



Confederation of Indian Industry
Since 1895



**National Conference
On
Building Next Practices of Intellectual Property Management**

15-16 July 2010, Hotel Taj Krishna, Hyderabad, India

TENTATIVE PROGRAMME

Day 1: Thursday, July 15, 2010

0900 – 1000 Hrs	Registration
1000 – 1100 Hrs	Inaugural Session
1000 – 1010 Hrs	Welcome Address Mr. Shakti Sagar, Chairman CII –AP & Managing Director, ADP Pvt. Ltd
1010-1030 Hrs	Keynote Address Mr. P H Kurian, IAS, Contoller General of Patents, TM and Design, Govt. of India
1030-1050 Hrs	Inaugural Address Mr. B Sam Bob, IAS, Principal Secretary, Department of Industry and Commerce, Government of Andhra Pradesh
1050-1100 Hrs	Concluding Remarks Mr. Jaydev Galla, Vice-Chairman CII-AP & Managing Director, Amara Raja Batteries Ltd
1100 – 1115 Hrs	Tea / Coffee
1115 – 1500 Hrs	Special Plenary: Business Leaders Forum on IP Management
1115 – 1135 Hrs	<i>Strategies to build a quality portfolio of IP assets that will provide a competitive advantage and open up new business options.</i> Kishor Chaukar, Managing Director, TATA Industries
1135 – 1145 Hrs	Open Discussion
1145 – 1150 Hrs	<i>Administrative Break¹</i>
1150 – 1210 Hrs	<i>Developing deep industry expertise, practical tools, powerful research capabilities and innovative thinking -- together with global skills in application services to ignite growth in business.</i> Shanker Annaswamy, Managing Director, IBM India Pvt Ltd
1210 – 1215 Hrs	Open Discussion
1215 – 1220 Hrs	<i>Administrative Break</i>
1220 – 1240 Hrs	<i>Setting new benchmarks in Innovation and Quality that epitomizes the tremendous progress of Indian biotechnology in the global arena.</i> Dr. Krishna M Ella, Chairman and Managing Director, Bharat Biotech International Ltd
1240 – 1300 Hrs	Open Discussion
1300 – 1400 Hrs	Lunch

¹ Change over of the dias for the next business leader to deliver keynote address on the identified topic.

Continuation of the Special Plenary

1400 – 1420 Hrs	<i>Building strong IP portfolio and products to give an edge in an increasingly competitive global market and to provide affordable medication to people across the world, regardless of geographic and socio-economic barriers.</i> Mr. Ranjit Shahani , Vice Chairman and Managing Director, Novartis India Ltd
1420 – 1430 Hrs	Open Discussion
1430 – 1435 Hrs	<i>Administrative Break</i>
1435 – 1455 Hrs	<i>Focusing on promoting an innovation-led R&D culture and developing a healthy pipeline of patents and provide solutions to industry based on innovation and research</i> Mohan Bhandari , Founder & CMD, Bilcare Ltd
1455 – 1510 Hrs	Open Discussion
1510 – 1515 Hrs	<i>Administrative Break²</i>
1515 – 1615Hrs	Panel Discussion: Managing IPRs: Internal Assessment of Technology / Brands / Design / IP valuation and Commercialization ,IP licensing and Strategic Alliances <ul style="list-style-type: none">• Dr. Viswanathan Seshan*, Country Manager, IP&S-India, Philips Intellectual Property & Standards• Mr. Vidya Sagar Parchuri, CMD, Vibha Agrotech Ltd• Mr. GB Mathur, Sr. VP Legal ,The Escorts Group• Keshav Dhakad, Director –IPR &License Compliance, Microsoft Corporation (India) Pvt Ltd
1615 – 1630 Hrs	Tea / Coffee
1630 – 1800 Hrs	IP CLINIC FOR INDIAN INDUSTRY-An Interactive forum on IP practices with the Indian Patent Office
1630 – 1645 Hrs	Introduction by Moderator (Representative from Indian Industry)
1645 – 1705 Hrs	PATENTS (i) Overview of Patent Procedures and Practices (ii)Patent Examination procedures/Patentability Criteria Speaker: Nominated official from the Patents Office of the IPO
1705 – 1710 Hrs	Open Discussion
1710 – 1730 Hrs	TRADEMARKS (i) Overview of TM Procedures and Practices (ii)Highlights and current Trends in TM Speaker: Nominated official from the TM Office of the IPO
1730 – 1735 Hrs	Open Discussion
1735 – 1755 Hrs	DESIGNS (i) Overview of Designs Procedures and Practices (ii)Promotion of Design registration in India Speaker: Nominated official from the Design Office of the IPO
1755 – 1800 Hrs	Open Discussion & Close

² Change over of the dias for the Panel Discussion on the identified topic.

Day 2: Friday, July 16, 2010

- 1000 – 1130 Hrs **Case Studies : Role of IP Management in Competitiveness of Indian Industry: View points from Pharma, Automotive,FMCG and IT Sector**
- Mr. Sumesh Reddy, Head –IP Div. Dr. Reddy’s Labs
 - Dr. Mangala Venkat Ramani*, Head -Patents, Hindustan Unilever Ltd
 - Mr. Anupam Nagar*, KPMG, Intellectual Property Services
 - Chandra Bajagur*, Head, Patent Analysis, India, Shell Tech India
- 1130 – 1200 Hrs Tea / Coffee
- 1200 – 1330 Hrs **B2B Forum: IP practitioners view points on IP Management –Challenges and Issues in Indian IP system**
- Vishwanath & Global Attorneys*
 - Fox Mandal Little*
 - GMS Associates*
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- 1330 – 1430 Hrs Lunch & Close

- *Confirmed speakers*
- *The other listed speakers are in process of being invited for the National Conference*