



WORLD INTELLECTUAL PROPERTY DAY

26th April, 2014

Organised by

FEDERATION OF INDIAN CHAMBER OF COMMERCE & INDUSTRIES

With

INTELLECTUAL PROPERTY OFFICE

ORGANIZED BY



FEDERATION OF INDIAN CHAMBERS OF COMMERCE AND INDUSTRY (FICCI)

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INTELLECTUAL PROPERTY OFFICE

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EXECUTIVE SUMMMARY

Intellectual Property Rights framework, there won't be any entertainment industry.

OPENING SESSION



Shri Sidharth Birla, President FICCI; **Shri Amitabh Kant**, Secretary, Department of Industrial Policy and Promotion (DIPP), Ministry of Commerce and Industry, New Delhi; **Shri Chaitanya Prasad**, Controller General of Patents, Designs and Trademark, Government of India and **Ms. Jyoti Vij**, Deputy Secretary General, FICCI at the inaugural Session.

Shri Sidharth Birla

and Taiwan. He said “South Korea

imperative. Taiwan announced a Presidential Innovation Award for “innovations or designs” that are turned “into profitable businesses.”” He also emphasised on the US modal and said that “

Catalyze – creating

e “C’s” – Create Communicate communicating

catalyzing

development strategies.”



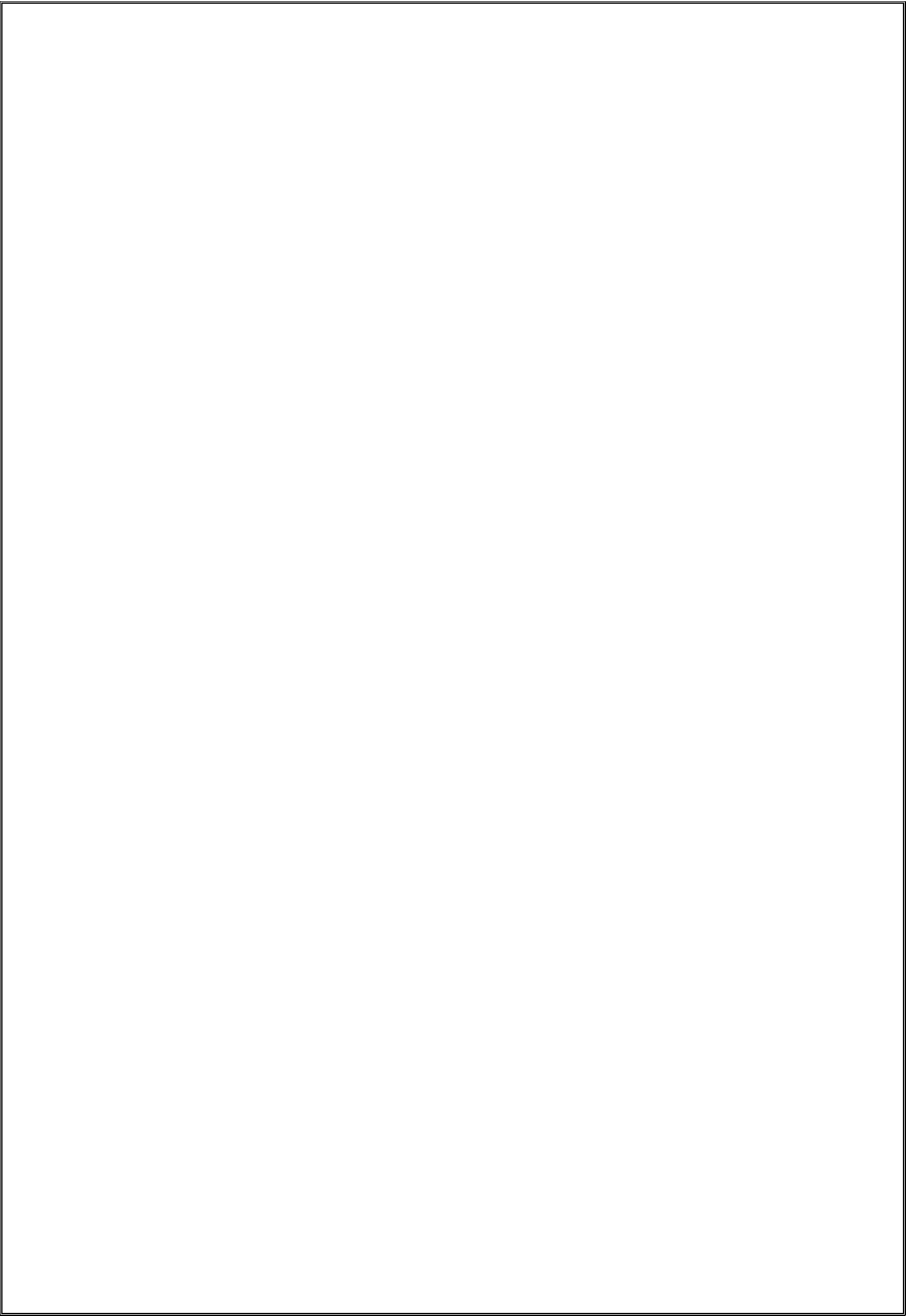
Opening Address by Shri Chaitanya Prasad

1950s. Justice Iyengar in his report “**reforming the patent system**”. He commented it



Inaugural Address by: Shri Amitabh Kant





Vote of Thanks

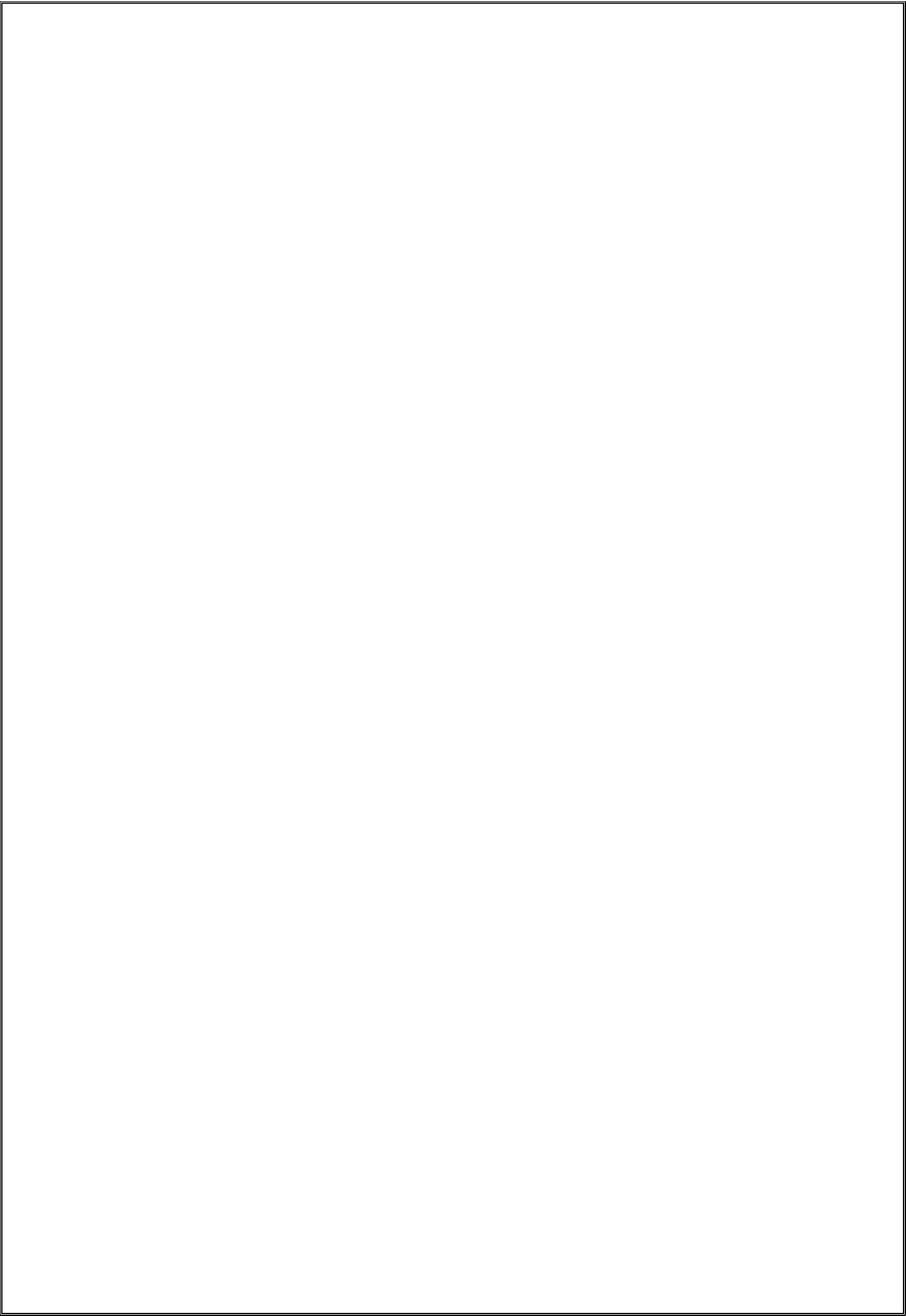
Today's conference theme talks about creation,



permeates into everyone's life, and has contributed significantly in improving ou

A recent FICCI study on 'Socio
evasion in seven key Industry Sectors', mentioned that the estimated annu

Facilitation Center for MSME's and individual Innovators.



PRIZE DISTRIBUTION FOR THE DEBATE COMPETITION

In today's time, Intellectual Property Right plays a pivotal role in the growth and development of a nation's economy. FICCI along with Intellectual Property Office is

The college students debated upon "Whether Public funded R&D contributes to IP promotion better than Private Funded R&D". And school students debated upon "Plagiarism: bane or boon".

S.No.	Name	



School Name	Student Name	Position
	Student Name	Position

Session 1

Innovators in India- on the road to Innovation Hub

**Chair- Shri Chaitanya Prasad, Controller
General of Patents, D Designs & Trademark,
Government of India**



Mr. Tabrez Ahmed- Secretary General, OPPI



This is a balancing act and if we don't balance it appropriately, it would lead to a big ,

– 's and

Mr. T.C. James- Consultant, FICCI

e do have an innovation culture and there's a lot of innovation going in India. The real here's no doubt about how IP

is really about is of developing a local innovation system. "Adapt and adopt a technology suitable for us" is how he puts



Mr. Samik Mukherjee -Policy Strategist, Intel Technology India Pvt Ltd.

It's



It's

Mr. Ashok Shukla- Partner, S.P.A. Associates



SESSION 2

Intellectual Property to boost Creativity and Economic Contribution in Indian Film industry

**Chair- Uday Singh, Managing Director, Motion Picture
Association, India**



Mr. Jagdish Sagar- Advocate



Mr. Uday Singh- Managing Director , Motion Picture Association, India

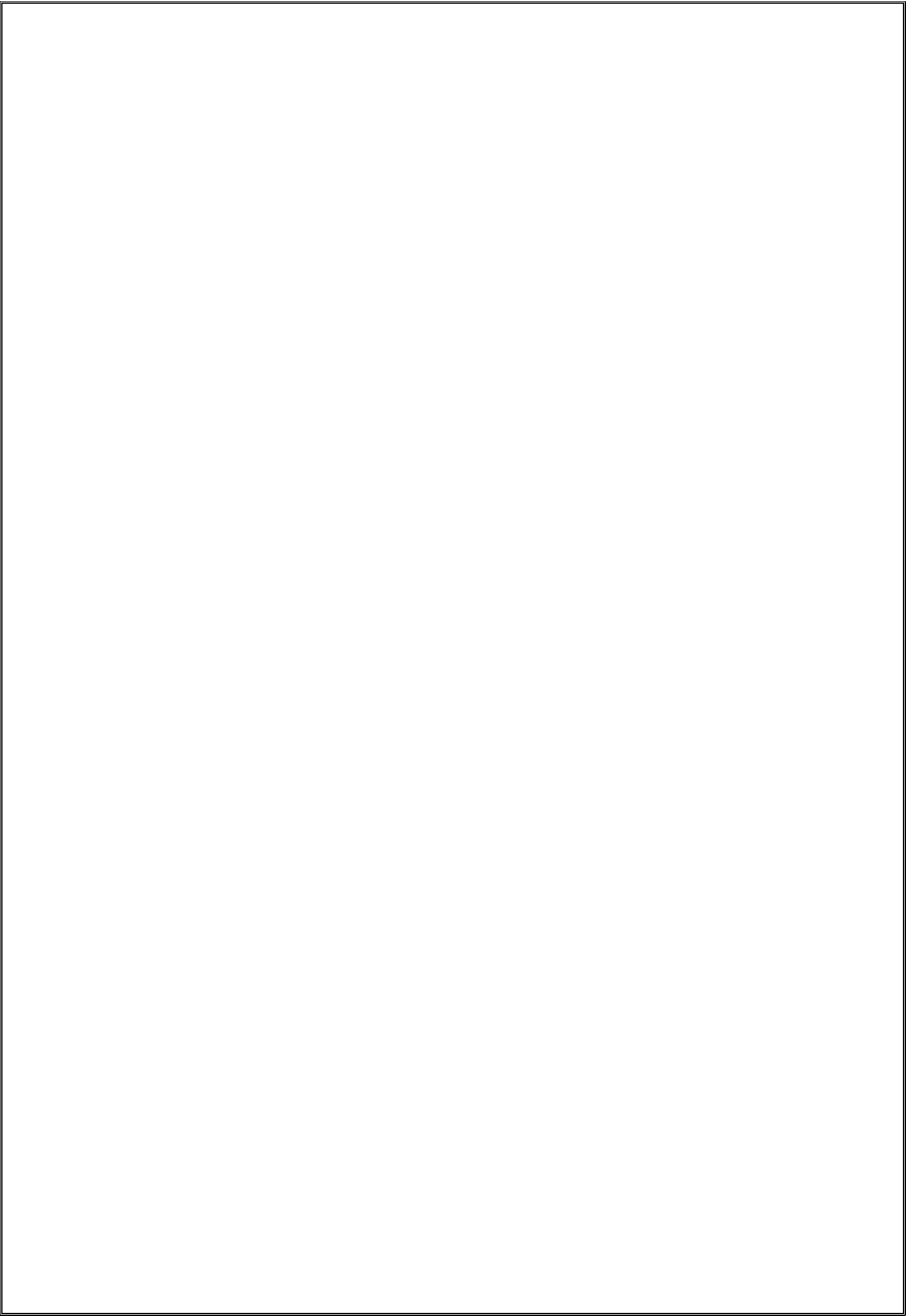


Mr. Ranjan Narula- Founder, Ranjan Narula Associates

a prima facie case of infringement. But, on the other side films like Ram Gopal Varma's



are granted timely and there aren't a huge number of cases where damages were paid.



Session 3 Commercialization of IP Assets

**Chair- Shri K. S. Kardam,
Joint Controller of Patents & Designs,
Government of India**



Mr. P.V.G. Menon- CEO, VANN Consulting Pvt. Ltd.



Mr. Nitin Masilamani- Partner, Amarchand Mangaldas



usually keen in filing a patent application what they don't realise is that the cost



it's

intangible where you won't get an exactly similar licensing agreement. You can only get

Dr. Ajay Batra- Managing Partner and CEO, World IPR Bank

“

”

we don't have processes to capture innovation. We don't have
es to capture knowledge. We don't have processes that can make this elitist

Indians are very good at following standards but when it comes to creativity we don't



don't know

Ms. Sunita K. Sreedharan- CEO, S.K.S. Law Associates



**Ms. Simone Misra- Director, IP Licensing & Sales, Microsoft Corporation
USA**

expressed in Bill Gates 1976 'open letter'. Monetization of IP can be done by va

IP. Microsoft solves its customer's problems by licensing their IP or through their

Licensors and Licensees have different goals of licensing. Licensors' goals include strategic use of IP, Revenue generation and ecosystem of products. On the other hand, Licensee's

Microsoft's internal process of IP licensing program includes identifying



Microsoft's external process of marketing an IP licensing program includes market

significance of the licensing program or its complexity. Mr Bill Gates said "At a lot of

Microsoft, because IP is central to who we are and what we do." Microsoft is the winner

RR Hirwani-Head, CSIR Unit for Research and Development of Information Products.



**SESSION 4: Countering Piracy and
Counterfeiting to safeguard society and
economy**

**Chair- Mr. Ameet Datta, Partner, Saikrishna
& Associates**



Ms. Lohita Sujith- Director, Corporate Communications, Motion Picture Association, India



Mr. Rohit Kumar- Managing Director – South Asia, Health Science Division, Reed Elsevier India Pvt. Ltd. & President, Association of Publishers in India; Co-Chair-Publishing Committee, FICCI



Dr. Gandhi P C Kaza- Chairman, Truth Labs





Program Outline- World IP Day-2014

Fostering Innovations and Creativity in Indian Industry through Intellectual Property for Higher Growth Trajectory

Venue: FICCI, Federation House, Tansen Marg,

New Delhi, 26th April 2014

–	REGISTRATIO
	Welcome Address
	Opening Address:
	Inaugural Address by:
	Distribution of Awards
	Vote of Thanks
	Tea/Coffee
–	Session 1: Innovators in India- on the road to Innovation Hub
	Chair-
	Panelists:

	Open House Discussion
	Session 2: Intellectual Property to boost Creativity and Economic Contribution in Indian Film industry Chair- Panelists
	Open House Discussion
-	
-	Session 3: Commercialization of IP Assets Chair- Panelists
	Open House Discussion
	Tea/Coffe
	SESSION 4: Countering Piracy and Counterfeiting to safeguard society and economy Chair- Panelists:- -
-	Open House Discussion

BRIEF PROFILE OF THE DIVISION

Intellectual Property in today's knowledge	