



ORGANISERS



Confederation of Indian Industry  
Since 1895

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the growth of industry in India, partnering industry and government alike through advisory and consultative processes.

CII is a non-government, not-for-profit, industry led and industry managed organisation, playing a proactive role in India's development process. Founded over 115 years ago, it is India's premier business association, with a direct membership of over 8100 organisations from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 90,000 companies from around 400 national and regional sectoral associations.

CII catalyses change by working closely with government on policy issues, enhancing efficiency, competitiveness and expanding business opportunities for industry through a range of specialised services and global linkages. It also provides a platform for sectoral consensus building and networking. Major emphasis is laid on projecting a positive image of business, assisting industry to identify and execute corporate citizenship programmes. Partnerships with over 120 NGOs across the country carry forward our initiatives in integrated and inclusive development, which include health, education, livelihood, diversity management, skill development and environment, to name a few.

CII has taken up the agenda of "Business for Livelihood" for the year 2010-11. Businesses are part of civil society and creating livelihoods is the best act of corporate social responsibility. Looking ahead, the focus for 2010-11 would be on the four key Enablers for Sustainable Enterprises: Education, Employability, Innovation and Entrepreneurship. While Education and Employability help create a qualified and skilled workforce, Innovation and Entrepreneurship would drive growth and employment generation.

With 64 offices in India, 9 overseas in Australia, Austria, China, France, Germany, Japan, Singapore, UK, and USA, and institutional partnerships with 223 counterpart organisations in 90 countries, CII serves as a reference point for Indian industry and the international business community.



Andhra Pradesh Technology  
Development & Promotion Centre

APTDC is incorporated as a Society. An apex Governing Council, chaired by the Secretary of the Department of Science & Technology, Govt. of India and consisting of members from Govt. Of India, Govt. of AP, TIFAC, and CII guide, monitor and control the operations of the centre and lay down policy guidelines and resolve policy issues. An Executive Committee chaired by the chairman/chairperson of CII Andhra Pradesh state and consisting of members from CII and TIFAC guide and monitor the day-to-day activities of APTDC.

A team of highly qualified and experienced engineers from diverse fields, networked with Indian and overseas institutions is the core strength of APTDC.

CII-APTDC has an IPR facilitation cell set up with the joint effort of CII, Govt of AP and TIFAC at Hyderabad. This is a first of its kind in the country conceived as a one stop shop for all IPR service requirements.

Services offered:

1. Patent Information and Analysis
2. Patentability Assessment Criteria Report
3. IPR Advisory services
4. IP Protection facilitation (Filing of Patents, Trademarks, Designs, GI & Copyrights)
5. IP Management Services (eg: formulating an IP policy, introducing best practices & IP Management tools)

[www.aptdc.com](http://www.aptdc.com)



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National Conference On



Building Next Practices of  
**IP MANAGEMENT**

Patent  
Design  
Trademarks  
Copyrights  
Trade secrets

For Further Details  
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15 - 16 July 2010, Hotel Taj Krishna, Hyderabad, India

## Overview & Background:

The national conference on building next practices on Intellectual Property (IP) management organized by The confederation of Indian Industry and Andhra Pradesh technology Development and Promotion Centre (APTDC) aims to take stock of the current scenario and adopt the next practices of IP management around the world, build an national and international network of professionals interested in the development of the nascent field of IP management as well as propose strategies for fostering the development of IP management best practices in India.

Intellectual Property has become a key consideration in day to day business decisions. IPR is an essential tool for achieving competitiveness in today's business environment.

Many new products and services developed by companies and organizations embody different types of Intellectual Property (Patents, trademarks, designs, copyrights, trade secrets etc.). Companies need to dedicate resources and time for Creation, Protection and Management of Intellectual Property in order to achieve & sustain competitiveness at the market place.

While acquiring IP protection is an important initial step, effective Intellectual Property management means more than protecting a company's Intellectual Property. It actually involves, in addition to protecting companies' inventions, a company's ability to commercialize its inventions, market its brands, license the know-hows, transfer technologies, conclude JVs and monitor & enforce IPRs. Leading companies and organizations increasingly consider Intellectual Property management as part of overall business plan and use it effectively in driving the business strategies.

## The Need

To be Competitive in Global environment, especially as the business is becoming Technology focused, it is necessary for the Corporates to align IPR and IP management in their business strategy so that they are under no threat of "Litigation" or "Infringement" Issues.

Creativity & Innovation are the essential ingredients to be nurtured if we plan to create more wealth out of Intellectual Property. It is important that there are proper mechanisms to identify invention to finally convert them into tangible assets for Corporate. This Mechanism can be triggered if the environment is conducive for IP Promotion, Identification & Protection. These three steps of channelising IP into Business is IP management.

IP has emerged as a key driver for building and sustaining competitive advantage in the contemporary knowledge economy. Policy advisors and decision makers regard IP as a means for promoting creativity and innovation and economic development. Firms view IP as a valuable corporate asset and a strategic business tool. Recent research indicates that over 50% of the value of many business organizations is attributed to IP. Increasing significance of IP is forcing business organizations to actively manage IP.

IP management education and research is in a nascent phase. Most business schools and faculties of management science have no IP management education and research programs. Furthermore there is presently an acute shortage of resources (text books and case studies) and resource persons (lecturers and professors) on this subject. Although the number of research papers presented at the Academy of Management and similar meetings have been steadily increasing over the past years there is still much work to be done to integrate IP as part of mainstream management discipline.

What should be the research agenda in the field of IP management? How should academics and managers deal with the ever changing world of IP including ongoing developments at the national and international level? How do we bring together the disciplines of IP and management in a coherent manner which meets the test of rigor and relevance?

IP management has emerged as a major area of business competence. It has become as important as understanding innovation, technology, marketing, finance, corporate governance, industrial economics and strategy.

A level Playing field has to be set to channelise IP management for Wealth Creation Opportunities. In the same context Confederation of Indian Industry and APTDC proposes to hold an "IP CLINIC" in this conference with the support of Indian Patent Office (IPO) Govt. of India for the benefit of the Indian Industry.

## Objectives of the National Conference:

- Develop an understanding of the basic concepts of IP management and learn about recent developments and next best practices in this field.
- Shape the future of IP management in India among Industry and Academia
- To provide a forum to learn implications of various important tools of Management of Intellectual Property Rights for enhancing competitiveness.
- Create a platform for Industry and Institutes to collaborate in this important Mission
- To share best Practices through case studies from leading corporates and Institutions.
- Establish linkages and partnerships with IP management professionals, teachers and researchers in the Country.

We will invite the who's who from all sectors of the Industry all over India along with IP professionals and Advisors from the Govt of India and AP to address the sessions.

## Who Can Participate?

This conference will be beneficial to IP managers; consultants and professional who wish to shape the future of IP management Representatives from government agencies, including IP offices, business associations, chambers of commerce and other bodies with an interest in the subject of IP management education and research will also find the program useful.

This conference is also designed for professors, researchers and administrators and faculties of management science who seek a working knowledge of IP management with a view to launching educational and research programs in this emerging field.

## PROGRAMME

### Day 1: Thursday, July 15, 2010

- 0900-1000 Hrs Registration
- 1000-1100 Hrs Inaugural Session
- 1100-1115 Hrs Tea / Coffee
- 1115-1300 Hrs Business Leaders Forum on IP Management and their strategic relevance- Global Perspective
- 1300-1400 Hrs Lunch
- 1400-1600 Hrs Panel Discussion: Managing IPRs: Internal Assessment of Technology /Brands/Design /IP valuation and Commercialization ,IP licensing and Strategic Alliances
- 1600-1630 Hrs Tea / Coffee
- 1630-1800 Hrs IP Clinic- An interactive session with Indian Patent office Officials and Indian Industry
- 1800 Hrs Close of Day 1

### Day 2: Friday, July 16, 2010

- 1000-1130 Hrs Cases studies : Role of IP Management in Competitiveness of Indian Industry: View Point from Pharma, Automotive, FMCG and IT Sector
- 1130-1200 Hrs Tea / Coffee
- 1200-1330 Hrs B2B Forum: IP practitioners view points on IP management Challenges and Issues in Indian IP system
- 1330-1430 Hrs Lunch & Close



### Faculty:

Eminent IPR experts from the country and abroad, Policy makers and Practitioners will be invited to make presentations and share their experiences.