IPEX -2015
Think Local - Act Global
Interfacing IP in a Globalized World
‘Mapping IP Trends for Competitive Advantage’
25-26 September 2015, Hotel Westin, Chennai
Overview

India’s prominence in the global economy has increased significantly, sparking huge interest from foreign investors. It has opened tremendous opportunities for Indian Companies as well as companies having presence in India. In almost all industry sectors, multinational companies are now doing business in India. Also, the Indian companies are not thinking of being restricted to any one market. They have high aspiration to expand their market base and go global.

In the modern business world there is a general shifting from physical assets towards intellectual property assets such as patents, trademarks, industrial designs, trade secrets, copyrights etc. Intellectual Property is acting as a primary source of value added growth and earning power for the business. The company’s competitive advantage therefore lies largely in its capacity to manage these strategic IP resources.

The Trade-Related Aspects of Intellectual Property Rights (TRIPS) Agreement laid minimum IP standards for all World Trade Organization (WTO) member countries to protect the business interest of the companies having business worldwide. Now the time is changing; the countries are providing conducive environment to initiate the change in there IP systems to be in the competition and attract foreign direct investment. While India has also done lot of changes in its Intellectual Property Regime, the industry sectors are yet to get engaged actively in innovation, R&D and design.

The sixth edition of our conference, IPEX-2015: ‘Think Local-Act Global: Interfacing IP in a globalized world’ aims to strengthen the participation of Indian Companies in current knowledge based economy. Now, it is time for Companies to understand the local problems and opportunities which means ‘think local’ and come up with unique solution to those problems; at the same time ability of the companies to commercialize the solutions in global markets, hence ‘Act Global’.

It is also equally important that companies should understand the importance of protecting their unique solution coming from ‘think local’ strategy in the form of IPR. Indian Companies must be well aware of the global developments taking place in the field of Intellectual Property and business thereby framing effective strategies and ‘Act Global’ in light of global IP regimes. The objective is that Indian Companies should lay a solid IP foundation keeping in mind ‘Think Local-Act Global’ strategy; in order to maximize future value, and ensure success in a longer run.

Keeping in view of the above, CII - APTDC - TNTDPC is jointly organizing the sixth edition of Conference: IPEX-2015 with the theme ‘Interfacing IP in a Globalized World: Think Local-Act Global’. The conference has been designed with an objective that Indian Startups and companies should lay a solid IP foundation in order to maximize future value, and ensure success in a longer run.
Objectives

IPEX 2015, the International Conference will provide a platform to discuss on mapping IP landscape in India and abroad, and understand best practices from industry and stakeholders.

The Objectives of this International Conference is to:
- Audit emerging IP trends in India
- Discuss on Prosecution Strategies in India & worldwide
- Understand Infringement Analytics: Why & How to avoid infringement
- Highlight Institutionalizing IP: Promoting establishment of IP cell in an organization and understanding its role & importance
- Discuss on draft IPR Policy and how it can strengthen IP ecosystem in country.

Retrospect 2013 & 2014
- Participation of over 500 Delegates from Industry, academia, MSME and R&D institutions from India and Abroad.
- USPTO, EPO, IPO and IPOS, Singapore Participation in editions of IPEX.
- Business Leaders Session on IP Management
- Interactive session with MSME-DI Officials, Department of Information Technology, Government of India, Indian Industry and Institutions.
- Special session with Indian Judiciary, IPAB, Patent Office Officials on IPR
- Case studies and Best Practices on IP Management from Corporates, Institutions and MSMEs of India and Abroad.

Key Sessions
- **Auditing Emerging IP Trends in India**: Understanding Trade Secrets & Related Agreements, Copyright for Creative Industries, Protection for Plant Varieties & Farmers Rights Act: Current Status
- **Best Practices on IP Prosecution**: Secrets and Strategies for Managing Patent: Do’s and Don’ts of Patent Filing, Handling Pre-Grant and Post Grant Opposition, Filing PCT Applications: Best Practices
- **Effective Prosecution Strategies**: Effective Trademark Prosecution: Protect it or lose it: Prosecuting Software Patents, Emerging trends of Industrial Design Prosecution
- **Infringement Analytics**: Freedom To Operate Analysis and Emerging Practices, Understanding Indirect Infringement (Doctrine of Equivalence), Disseminating Hatch-Waxman Act
- **Invalidation & Infringement Analytics**: Patent Invalidation-Legal Analysis, Trademark Invalidation & Passing off, Copyright Infringement in Internet & Social Media

- **Institutionalizing IP**: Developing IP Cells for R & D institutions, Best Practices of IP Awareness for Professionals, Integrating IP Cell & Technology Transfer
- **Panel discussion on Draft National IPR Policy**: Critical Inputs

Invited Speakers
- Ms Shilpi Jha, Sr. Legal Counsel, IP - South Asia, US Embassy
- Shri T V Madhusudan, Deputy Controller, Indian Patent Office
- Mr MS Bharath, Partner, Anand & Anand
- Prof V C Vivekanandan, MHRD IP Chair, NALSAR University
- Ms Sheetal Chopra, India Lead - IPR Advocacy, Ericsson India Private Ltd
- Dr Subrahmaniam Nagarajan, Former Chairperson, PPVs, FRA
- Mr Surajit Arha, CoE Leader, GE India
- Mr Arun C Mohan, Partner, Mohan Associates
- Mr. Anindya Sircar, AVP & Head, IP Cell, Infosys Technologies Ltd
- Mr K Subodh Kumar, Corporate IPR Group, TCS
- Dr Sumesh Reddy, Global Head-IP, Cipla Ltd
- Dr Niti Dewan, Head Patent, RK Dewan & Co
- Dr UP Senthil Kumar, Senior VP-IP Management and R&D, Orchid Chemicals & Pharmaceuticals Ltd
- Ms Swapna Sundar, CEO, IP Dome
- Mr Yashawant Dev Panwar, Director, PFC, TIFAC
- Mr PVS Giridhar, Giridhar & Sai Associates
- Mr Savio D’ Souza, Secretary General, The Indian Music Industry
- Ms Balajanaki, Founder, Rights & Marks
- Shri M. Muthukrishnan, GM, R & D and Coal Research, BHEL
- Prof A David Ambrose, MHRD IP Chair, Madras University
- Mr S Chandrasekaran, Former CGPDTM & Technical Member, IPAB

Participation Category @ IPEX

Sponsors/Table Space/Delegates

How to Register

Interested Sponsors & Participants are requested to complete the registration form with payment details and confirm participation.

Date & Venue

25-26 September 2015, Hotel Westin, Chennai, India
Andhra Pradesh Technology Development & Promotion Centre (APTDC) has been established under the joint participation of Govt. of Andhra Pradesh, Confederation of Indian Industry (CII) and Technology Information, Forecasting & Assessment Council (TIFAC - an autonomous society under the Department of Science & Technology, Govt. of India) as a one-stop shop for Technology Development & Promotion, Technology Upgradation and Induction of New Technologies as a unique model in the country.

APTDC, operating with a core group of young and experienced technical professionals supported by CII and DST/TIFAC and networked with more than 100 expert agencies/institutes/freelance experts for providing technology services to industry and entrepreneurs. APTDC is currently working on a number of innovative projects as follows:

- Technology Projects
- Municipal Solid Waste Technologies: Concept to Commissioning
- Value added Bamboo Products
- Technology Upgradation for Granite Sector
- Intellectual Property Rights Facilitation Services
- Intellectual Property Audit tool for SMEs

Tamil Nadu Technology Development & Promotion Centre (TNTDPC) was established under the joint participation of the Govt. of Tamil Nadu and Confederation of Indian Industry (CII). TNTDPC is incorporated as a Society, an apex Governing Council chaired by the Secretary, of Government of India, the Department of Science & Technology and consisting of members from Government of India, Government of Tamil Nadu, Industry and CII.

Services offered

Broadly TNTDPC offers the following services:

- Technology Awareness & Identification
- Technology Development and/or upgradation
- Research Promotion for NPI
- Technology Sourcing and/or transfer
- Technology Commercialization
- Quality control
- IPR services
- Promotion of Technologies leading to Societal Benefits (Concept-to-Commissioning Support)

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The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, playing a proactive role in India's development process. Founded in 1895, India's premier business association has over 7200 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 100,000 enterprises from around 242 national and regional sectoral industry bodies.

CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, healthcare, education, livelihood, diversity management, skill development, empowerment of women, and water, to name a few.

The CII theme of ‘Accelerating Growth, Creating Employment’ for 2014-15 aims to strengthen a growth process that meets the aspirations of today’s India. During the year, CII will specially focus on economic growth, education, skill development, manufacturing, investments, ease of doing business, export competitiveness, legal and regulatory architecture, labour law reforms and entrepreneurship as growth enablers.

With 64 offices, including 9 Centres of Excellence, in India, and 7 overseas offices in Australia, China, Egypt, France, Singapore, UK, and USA, as well as institutional partnerships with 312 counterpart organizations in 106 countries, CII serves as a reference point for Indian industry and the international business community.