight on how to create, promote, protect and commercialise the intellectual property and frame the right strategy, to make Intellectual Property as Low Investment Growth Mantra.

## HOW THE SEMINAR IS UNIQUE

The symposium is highly relevant in present business environments and would cover various practical aspects of Intellectual Property in corporate working. It would provide a platform to understand and frankly deliberate the insight and nitty-gritty that the corporates are not exposed to otherwise. The case studies that would be highlighted and discussed are primarily handled by the speakers themselves and would provide the direction to formulate the right strategies for creation, promotion, protection and commercialisation of Patents, Trademarks, Trade Secrets and other Intellectual Properties. We assure you the symposium would certainly increase the awareness on various critical intellectual property issues to a great level of understanding, which often are not deliberated and are generally lost sight of, though being extremely critical for the growth of the business. Therefore the symposium is must for all senior executives and would be of tremendous help in all time to come.

## ABOUT THE INSTITUTE

The Institute of Intellectual Property Research and Practice was formed in the year 1995, to provide education, industrial training and related services to the business houses, in the field of intellectual property rights, in an international scenario. Intellectual property being intangible in nature is more fragile and needs international protection and commercialization in a global economy. In order to protect and commercialize intellectual property, the knowledge and update of International Scenario of intellectual property is critical. The institute has been regularly holding national and international symposiums/ workshop as one of its focused activities to educate and sensitize Indian industry with the current happenings in intellectual property. The Institute organizes these seminars on its own or in collaboration with various Government and International Establishments and has held dozens 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 provides the platform and medium to business houses to create, promote, protect and commercialize their intellectual properties to maximize the commercial gains and hone intellectual skills in the field of IPR in India & abroad. In this direction the Institute helps in formulating right IP Strategy, has established a Valuation Center which undertakes valuation of intellectual property and an IPR Audit Cell which undertakes due-diligence in order to make Intellectual Property as low investment growth mantra and manage IPR-Risk. The Institute also provides assistance in transfer of technology, licensing, remittance, accounting of damages and losses for infringements, verification of royalties and license fee to foreign countries and many more cognate and allied subjects. The Institute has a centrally air-conditioned and well laid out premises. It has well furnished and equipped library holding more than 4000 books on intellectual property itself and all these facilities are directed towards the goal of learning and understanding the importance of intellectual property for small and big business houses.

## THE SYMPOSIUM IS MUST FOR

Promoters, Directors, Chief Executives and all Senior Executives irrespective of their professional domain, as awareness and insight knowledge of Intellectual Property is must for one and all, and no professional domain can operate in today's business scenario without the practical knowledge of Intellectual Property, particularly the Commercial, Marketing, Risk Management and Financial Executives at all Corporate. The Symposium may prove to be an eye opener in management of your commercial activities and measuring your corporate Intellectual Property Risk, as anything that gets measured gets monitored and surely Intellectual Property Risk is no different. So come and join us at the symposium and we assure you a great value addition.

SCHEDULE		
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New Delhi	20 <sup>th</sup> December	Radisson

DELEGATION FEES: Rs. 6734/- (Inclusive of Service tax Rs. 6000+ 734) Per Delegate

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## About The Faculty

### **Mr. Amar Raj Lall**

Mr. Amar Raj Lall did his B Sc. (Banking) from London School of Economics in the year 1948 and Masters in Economics from Punjab University; thereafter he undertook his legal studies in London and he is Barrister-at-Law. He started his career as advocate in India based in New Delhi and practiced primarily on corporate issues with focus on Intellectual Property Matters. During the early seventies, he started practicing exclusively in Intellectual Property. In early eighties, he established his own Intellectual Property Firm Lall Lahiri & Salhotra and is presently one of the leading IP Firm in India, with large number of National and International Clients who find their names in fortune 500 companies in the world. Mr. Lall has fought and seen through hundreds of Intellectual Property disputes and legal battles containing multifarious issues, involving best of the best companies in India and Abroad at different Courts and Jurisdictions.



Mr. Lall has been researching, writing and speaking on intellectual property matters in diverse forums in the United States, Europe, Japan, and of course India for the last many years. Mr. Lall has undertaken large number of Intellectual Property Due-Diligences on merger and acquisitions, involving multinational corporations in India and abroad and has been in this field for the last thirty years.

In the year 1995, immediately on signing of WTO agreement, wherein the Intellectual Property was one of the major agreements, Mr. Lall had perceived the Importance of Intellectual Property in new business scenario, and he realized the urgent need to impart education to business establishments on National and International Laws and Practices, as a consequence he established the Institute of Intellectual Property Research & Practice and is the life president of Institute.

### **Mr. Vinod Khurana:**

Mr. Vinod Khurana has been in the field of business finance for the last 30 years. In the early years of his career he has worked at the senior position in the Govt. and Corporate Sector. Mr. 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, Computerization, Intellectual Property, Ethics and Criminology coupled with his professional qualification being a B.COM, PGDFA, LLB, MBA, AICWA, CFA among other specialized qualifications in Investigation and Commercialization of Intellectual Property. Mr. Vinod Khurana is the President of the Institute of Forensic Accounting and Investigative Audit.



Mr. Khurana is also the Executive Director of the Institute of Intellectual Property Research and Practices; where in his personal focus is on Due-Diligence, Valuation and Theft of Intellectual Property. Mr. Khurana has been speaking on IP Valuation, Due Diligence and Theft of Intellectual Property at various Industrial Forums, National and International Seminars. Mr. Khurana has also undertaken Valuation of Various Intellectual Property including Brands and has executed and negotiated various deals related to transfer of Technologies. Mr. Vinod Khurana is a member of Delhi Bar Council and has also fought various legal disputes on breach of contract and misappropriation of funds and Intellectual Properties involving 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.

## REGISTRATION FORM

Please register the following participant:

Name \_\_\_\_\_

Organization \_\_\_\_\_

Designation \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Telephones & Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Registration Fees: Rs. 6734/- per delegate

Indicate place where you wish to attend:

Chennai ☐ Mumbai ☐ New Delhi ☐

Enclosed is Cheque/Draft in favor of  
"Institute of Intellectual Property Research & Practice"  
payable at New Delhi.  
Draft/Cheque No. \_\_\_\_\_ Dated \_\_\_\_\_

Drawn on \_\_\_\_\_

Signature

Use photocopy for more participants, if required.

Please mail the form along with your payment to:

#### **Mr. Vinod Khurana**

Executive Director  
Institute of Intellectual Property Research and Practice  
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or

#### **Mr. Amar Raj Lall,**

President  
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## ONE POINT DESTINATION FOR ALL CORPORATE NEEDS ON:

- IPR Due-Diligence on Acquisitions, Mergers and Strategy Formulation
- Trade Mark & Brand Valuation
- Valuation of Intellectual Property
- IPR Audit
- IP Strategy Analysis & Formulation
- Establishing, Structuring & Finalisation of Licensing Agreements
- Assistance in Transfer of Technology, End-to-End Support
- Accounting of Damages for Infringements
- IPR Theft Investigation



## INSTITUTE OF INTELLECTUAL PROPERTY RESEARCH & PRACTICE

### PROGRAMME

0900-Onwards: Registration

#### Session-1

0930-1130: IPR-Overview: Broadly Covering IPR Laws and Practices in India, International IPR Scenario and its Impact on Indian Companies, Intellectual Property Building Strategy, Commercialisation of IPR and How to Create Network for IPR Commercialisation. IPR Portfolio as Business Investments.

1130-1145: Tea break

#### Session-II

1145-1330: Intellectual Property Due-Diligence & IPR Risk Management: Broadly Covering IPR Due-Diligence on Acquisition and Merger, Its Importance & Areas Which Needs to be Looked Into and its Methodology. Areas of IPR Risk, How to Scientifically Structure and Systematically Manage IPR Risk

1300-1350: Lunch

#### Technical Session-III

1350-1530: Theft of Intellectual Property: Broadly Covering Kinds of Theft, Corporate Vulnerability to Theft Menace on Various Fronts and How to Manage and Prevent IPR Theft, Third Party Infringement and Its Consequences on Business, Judiciary Role in Protection of IPR

1530-1550: Tea Break

#### Technical Session-IV

1550-1730: Intellectual Property Valuation, its Methodology and Importance. How Does the Valuation Helps in Controlling and Monitoring Effectiveness of Intellectual Property Building Cost, Including Marketing and Advertisement Expenses, Which Culminates in Brand Building.

1730-1800: Open House for Any Question on Creation, Promotion, Protection & Commercialisation of Intellectual Property

## Some of the Recently Organised Programme by the Institute

### Six Days Workshop on European Patent Laws & Practices 25th Oct' to 30th Oct'2004



### Journey From Trade Mark To Brand Equity 22nd to 24th November 2004



### Six Days Workshop on United States Patent Laws & Practices 11th April to 16th April'2005



### International Trade Mark Laws & Practices 19th to 21st December 2005



### Six Days Workshop on Drafting and Prosecution of Patent Applications Covering United States & European Patent Laws 16th to 21st Jan'2006



### An Advanced Topics Symposium on Current Patent Issues & US Trade Mark Laws 8th & 9th Sep' New Delhi & 11th & 12th Sep'06 Mumbai

